

Marketing Report

Nikkei Medical ONLINE



■ January 2025 page views and unique browsers

◆ Monthly page views

21,166,230

Average page views per day
682,781.6

◆ Monthly unique browsers

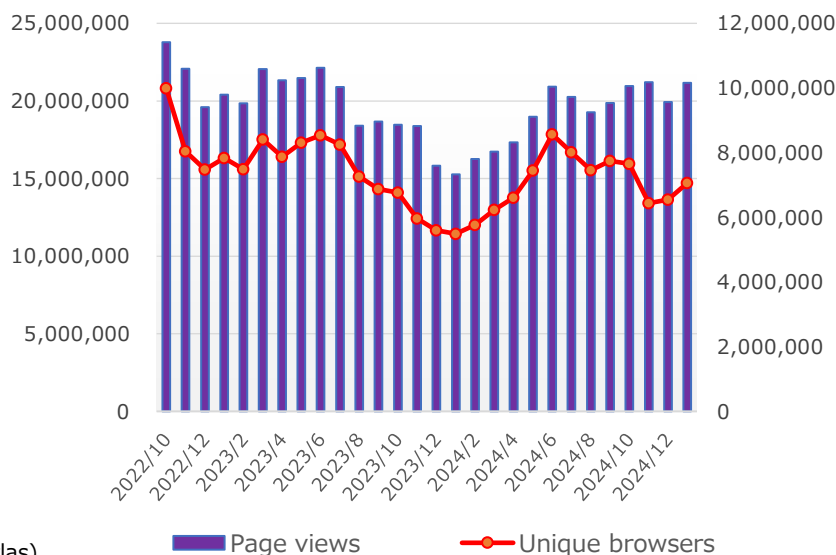
7,062,151

Average unique browsers per day
227,811.3

◆ Number of email delivery

595,594 (as of January 30)

(Source: Atlas)



Nikkei Drug Information



■ January 2025 page views and unique browsers

◆ Monthly page views

1,710,359

Average page views per day
55,172.8

◆ Monthly unique browsers

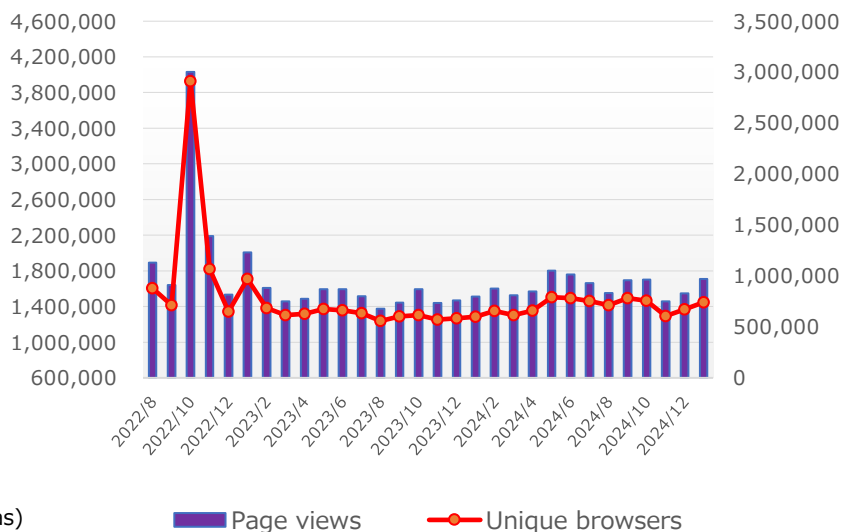
742,411

Average unique browsers per day
23,948.7

◆ Number of email delivery

133,953 (as of January 29)

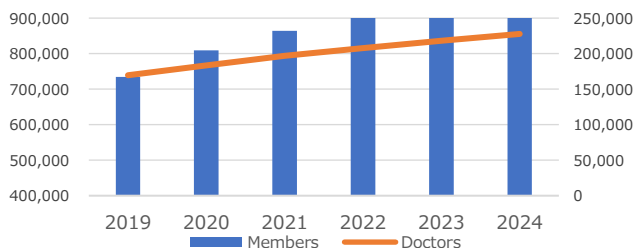
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,013,901
Doctors	169,557	183,234	196,847	207,945	218,240	228,351



Major User Attribute

January 31, 2025

Doctor	228,351	Dentist	10,568
Hospital Doctor	186,683	Pharmacist	203,484
Hospital Administrator/Director	8,636	Nurse/Nursing Assistant	75,035
Clinical Administrator/Director	33,032	Health nurse	4,203
		Maternity nurse	2,340

User Attribute (Pharmacist)

User Attribute (Pharmacist)	January 2025	December 2024
Pharmacist (owns a drugstore)	8,088	8,094
Pharmacist at a drugstore	10,791	10,763
Hospital pharmacist	108,923	108,631
Pharmacist (pharmaceutical company employee)	36,076	35,957
Pharmacist (drug wholesaling employee)	9,913	9,895
Pharmacist (other)	2,380	2,371
Pharmacist (owns a drugstore)	27,313	27,183

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,973	Hospital (200-299 beds)	16,262
Clinic (1-19 beds)	3,291	Hospital (300-499 beds)	38,290
Hospital (20-99 beds)	7,873	Hospital (500 beds or more)	74,156
Hospital (100-199 beds)	16,213	Other	6,994

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

	January 2025	December 2024
Internal Medicine	69,410	69,243
Respiratory Tract Medicine	8,774	8,760
Gastroenterology	16,413	16,374
Endocrine/Metabolic	6,685	6,666
Kidney	5,160	5,145
Haematology	2,846	2,838
Neurology	5,462	5,445
Medical oncology	988	985
Psychosomatic Medicine	2,299	2,291
Other Medicine	4,456	4,448
Cardiovascular Surgery	2,729	2,727
Respiratory Tract Surgery	2,020	2,013
Gastroenterological Surgery	8,816	8,792
Cranial Nerve Surgery	5,874	5,861
Pediatric Surgery	755	755
Surgery	12,550	12,532
Orthopedic Surgery	12,849	12,815
Plastic Surgery	2,197	2,186
Oral Surgery	167	167
Other Surgery	1,661	1,656
Cardiovascular Disease	15,016	14,988
Allergies	2,931	2,929
Rheumatism	3,338	3,335
Geriatrics	1,432	1,429
General practice	2,336	2,318
Psychiatry	9,732	9,698
Pediatrics	15,550	15,519
Rehabilitation	4,624	4,618
Obstetrics/Gynecology	7,744	7,726
Breast surgery	687	684
Ophthalmology	5,083	5,068
Ear, Nose & Throat	5,039	5,032
Dermatology	6,793	6,768
Urology	5,128	5,117
Radiology	4,802	4,788
Anaesthesia	7,134	7,123
Palliative care	894	890
Emergency/ICU	6,048	6,030
STDs	120	120
Proctology	774	772
Preclinical Medicine	1,776	1,774
Pathology	815	811
Other	18,541	18,473

