

# Marketing Report

## Nikkei Medical ONLINE

日経メディカル

### ■ November 2024 page views and unique browsers

#### ◆ Monthly page views

**21,207,350**

Average page views per day  
706,911.7

#### ◆ Monthly unique browsers

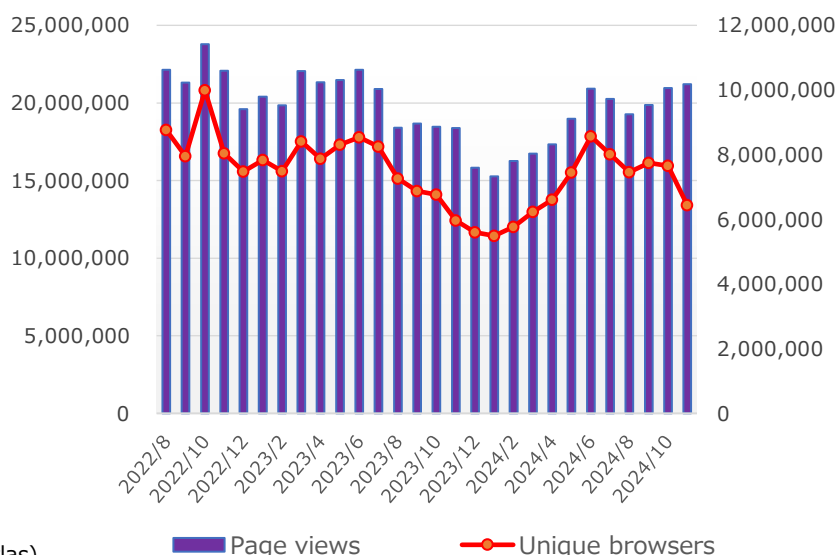
**6,437,981**

Average unique browsers per day  
214,599.4

#### ◆ Number of email delivery

**597,261** (as of November 28)

(Source: Atlas)



## Nikkei Drug Information

DIOnline

### ■ November 2024 page views and unique browsers

#### ◆ Monthly page views

**1,459,213**

Average page views per day  
48,640.4

#### ◆ Monthly unique browsers

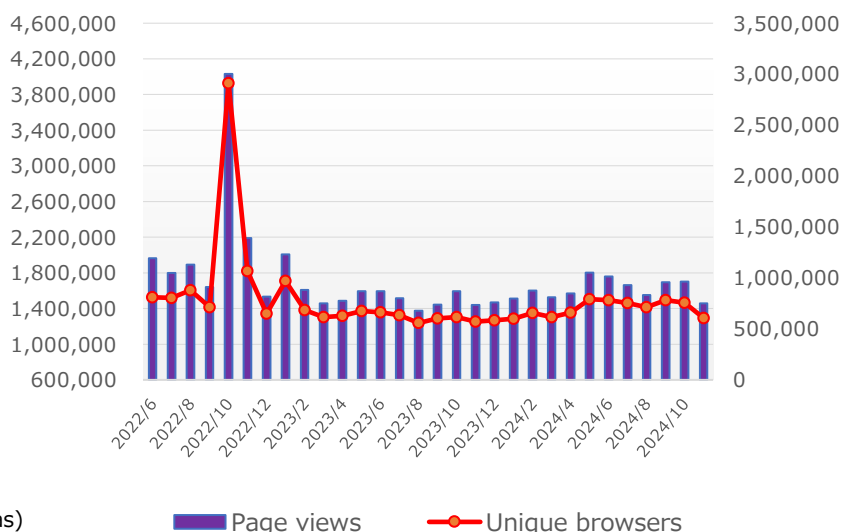
**606,259**

Average unique browsers per day  
20,208.6

#### ◆ Number of email delivery

**134,375** (as of November 27)

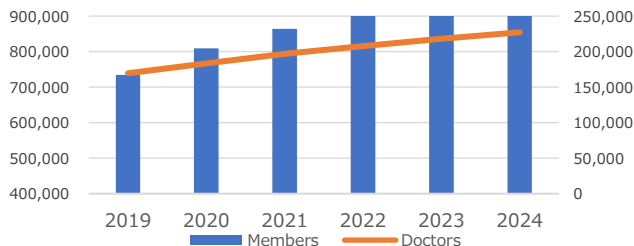
(Source: Atlas)



