

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ October 2024 page views and unique browsers

◆ Monthly page views

20,959,882

Average page views per day
676,125.2

◆ Monthly unique browsers

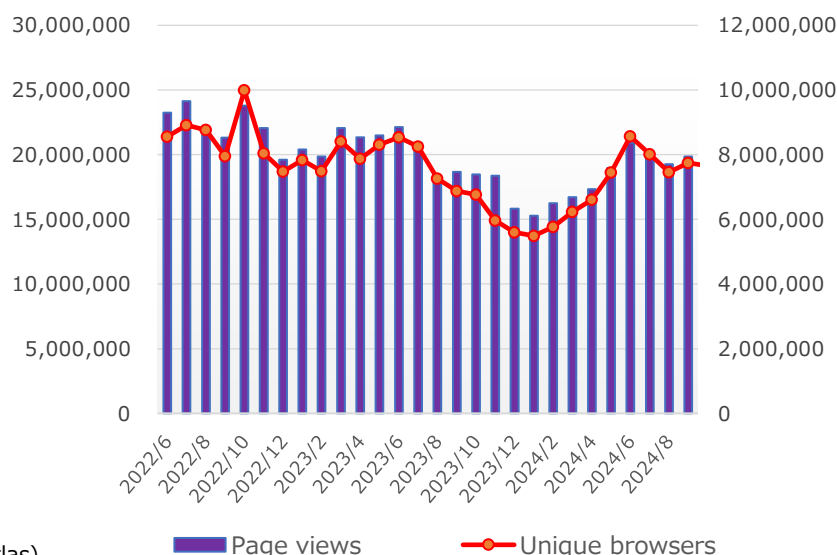
7,655,771

Average unique browsers per day
246,960.3

◆ Number of email delivery

598,448 (as of October 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ October 2024 page views and unique browsers

◆ Monthly page views

1,701,057

Average page views per day
54,872.8

◆ Monthly unique browsers

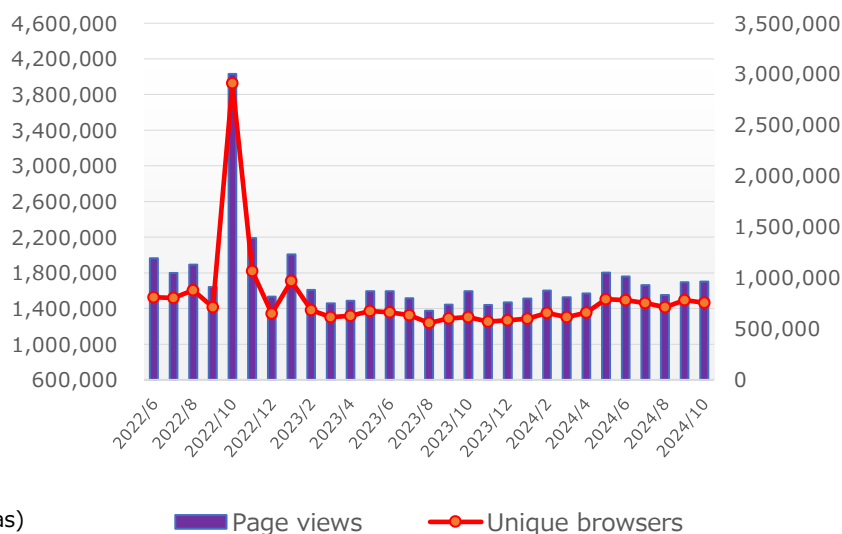
756,998

Average unique browsers per day
24,419.3

◆ Number of email delivery

134,683 (as of October 30)

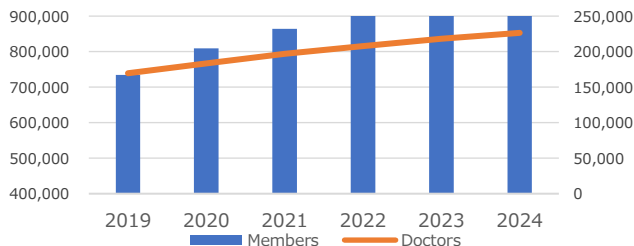
(Source: Atlas)



User Profile

■ Membership

Members	734,089	809,144	864,490	920,498	965,018	1,003,781
Doctors	169,557	183,234	196,847	207,945	218,240	226,413



■ Major User Attribute

October 31, 2024

Doctor	226,413	Dentist	10,467
Hospital Doctor	185,004	Pharmacist	201,718
Hospital Administrator/Director	8,580	Nurse/Nursing Assistant	74,091
Clinical Administrator/Director	32,829	Health nurse	4,152
		Maternity nurse	2,303

User Attribute (Pharmacist) October 2024 September 2024

Pharmacist (owns a drugstore)	8,108	8,120
Pharmacist at a drugstore	10,735	10,712
Hospital pharmacist	107,980	107,559
Pharmacist (pharmaceutical company employee)	35,740	35,584
Pharmacist (drug wholesaling employee)	9,841	9,810
Pharmacist (other)	2,365	2,363
Pharmacist (owns a drugstore)	26,949	26,826

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,699	Hospital (200-299 beds)	16,158
Clinic (1-19 beds)	3,269	Hospital (300-499 beds)	37,938
Hospital (20-99 beds)	7,803	Hospital (500 beds or more)	73,463
Hospital (100-199 beds)	16,090	Other	6,950

■ 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

	October 2024	September 2024
Internal Medicine	68,999	68,823
Respiratory Tract Medicine	8,699	8,665
Gastroenterology	16,264	16,207
Endocrine/Metabolic	6,614	6,596
Kidney	5,107	5,096
Haematology	2,817	2,811
Neurology	5,416	5,404
Medical oncology	969	968
Psychosomatic Medicine	2,281	2,276
Other Medicine	4,407	4,392
Cardiovascular Surgery	2,715	2,707
Respiratory Tract Surgery	2,000	1,992
Gastroenterological Surgery	8,746	8,732
Cranial Nerve Surgery	5,828	5,810
Pediatric Surgery	746	745
Surgery	12,508	12,490
Orthopedic Surgery	12,757	12,727
Plastic Surgery	2,165	2,159
Oral Surgery	165	168
Other Surgery	1,650	1,639
Cardiovascular Disease	14,932	14,915
Allergies	2,920	2,913
Rheumatism	3,333	3,325
Geriatrics	1,426	1,421
General practice	2,297	2,290
Psychiatry	9,641	9,612
Pediatrics	15,460	15,423
Rehabilitation	4,603	4,590
Obstetrics/Gynecology	7,670	7,642
Breast surgery	676	674
Ophthalmology	5,047	5,034
Ear, Nose & Throat	5,012	4,994
Dermatology	6,731	6,712
Urology	5,079	5,061
Radiology	4,763	4,751
Anaesthesia	7,085	7,070
Palliative care	883	882
Emergency/ICU	6,008	5,989
STDs	118	118
Proctology	771	770
Preclinical Medicine	1,772	1,767
Pathology	799	795
Other	18,358	18,291