Marketing Report

Nikkei Medical ONLINE



February 2025 page views and unique browsers

◆ Monthly page views

19,652,787

Average page views per day
701,885.2

◆ Monthly unique browsers

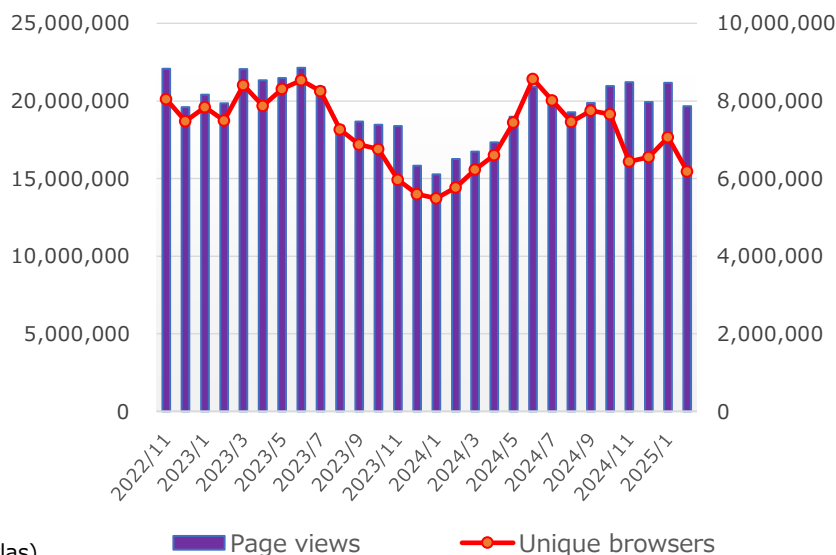
6,186,270

Average unique browsers per day
220,938.2

◆ Number of email delivery

594,972 (as of February 27)

(Source: Atlas)



Nikkei Drug Information



February 2025 page views and unique browsers

◆ Monthly page views

1,417,080

Average page views per day
50,610.0

◆ Monthly unique browsers

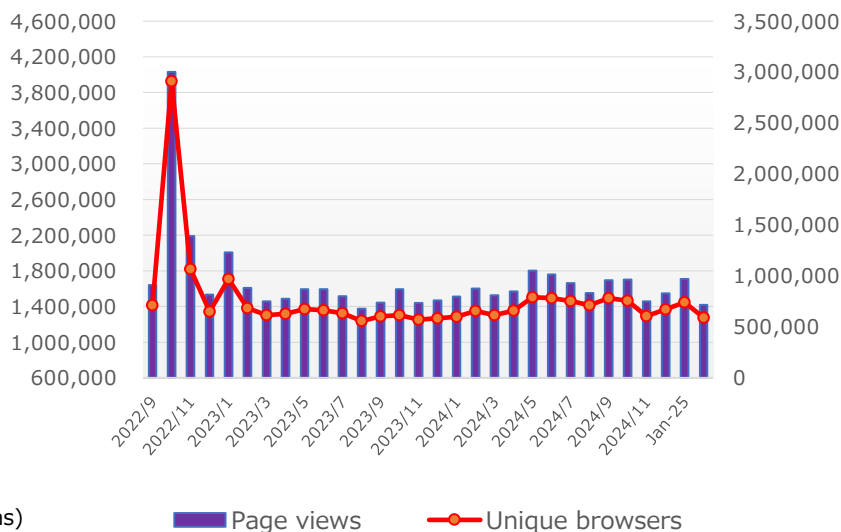
590,982

Average unique browsers per day
21,106.5

◆ Number of email delivery

133,932 (as of February 26)

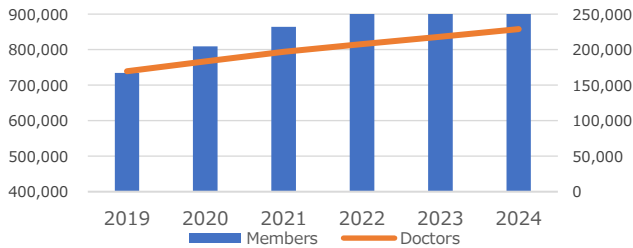
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,017,079
Doctors	169,557	183,234	196,847	207,945	218,240	228,897



Major User Attribute

February 28, 2025

Doctor	228,897	Dentist	10,598
Hospital Doctor	187,144	Pharmacist	204,167
Hospital Administrator/Director	8,663	Nurse/Nursing Assistant	75,307
Clinical Administrator/Director	33,090	Health nurse	4,217
		Maternity nurse	2,354

User Attribute (Pharmacist) February 2025 January 2025

Pharmacist (owns a drugstore)	8,082	8,088
Pharmacist at a drugstore	10,821	10,791
Hospital pharmacist	109,276	108,923
Pharmacist (pharmaceutical company employee)	36,223	36,076
Pharmacist (drug wholesaling employee)	9,938	9,913
Pharmacist (other)	2,390	2,380
Pharmacist (owns a drugstore)	27,437	27,313

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,073	Hospital (200-299 beds)	16,291
Clinic (1-19 beds)	3,297	Hospital (300-499 beds)	38,389
Hospital (20-99 beds)	7,882	Hospital (500 beds or more)	74,290
Hospital (100-199 beds)	16,280	Other	7,014

Nikkei Medical Online Doctor Verification System

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Department

	February 2025	January 2024
Internal Medicine	69,544	69,410
Respiratory Tract Medicine	8,797	8,774
Gastroenterology	16,439	16,413
Endocrine/Metabolic	6,705	6,685
Kidney	5,181	5,160
Haematology	2,857	2,846
Neurology	5,472	5,462
Medical oncology	992	988
Psychosomatic Medicine	2,308	2,299
Other Medicine	4,473	4,456
Cardiovascular Surgery	2,734	2,729
Respiratory Tract Surgery	2,026	2,020
Gastroenterological Surgery	8,828	8,816
Cranial Nerve Surgery	5,889	5,874
Pediatric Surgery	756	755
Surgery	12,562	12,550
Orthopedic Surgery	12,884	12,849
Plastic Surgery	2,199	2,197
Oral Surgery	168	167
Other Surgery	1,666	1,661
Cardiovascular Disease	15,037	15,016
Allergies	2,934	2,931
Rheumatism	3,344	3,338
Geriatrics	1,435	1,432
General practice	2,354	2,336
Psychiatry	9,752	9,732
Pediatrics	15,576	15,550
Rehabilitation	4,630	4,624
Obstetrics/Gynecology	7,764	7,744
Breast surgery	688	687
Ophthalmology	5,098	5,083
Ear, Nose & Throat	5,042	5,039
Dermatology	6,809	6,793
Urology	5,138	5,128
Radiology	4,811	4,802
Anaesthesia	7,155	7,134
Palliative care	903	894
Emergency/ICU	6,063	6,048
STDs	120	120
Proctology	775	774
Preclinical Medicine	1,774	1,776
Pathology	816	815
Other	18,596	18,541

Marketing Report

Nikkei Medical ONLINE



■ March 2025 page views and unique browsers

◆ Monthly page views

20,387,532

Average page views per day
657,662.3

◆ Monthly unique browsers

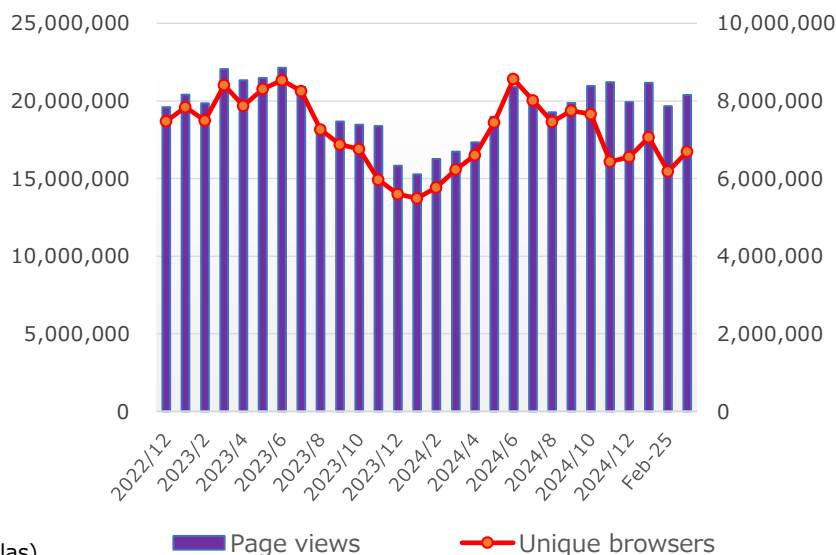
6,696,648

Average unique browsers per day
216,020.9

◆ Number of email delivery

594,131 (as of March 27)