# User Profile

## Membership

|         |         |         |         |         |         |           |
|---------|---------|---------|---------|---------|---------|-----------|
| Members | 734,089 | 809,144 | 864,490 | 920,498 | 965,018 | 1,007,730 |
| Doctors | 169,557 | 183,234 | 196,847 | 207,945 | 218,240 | 227,185   |



## Major User Attribute

November 30, 2024

|                                 |         |                         |         |
|---------------------------------|---------|-------------------------|---------|
| Doctor                          | 227,185 | Dentist                 | 10,501  |
| Hospital Doctor                 | 185,688 | Pharmacist              | 202,371 |
| Hospital Administrator/Director | 8,599   | Nurse/Nursing Assistant | 74,434  |
| Clinical Administrator/Director | 32,898  | Health nurse            | 4,176   |
|                                 |         | Maternity nurse         | 2,313   |

User Attribute (Pharmacist) November 2024 October 2024

|                                              |         |         |
|----------------------------------------------|---------|---------|
| Pharmacist (owns a drugstore)                | 8,100   | 8,108   |
| Pharmacist at a drugstore                    | 10,749  | 10,735  |
| Hospital pharmacist                          | 108,363 | 107,980 |
| Pharmacist (pharmaceutical company employee) | 35,851  | 35,740  |
| Pharmacist (drug wholesaling employee)       | 9,866   | 9,841   |
| Pharmacist (other)                           | 2,368   | 2,365   |
| Pharmacist (owns a drugstore)                | 27,074  | 26,949  |

No. of Beds in Hospitals Where Doctors Work

|                         |        |                             |        |
|-------------------------|--------|-----------------------------|--------|
| Clinic (none)           | 21,802 | Hospital (200-299 beds)     | 16,214 |
| Clinic (1-19 beds)      | 3,275  | Hospital (300-499 beds)     | 38,085 |
| Hospital (20-99 beds)   | 7,820  | Hospital (500 beds or more) | 73,744 |
| Hospital (100-199 beds) | 16,144 | Other                       | 6,971  |

## 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

|                             | November 2024 | October 2024 |
|-----------------------------|---------------|--------------|
| Internal Medicine           | 69,129        | 68,999       |
| Respiratory Tract Medicine  | 8,742         | 8,699        |
| Gastroenterology            | 16,331        | 16,264       |
| Endocrine/Metabolic         | 6,643         | 6,614        |
| Kidney                      | 5,134         | 5,107        |
| Haematology                 | 2,832         | 2,817        |
| Neurology                   | 5,428         | 5,416        |
| Medical oncology            | 979           | 969          |
| Psychosomatic Medicine      | 2,286         | 2,281        |
| Other Medicine              | 4,433         | 4,407        |
| Cardiovascular Surgery      | 2,724         | 2,715        |
| Respiratory Tract Surgery   | 2,007         | 2,000        |
| Gastroenterological Surgery | 8,775         | 8,746        |
| Cranial Nerve Surgery       | 5,843         | 5,828        |
| Pediatric Surgery           | 750           | 746          |
| Surgery                     | 12,519        | 12,508       |
| Orthopedic Surgery          | 12,792        | 12,757       |
| Plastic Surgery             | 2,179         | 2,165        |
| Oral Surgery                | 166           | 165          |
| Other Surgery               | 1,658         | 1,650        |
| Cardiovascular Disease      | 14,970        | 14,932       |
| Allergies                   | 2,925         | 2,920        |
| Rheumatism                  | 3,337         | 3,333        |
| Geriatrics                  | 1,426         | 1,426        |
| General practice            | 2,308         | 2,297        |
| Psychiatry                  | 9,673         | 9,641        |
| Pediatrics                  | 15,491        | 15,460       |
| Rehabilitation              | 4,617         | 4,603        |
| Obstetrics/Gynecology       | 7,700         | 7,670        |
| Breast surgery              | 680           | 676          |
| Ophthalmology               | 5,063         | 5,047        |
| Ear, Nose & Throat          | 5,024         | 5,012        |
| Dermatology                 | 6,753         | 6,731        |
| Urology                     | 5,101         | 5,079        |
| Radiology                   | 4,776         | 4,763        |
| Anaesthesia                 | 7,104         | 7,085        |
| Palliative care             | 887           | 883          |
| Emergency/ICU               | 6,022         | 6,008        |
| STDs                        | 118           | 118          |
| Proctology                  | 772           | 771          |
| Preclinical Medicine        | 1,774         | 1,772        |
| Pathology                   | 807           | 799          |
| Other                       | 18,424        | 18,358       |