

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ June 2024 page views and unique browsers

◆ Monthly page views

20,913,517

Average page views per day
697,117.2

◆ Monthly unique browsers

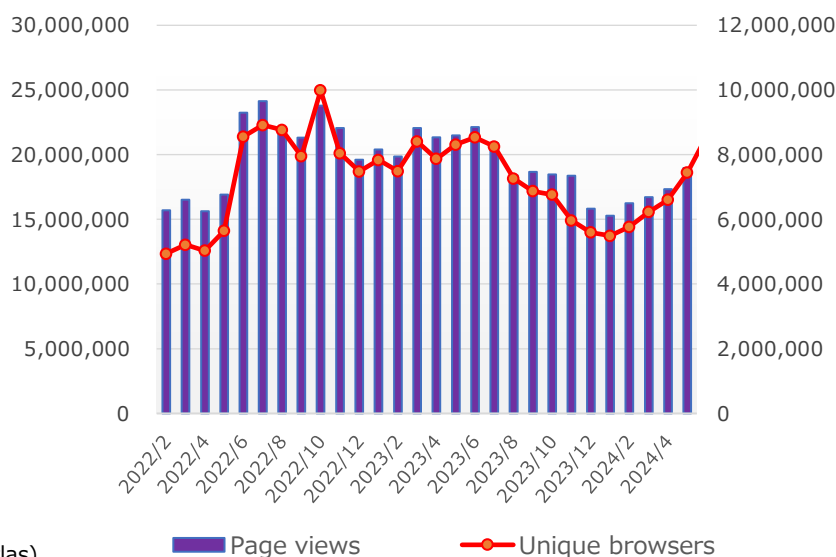
8,566,995

Average unique browsers per day
285,566.5

◆ Number of email delivery

601,522 (as of June 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ June 2024 page views and unique browsers

◆ Monthly page views

1,758,839

Average page views per day
58,105.9

◆ Monthly unique browsers

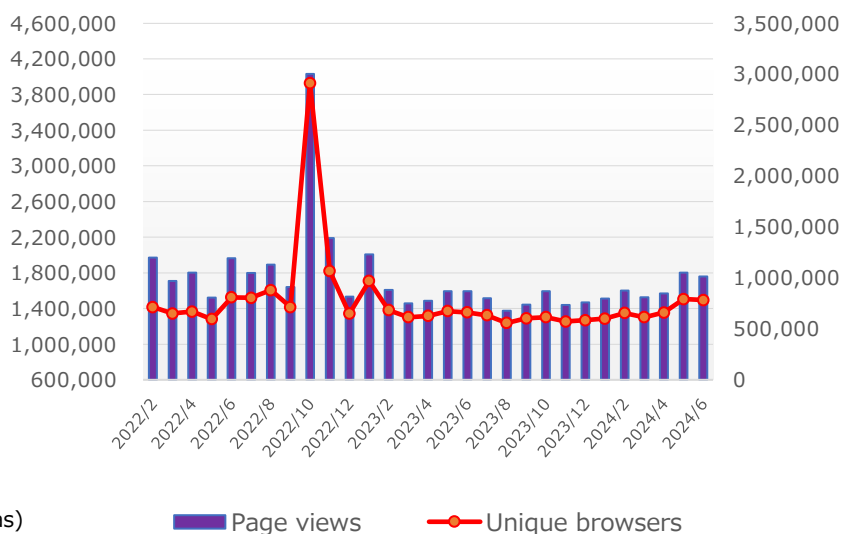
783,117

Average unique browsers per day
25,556.3

◆ Number of email delivery

134,551 (as of June 26)

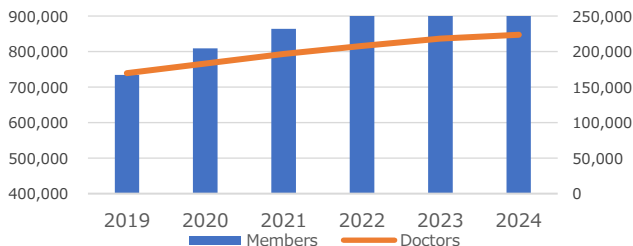
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	988,701
Doctors	169,557	183,234	196,847	207,945	218,240	223,656



Major User Attribute

June 30, 2024

Doctor	223,656	Dentist	10,341
Hospital Doctor	183,070	Pharmacist	198,641
Hospital Administrator/Director	8,429	Nurse/Nursing Assistant	72,406
Clinical Administrator/Director	32,157	Health nurse	4,089
		Maternity nurse	2,252

User Attribute (Pharmacist)

June 2024

May 2024

Pharmacist (owns a drugstore)	8,144	8,151
Pharmacist at a drugstore	10,601	10,562
Hospital pharmacist	106,216	105,636
Pharmacist (pharmaceutical company employee)	35,161	35,007
Pharmacist (drug wholesaling employee)	9,714	9,681
Pharmacist (other)	2,352	2,351
Pharmacist (owns a drugstore)	26,453	26,298

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,939	Hospital (200-299 beds)	16,111
Clinic (1-19 beds)	3,259	Hospital (300-499 beds)	37,575
Hospital (20-99 beds)	7,696	Hospital (500 beds or more)	73,244
Hospital (100-199 beds)	15,712	Other	6,887

Nikkei Medical Online Doctor Verification System

Nikkei Medical Online has adopted a rigorous verification system for doctors in order to limit the perusal of articles introducing actual case details, etc. to doctors.

In addition to usual registration items, this verification system, although perhaps a little irksome, requires doctors also to input such detailed information as name of graduated university and year of graduation, which enables us to confirm that the applicant is indeed a doctor.

Furthermore, to prevent impersonator registration by others, notification of completion of registration is sent to the registrant's workplace by post for confirmation.

By this double checking through detailed registration input by doctors themselves and confirmation of location, Nikkei Medical Online is able to bring together active member doctors with a strong awareness of information gathering.

Department

	June 2024	May 2024
Internal Medicine	68,207	68,008
Respiratory Tract Medicine	8,568	8,539
Gastroenterology	15,992	15,943
Endocrine/Metabolic	6,482	6,454
Kidney	5,010	4,990
Haematology	2,769	2,757
Neurology	5,354	5,328
Medical oncology	907	903
Psychosomatic Medicine	2,249	2,247
Other Medicine	4,313	4,297
Cardiovascular Surgery	2,698	2,693
Respiratory Tract Surgery	1,980	1,976
Gastroenterological Surgery	8,684	8,650
Cranial Nerve Surgery	5,745	5,731
Pediatric Surgery	734	732
Surgery	12,449	12,416
Orthopedic Surgery	12,583	12,533
Plastic Surgery	2,128	2,117
Oral Surgery	168	175
Other Surgery	1,616	1,610
Cardiovascular Disease	14,793	14,762
Allergies	2,862	2,854
Rheumatism	3,283	3,274
Geriatrics	1,404	1,402
General practice	2,159	2,135
Psychiatry	9,450	9,419
Pediatrics	15,258	15,191
Rehabilitation	4,517	4,508
Obstetrics/Gynecology	7,558	7,536
Breast surgery	650	646
Ophthalmology	4,969	4,949
Ear, Nose & Throat	4,971	4,955
Dermatology	6,619	6,598
Urology	5,015	4,996
Radiology	4,684	4,660
Anaesthesia	6,987	6,958
Palliative care	827	824
Emergency/ICU	5,896	5,879
STDs	109	109
Proctology	767	763
Preclinical Medicine	1,775	1,776
Pathology	759	745
Other	18,297	18,227