(Source: Atlas)



Nikkei Drug Information



■ March 2025 page views and unique browsers

◆ Monthly page views

1,577,567

Average page views per day
50,889.3

◆ Monthly unique browsers

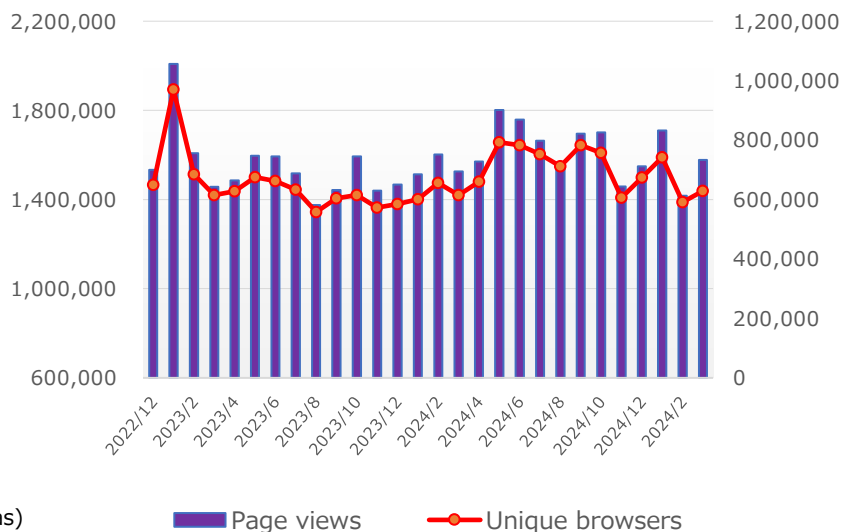
628,590

Average unique browsers per day
20,277.1

◆ Number of email delivery

133,789 (as of March 26)

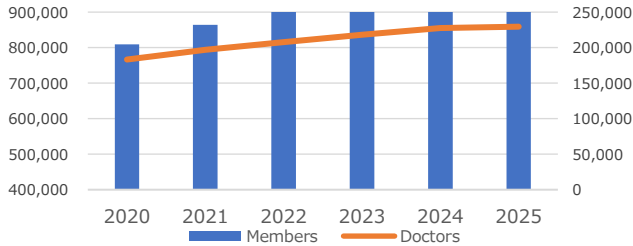
(Source: Atlas)



User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,020,148
Doctors	183,234	196,847	207,945	218,240	227,727	229,482



Major User Attribute

March 31, 2025

Doctor	229,482	Dentist	10,635
Hospital Doctor	187,634	Pharmacist	204,826
Hospital Administrator/Director	8,694	Nurse/Nursing Assistant	75,625
Clinical Administrator/Director	33,154	Health nurse	4,222
		Maternity nurse	2,364

User Attribute (Pharmacist) March 2025 February 2025

Pharmacist (owns a drugstore)	8,071	8,082
Pharmacist at a drugstore	10,859	10,821
Hospital pharmacist	109,665	109,276
Pharmacist (pharmaceutical company employee)	36,334	36,223
Pharmacist (drug wholesaling employee)	9,963	9,938
Pharmacist (other)	2,395	2,390
Pharmacist (owns a drugstore)	27,539	27,437

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,169	Hospital (200-299 beds)	16,317
Clinic (1-19 beds)	3,306	Hospital (300-499 beds)	38,487
Hospital (20-99 beds)	7,910	Hospital (500 beds or more)	74,454
Hospital (100-199 beds)	16,325	Other	7,039

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Department

	March 2025	February 2024
Internal Medicine	69,667	69,544
Respiratory Tract Medicine	8,819	8,797
Gastroenterology	16,467	16,439
Endocrine/Metabolic	6,732	6,705
Kidney	5,200	5,181
Haematology	2,861	2,857
Neurology	5,488	5,472
Medical oncology	995	992
Psychosomatic Medicine	2,320	2,308
Other Medicine	4,478	4,473
Cardiovascular Surgery	2,741	2,734
Respiratory Tract Surgery	2,037	2,026
Gastroenterological Surgery	8,851	8,828
Cranial Nerve Surgery	5,903	5,889
Pediatric Surgery	756	756
Surgery	12,575	12,562
Orthopedic Surgery	12,912	12,884
Plastic Surgery	2,203	2,199
Oral Surgery	169	168
Other Surgery	1,672	1,666
Cardiovascular Disease	15,062	15,037
Allergies	2,940	2,934
Rheumatism	3,348	3,344
Geriatrics	1,440	1,435
General practice	2,367	2,354
Psychiatry	9,786	9,752
Pediatrics	15,606	15,576
Rehabilitation	4,640	4,630
Obstetrics/Gynecology	7,788	7,764
Breast surgery	690	688
Ophthalmology	5,111	5,098
Ear, Nose & Throat	5,056	5,042
Dermatology	6,822	6,809
Urology	5,148	5,138
Radiology	4,829	4,811
Anaesthesia	7,168	7,155
Palliative care	907	903
Emergency/ICU	6,077	6,063
STDs	120	120
Proctology	776	775
Preclinical Medicine	1,778	1,774
Pathology	817	816
Other	18,679	18,596

Marketing Report

Nikkei Medical ONLINE



■ April 2025 page views and unique browsers

◆ Monthly page views

20,019,457

Average page views per day
667,315.2

◆ Monthly unique browsers

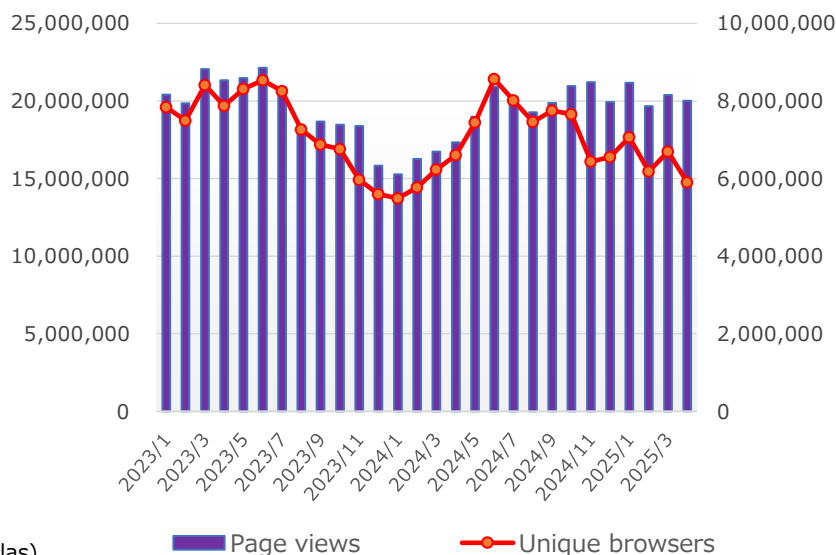
5,902,011

Average unique browsers per day
196,733.7

◆ Number of email delivery

582,753 (as of April 29)

(Source: Atlas)



Nikkei Drug Information



■ April 2025 page views and unique browsers

◆ Monthly page views

1,522,718

Average page views per day
50,757.3

◆ Monthly unique browsers

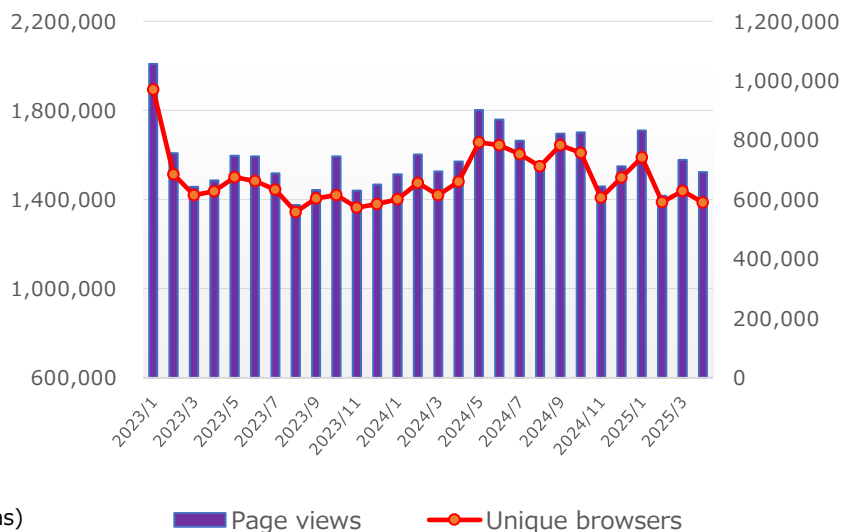
589,688

Average unique browsers per day
19,656.3

◆ Number of email delivery

133,585 (as of April 30)

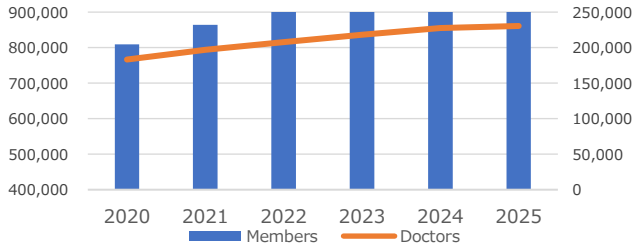
(Source: Atlas)



User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,023,860
Doctors	183,234	196,847	207,945	218,240	227,727	230,475



Major User Attribute

April 30, 2025

Doctor	230,475	Dentist	10,669
Hospital Doctor	188,491	Pharmacist	205,528
Hospital Administrator/Director	8,737	Nurse/Nursing Assistant	75,946
Clinical Administrator/Director	33,247	Health nurse	4,237
		Maternity nurse	2,375

User Attribute (Pharmacist)	April 2025	March 2025
Pharmacist (owns a drugstore)	8,064	8,071
Pharmacist at a drugstore	10,891	10,859
Hospital pharmacist	110,071	109,665
Pharmacist (pharmaceutical company employee)	36,458	36,334
Pharmacist (drug wholesaling employee)	9,982	9,963
Pharmacist (other)	2,401	2,395
Pharmacist (owns a drugstore)	27,661	27,539

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,316	Hospital (200-299 beds)	16,356
Clinic (1-19 beds)	3,327	Hospital (300-499 beds)	38,681
Hospital (20-99 beds)	7,948	Hospital (500 beds or more)	74,761
Hospital (100-199 beds)	16,395	Other	7,081

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Department

	April 2025	March 2024
Internal Medicine	69,913	69,667
Respiratory Tract Medicine	8,859	8,819
Gastroenterology	16,525	16,467
Endocrine/Metabolic	6,760	6,732
Kidney	5,229	5,200
Haematology	2,871	2,861
Neurology	5,507	5,488
Medical oncology	1,004	995
Psychosomatic Medicine	2,328	2,320
Other Medicine	4,518	4,478
Cardiovascular Surgery	2,746	2,741
Respiratory Tract Surgery	2,038	2,037
Gastroenterological Surgery	8,866	8,851
Cranial Nerve Surgery	5,921	5,903
Pediatric Surgery	756	756
Surgery	12,598	12,575
Orthopedic Surgery	12,957	12,912
Plastic Surgery	2,211	2,203
Oral Surgery	176	169
Other Surgery	1,680	1,672
Cardiovascular Disease	15,103	15,062
Allergies	2,951	2,940
Rheumatism	3,355	3,348
Geriatrics	1,439	1,440
General practice	2,382	2,367
Psychiatry	9,824	9,786
Pediatrics	15,660	15,606
Rehabilitation	4,654	4,640
Obstetrics/Gynecology	7,813	7,788
Breast surgery	692	690
Ophthalmology	5,129	5,111
Ear, Nose & Throat	5,071	5,056
Dermatology	6,854	6,822
Urology	5,158	5,148
Radiology	4,841	4,829
Anaesthesia	7,180	7,168
Palliative care	911	907
Emergency/ICU	6,109	6,077
STDs	119	120
Proctology	779	776
Preclinical Medicine	1,785	1,778
Pathology	825	817
Other	18,895	18,679

Marketing Report

Nikkei Medical ONLINE



■ May 2025 page views and unique browsers

◆ Monthly page views

20,257,356

Average page views per day
653,463

◆ Monthly unique browsers

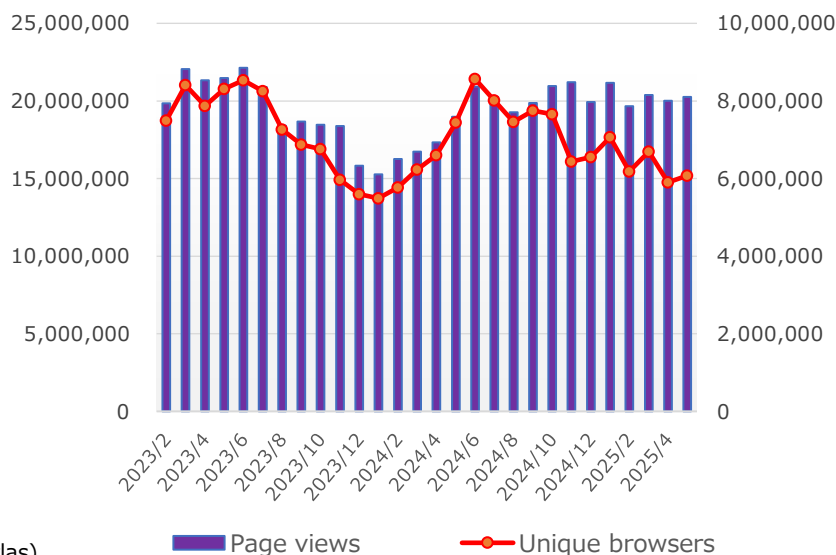
6,076,192

Average unique browsers per day
196,006

◆ Number of email delivery

591,631 (as of May 29)

(Source: Atlas)



Nikkei Drug Information



■ May 2025 page views and unique browsers

◆ Monthly page views

1,585,553

Average page views per day
51,146.8

◆ Monthly unique browsers

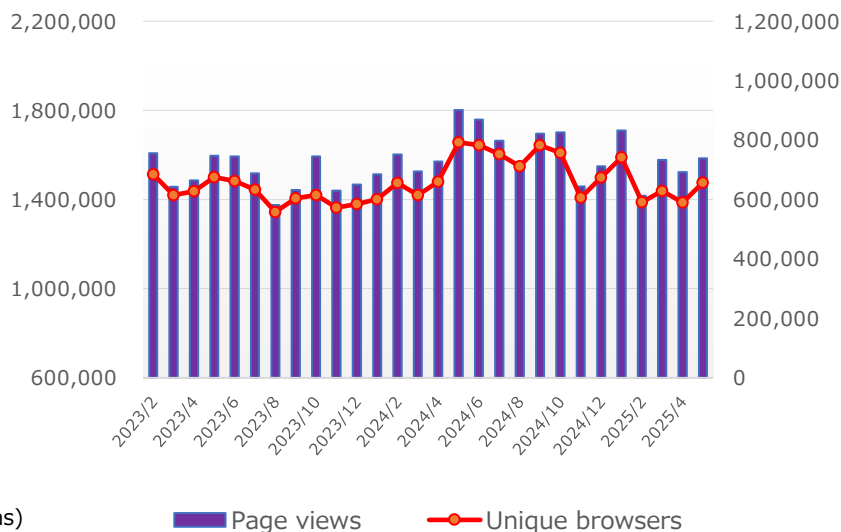
657,355

Average unique browsers per day
21,205

◆ Number of email delivery

133,525 (as of May 28)

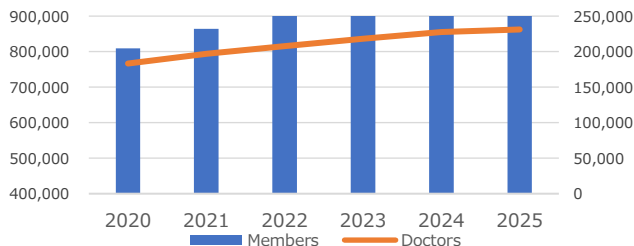
(Source: Atlas)



User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,027,300
Doctors	183,234	196,847	207,945	218,240	227,727	231,186



Major User Attribute

May 31, 2025

Doctor	231,186	Dentist	10,696
Hospital Doctor	189,086	Pharmacist	206,231
Hospital Administrator/Director	8,762	Nurse/Nursing Assistant	76,272
Clinical Administrator/Director	33,338	Health nurse	4,251
		Maternity nurse	2,382

User Attribute (Pharmacist)

May 2025

April 2025

Pharmacist (owns a drugstore)	8,055	8,064
Pharmacist at a drugstore	10,916	10,891
Hospital pharmacist	110,479	110,071
Pharmacist (pharmaceutical company employee)	36,595	36,458
Pharmacist (drug wholesaling employee)	10,014	9,982
Pharmacist (other)	2,411	2,401
Pharmacist (owns a drugstore)	27,761	27,661

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,428	Hospital (200-299 beds)	16,389
Clinic (1-19 beds)	3,335	Hospital (300-499 beds)	38,817
Hospital (20-99 beds)	7,965	Hospital (500 beds or more)	75,001
Hospital (100-199 beds)	16,432	Other	7,094

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Department

	May 2025	April 2024
Internal Medicine	70,063	69,913
Respiratory Tract Medicine	8,893	8,859
Gastroenterology	16,586	16,525
Endocrine/Metabolic	6,783	6,760
Kidney	5,253	5,229
Haematology	2,878	2,871
Neurology	5,525	5,507
Medical oncology	1,008	1,004
Psychosomatic Medicine	2,333	2,328
Other Medicine	4,540	4,518
Cardiovascular Surgery	2,753	2,746
Respiratory Tract Surgery	2,042	2,038
Gastroenterological Surgery	8,878	8,866
Cranial Nerve Surgery	5,934	5,921
Pediatric Surgery	759	756
Surgery	12,608	12,598
Orthopedic Surgery	12,997	12,957
Plastic Surgery	2,218	2,211
Oral Surgery	181	176
Other Surgery	1,684	1,680
Cardiovascular Disease	15,126	15,103
Allergies	2,957	2,951
Rheumatism	3,364	3,355
Geriatrics	1,442	1,439
General practice	2,400	2,382
Psychiatry	9,853	9,824
Pediatrics	15,696	15,660
Rehabilitation	4,664	4,654
Obstetrics/Gynecology	7,839	7,813
Breast surgery	694	692
Ophthalmology	5,136	5,129
Ear, Nose & Throat	5,078	5,071
Dermatology	6,870	6,854
Urology	5,173	5,158
Radiology	4,858	4,841
Anaesthesia	7,197	7,180
Palliative care	924	911
Emergency/ICU	6,115	6,109
STDs	119	119
Proctology	781	779
Preclinical Medicine	1,788	1,785
Pathology	830	825
Other	19,006	18,895

Marketing Report

Nikkei Medical ONLINE



June 2025 page views and unique browsers

◆ Monthly page views

19,168,057

Average page views per day
638,935

◆ Monthly unique browsers

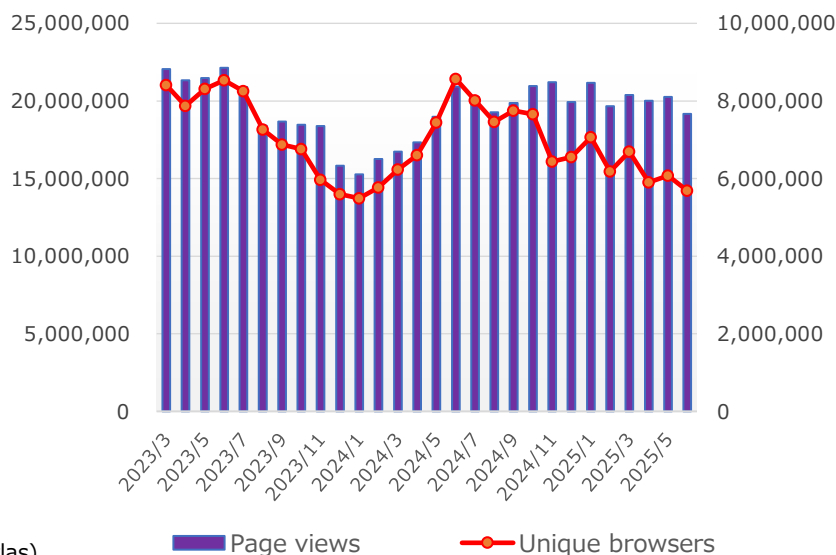
5,688,650

Average unique browsers per day
189,621

◆ Number of email delivery

591,346 (as of June 26)

(Source: Atlas)



Nikkei Drug Information



June 2025 page views and unique browsers

◆ Monthly page views

1,518,744

Average page views per day
50,624

◆ Monthly unique browsers

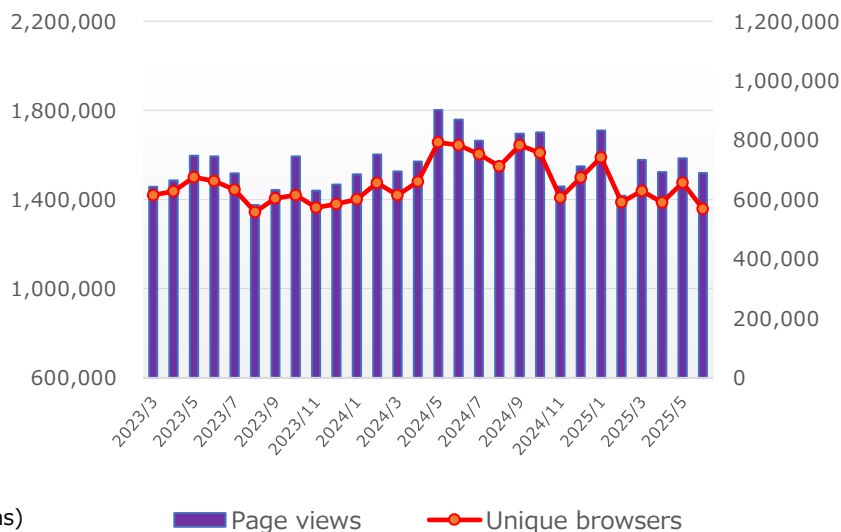
568,929

Average unique browsers per day
18,964

◆ Number of email delivery

133,494 (as of June 25)

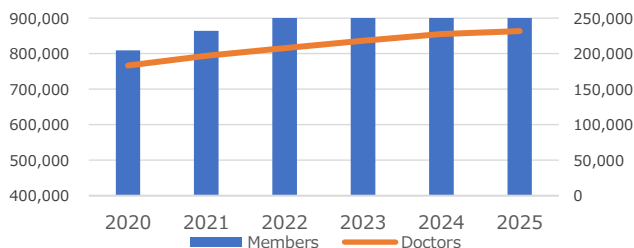
(Source: Atlas)



User Profile

Membership

Members 809,144 864,490 920,498 965,018 1,010,649 1,030,492
 Doctors 183,234 196,847 207,945 218,240 227,727 231,700



Major User Attribute

June 30, 2025

Doctor	231,700	Dentist	10,721
Hospital Doctor	189,507	Pharmacist	206,793
Hospital Administrator/Director	8,793	Nurse/Nursing Assistant	76,607
Clinical Administrator/Director	33,400	Health nurse	4,262
		Maternity nurse	2,391

User Attribute (Pharmacist) June 2025 May 2025

Pharmacist (owns a drugstore)	8,045	8,055
Pharmacist at a drugstore	10,931	10,916
Hospital pharmacist	110,807	110,479
Pharmacist (pharmaceutical company employee)	36,698	36,595
Pharmacist (drug wholesaling employee)	10,042	10,014
Pharmacist (other)	2,414	2,411
Pharmacist (owns a drugstore)	27,856	27,761

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,517	Hospital (200-299 beds)	16,415
Clinic (1-19 beds)	3,340	Hospital (300-499 beds)	38,898
Hospital (20-99 beds)	7,972	Hospital (500 beds or more)	75,161
Hospital (100-199 beds)	16,473	Other	7,108

Nikkei Medical Online Doctor Verification System

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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 2025	May 2025
Internal Medicine	70,183	70,063
Respiratory Tract Medicine	8,919	8,893
Gastroenterology	16,626	16,586
Endocrine/Metabolic	6,789	6,783
Kidney	5,263	5,253
Haematology	2,883	2,878
Neurology	5,533	5,525
Medical oncology	1,013	1,008
Psychosomatic Medicine	2,338	2,333
Other Medicine	4,553	4,540
Cardiovascular Surgery	2,755	2,753
Respiratory Tract Surgery	2,044	2,042
Gastroenterological Surgery	8,899	8,878
Cranial Nerve Surgery	5,946	5,934
Pediatric Surgery	759	759
Surgery	12,623	12,608
Orthopedic Surgery	13,030	12,997
Plastic Surgery	2,225	2,218
Oral Surgery	166	181
Other Surgery	1,688	1,684
Cardiovascular Disease	15,150	15,126
Allergies	2,966	2,957
Rheumatism	3,369	3,364
Geriatrics	1,444	1,442
General practice	2,418	2,400
Psychiatry	9,881	9,853
Pediatrics	15,728	15,696
Rehabilitation	4,673	4,664
Obstetrics/Gynecology	7,851	7,839
Breast surgery	697	694
Ophthalmology	5,154	5,136
Ear, Nose & Throat	5,094	5,078
Dermatology	6,872	6,870
Urology	5,192	5,173
Radiology	4,864	4,858
Anaesthesia	7,203	7,197
Palliative care	928	924
Emergency/ICU	6,123	6,115
STDs	119	119
Proctology	784	781
Preclinical Medicine	1,788	1,788
Pathology	834	830
Other	19,080	19,006

Marketing Report

Nikkei Medical ONLINE



July 2025 page views and unique browsers

◆ Monthly page views

18,716,214

Average page views per day
603,748

◆ Monthly unique browsers

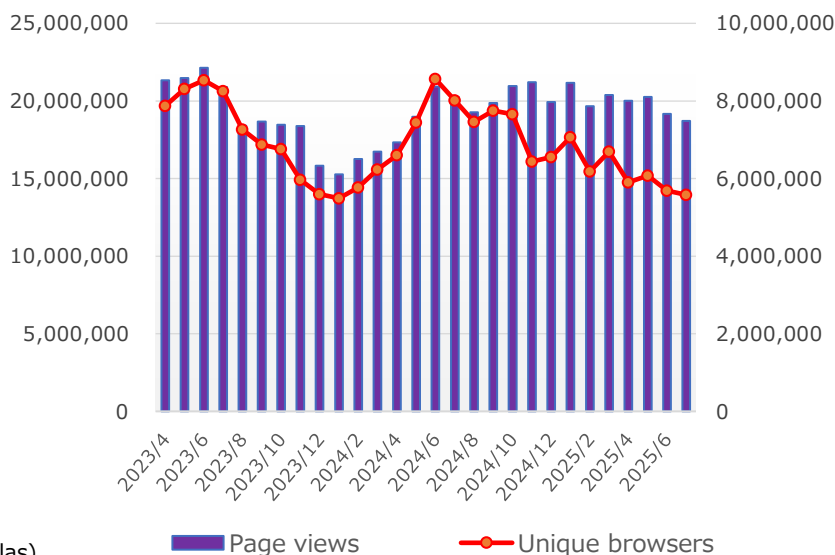
5,579,883

Average unique browsers per day
179,996

◆ Number of email delivery

590,877 (as of July 31)

(Source: Atlas)



Nikkei Drug Information



July 2025 page views and unique browsers

◆ Monthly page views

1,656,230

Average page views per day
53,426

◆ Monthly unique browsers

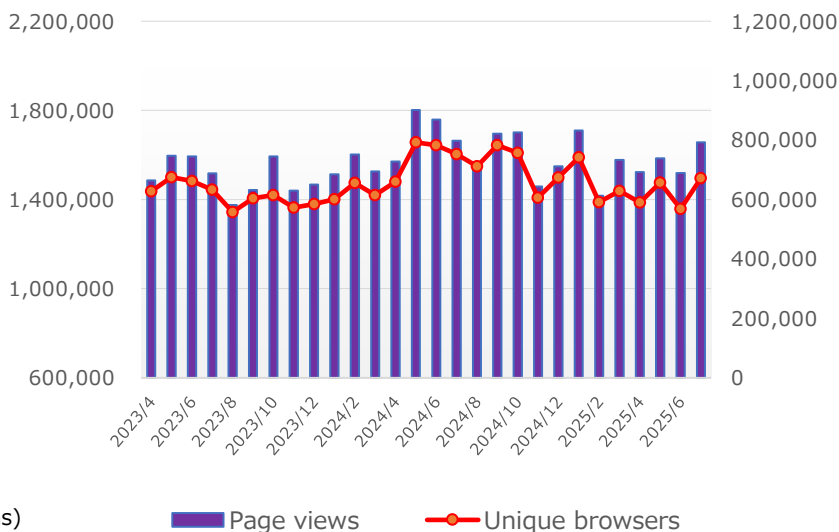
672,398

Average unique browsers per day
21,690

◆ Number of email delivery

133,325 (as of July 30)

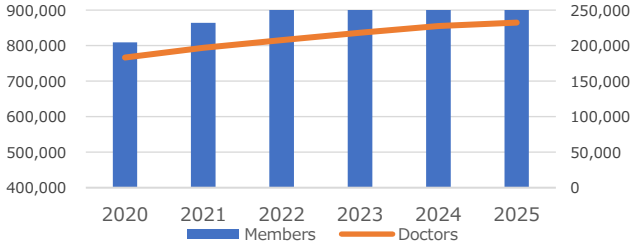
(Source: Atlas)



User Profile

Membership

Members 809,144 864,490 920,498 965,018 1,010,649 1,034,137
 Doctors 183,234 196,847 207,945 218,240 227,727 232,408



Major User Attribute

July 31, 2025

Doctor	232,408	Dentist	10,753
Hospital Doctor	190,098	Pharmacist	207,410
Hospital Administrator/Director	8,818	Nurse/Nursing Assistant	76,881
Clinical Administrator/Director	33,492	Health nurse	4,277
		Maternity nurse	2,397

User Attribute (Pharmacist)	July 2025	June 2025
Pharmacist (owns a drugstore)	8,036	8,045
Pharmacist at a drugstore	10,944	10,931
Hospital pharmacist	111,139	110,807
Pharmacist (pharmaceutical company employee)	36,808	36,698
Pharmacist (drug wholesaling employee)	10,064	10,042
Pharmacist (other)	2,423	2,414
Pharmacist (owns a drugstore)	27,996	27,856

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,632	Hospital (200-299 beds)	16,461
Clinic (1-19 beds)	3,352	Hospital (300-499 beds)	39,025
Hospital (20-99 beds)	7,997	Hospital (500 beds or more)	75,352
Hospital (100-199 beds)	16,530	Other	7,131

Nikkei Medical Online Doctor Verification System

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Department

	July 2025	June 2025
Internal Medicine	70,364	70,183
Respiratory Tract Medicine	8,938	8,919
Gastroenterology	16,674	16,626
Endocrine/Metabolic	6,808	6,789
Kidney	5,277	5,263
Haematology	2,891	2,883
Neurology	5,554	5,533
Medical oncology	1,019	1,013
Psychosomatic Medicine	2,345	2,338
Other Medicine	4,577	4,553
Cardiovascular Surgery	2,766	2,755
Respiratory Tract Surgery	2,051	2,044
Gastroenterological Surgery	8,919	8,899
Cranial Nerve Surgery	5,961	5,946
Pediatric Surgery	763	759
Surgery	12,642	12,623
Orthopedic Surgery	13,057	13,030
Plastic Surgery	2,230	2,225
Oral Surgery	168	166
Other Surgery	1,700	1,688
Cardiovascular Disease	15,169	15,150
Allergies	2,968	2,966
Rheumatism	3,375	3,369
Geriatrics	1,446	1,444
General practice	2,431	2,418
Psychiatry	9,921	9,881
Pediatrics	15,769	15,728
Rehabilitation	4,689	4,673
Obstetrics/Gynecology	7,871	7,851
Breast surgery	700	697
Ophthalmology	5,169	5,154
Ear, Nose & Throat	5,117	5,094
Dermatology	6,892	6,872
Urology	5,206	5,192
Radiology	4,871	4,864
Anaesthesia	7,217	7,203
Palliative care	935	928
Emergency/ICU	6,137	6,123
STDs	119	119
Proctology	784	784
Preclinical Medicine	1,791	1,788
Pathology	840	834
Other	19,147	19,080

Marketing Report

Nikkei Medical ONLINE



■ August 2025 page views and unique browsers

◆ Monthly page views

16,660,975

Average page views per day
537,450

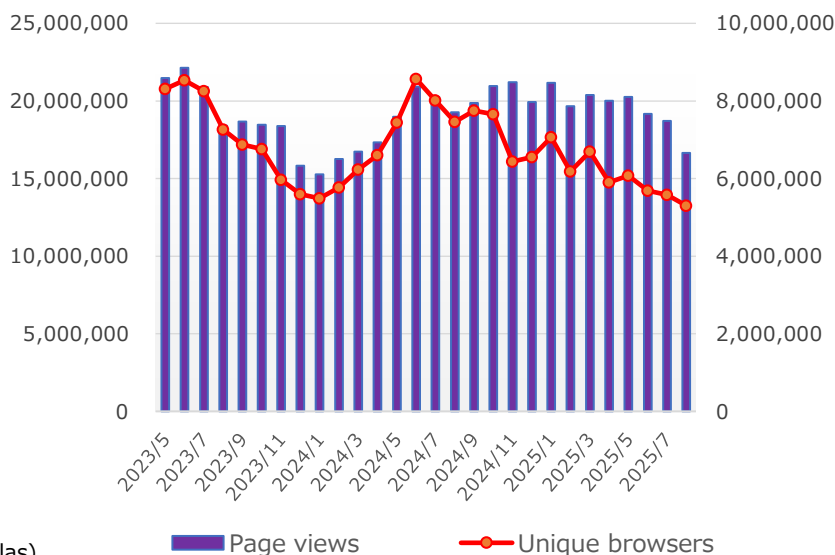
◆ Monthly unique browsers

5,301,658

Average unique browsers per day
171,021

◆ Number of email delivery

590,495 (as of August 28)



(Source: Atlas)

Nikkei Drug Information



■ August 2025 page views and unique browsers

◆ Monthly page views

1,276,205

Average page views per day
41,167

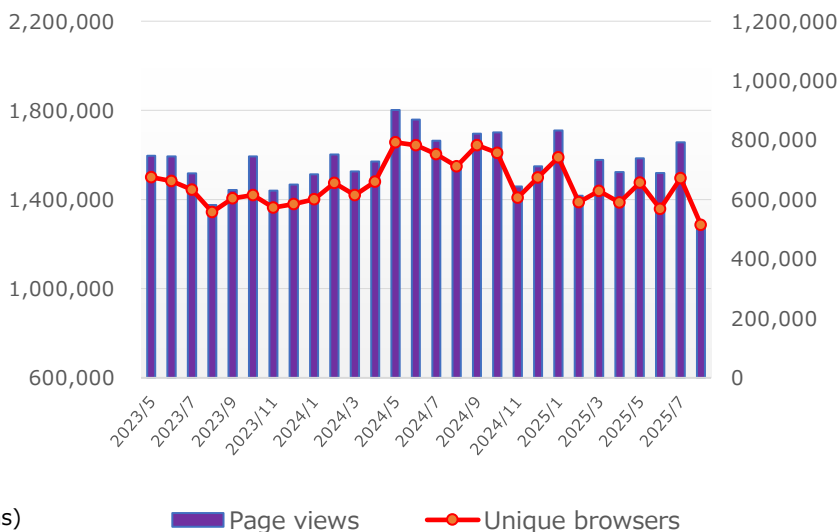
◆ Monthly unique browsers

514,917

Average unique browsers per day
16,610

◆ Number of email delivery

133,303 (as of August 27)

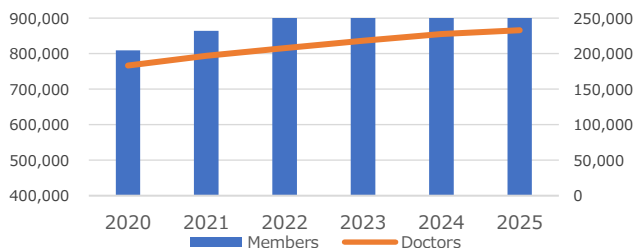


(Source: Atlas)

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,036,701
Doctors	183,234	196,847	207,945	218,240	227,727	232,957



Major User Attribute

August 31, 2025

Doctor	232,935	Dentist	10,779
Hospital Doctor	190,530	Pharmacist	207,954
Hospital Administrator/Director	8,835	Nurse/Nursing Assistant	77,106
Clinical Administrator/Director	33,570	Health nurse	4,285
		Maternity nurse	2,400

User Attribute (Pharmacist) August 2025 July 2025

Pharmacist (owns a drugstore)	8,028	8,036
Pharmacist at a drugstore	10,958	10,944
Hospital pharmacist	111,441	111,139
Pharmacist (pharmaceutical company employee)	36,932	36,808
Pharmacist (drug wholesaling employee)	10,085	10,064
Pharmacist (other)	2,426	2,423
Pharmacist (owns a drugstore)	28,084	27,996

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,730	Hospital (200-299 beds)	16,485
Clinic (1-19 beds)	3,357	Hospital (300-499 beds)	39,106
Hospital (20-99 beds)	8,005	Hospital (500 beds or more)	75,502
Hospital (100-199 beds)	16,576	Other	7,151

Nikkei Medical Online Doctor Verification System

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Department

	August 2025	July 2025
Internal Medicine	70,482	70,364
Respiratory Tract Medicine	8,964	8,938
Gastroenterology	16,718	16,674
Endocrine/Metabolic	6,826	6,808
Kidney	5,291	5,277
Haematology	2,893	2,891
Neurology	5,567	5,554
Medical oncology	1,023	1,019
Psychosomatic Medicine	2,348	2,345
Other Medicine	4,594	4,577
Cardiovascular Surgery	2,768	2,766
Respiratory Tract Surgery	2,051	2,051
Gastroenterological Surgery	8,930	8,919
Cranial Nerve Surgery	5,968	5,961
Pediatric Surgery	765	763
Surgery	12,649	12,642
Orthopedic Surgery	13,088	13,057
Plastic Surgery	2,239	2,230
Oral Surgery	168	168
Other Surgery	1,705	1,700
Cardiovascular Disease	15,190	15,169
Allergies	2,972	2,968
Rheumatism	3,383	3,375
Geriatrics	1,452	1,446
General practice	2,444	2,431
Psychiatry	9,940	9,921
Pediatrics	15,802	15,769
Rehabilitation	4,698	4,689
Obstetrics/Gynecology	7,885	7,871
Breast surgery	705	700
Ophthalmology	5,176	5,169
Ear, Nose & Throat	5,135	5,117
Dermatology	6,919	6,892
Urology	5,221	5,206
Radiology	4,879	4,871
Anaesthesia	7,234	7,217
Palliative care	944	935
Emergency/ICU	6,146	6,137
STDs	119	119
Proctology	785	784
Preclinical Medicine	1,791	1,791
Pathology	847	840
Other	19,194	19,147

Marketing Report

Nikkei Medical ONLINE



September 2025 page views and unique browsers

◆ Monthly page views

18,138,326

Average page views per day
604,610

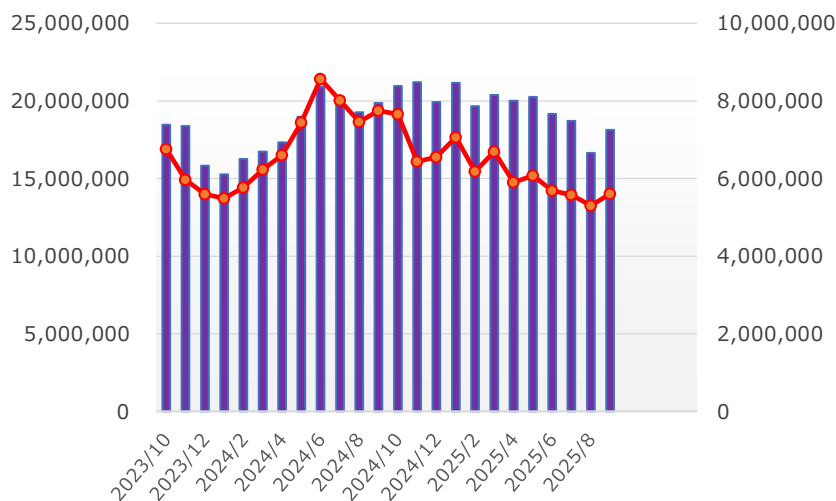
◆ Monthly unique browsers

5,605,330

Average unique browsers per day
186,844

◆ Number of email delivery

589,484 (as of September 30)



(Source: Atlas)

Nikkei Drug Information



September 2025 page views and unique browsers

◆ Monthly page views

1,035,199

Average page views per day
34,506

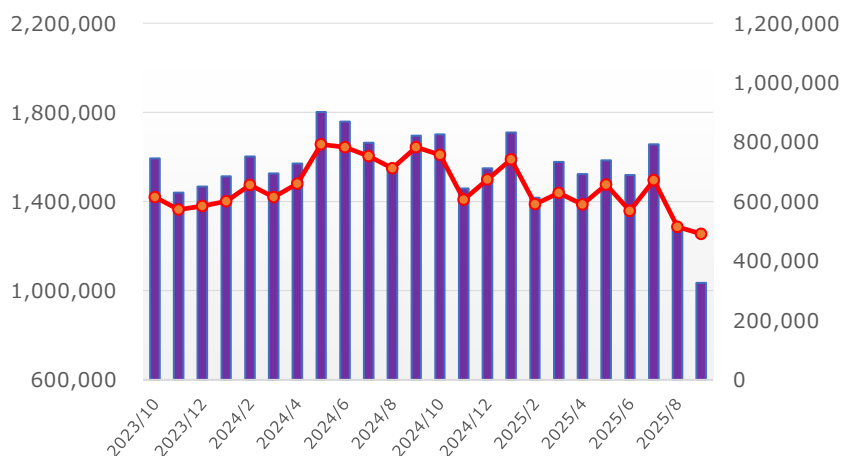
◆ Monthly unique browsers

491,048

Average unique browsers per day
16,368

◆ Number of email delivery

133,174 (as of September 24)

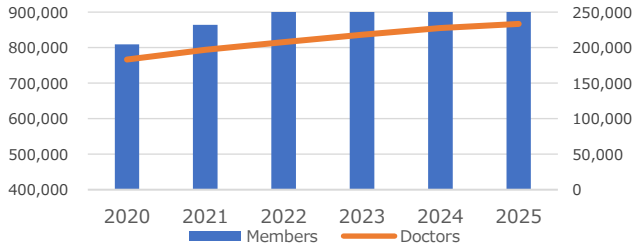


(Source: Atlas)

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,039,323
Doctors	183,234	196,847	207,945	218,240	227,727	233,382



Major User Attribute

September 30, 2025

Doctor	233,382	Dentist	10,804
Hospital Doctor	190,875	Pharmacist	208,512
Hospital Administrator/Director	8,848	Nurse/Nursing Assistant	77,351
Clinical Administrator/Director	33,659	Health nurse	4,292
		Maternity nurse	2,407

User Attribute (Pharmacist) September 2025 August 2025

Pharmacist (owns a drugstore)	8,016	8,028
Pharmacist at a drugstore	10,980	10,958
Hospital pharmacist	111,736	111,441
Pharmacist (pharmaceutical company employee)	37,052	36,932
Pharmacist (drug wholesaling employee)	10,107	10,085
Pharmacist (other)	2,434	2,426
Pharmacist (owns a drugstore)	28,187	28,084

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,815	Hospital (200-299 beds)	16,504
Clinic (1-19 beds)	3,364	Hospital (300-499 beds)	39,197
Hospital (20-99 beds)	8,012	Hospital (500 beds or more)	75,604
Hospital (100-199 beds)	16,604	Other	7,158

Nikkei Medical Online Doctor Verification System

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Department

	September 2025	August 2025
Internal Medicine	70,607	70,482
Respiratory Tract Medicine	8,980	8,964
Gastroenterology	16,757	16,718
Endocrine/Metabolic	6,835	6,826
Kidney	5,300	5,291
Haematology	2,893	2,893
Neurology	5,569	5,567
Medical oncology	1,025	1,023
Psychosomatic Medicine	2,349	2,348
Other Medicine	4,602	4,594
Cardiovascular Surgery	2,767	2,768
Respiratory Tract Surgery	2,055	2,051
Gastroenterological Surgery	8,944	8,930
Cranial Nerve Surgery	5,984	5,968
Pediatric Surgery	767	765
Surgery	12,671	12,649
Orthopedic Surgery	13,116	13,088
Plastic Surgery	2,244	2,239
Oral Surgery	166	168
Other Surgery	1,713	1,705
Cardiovascular Disease	15,211	15,190
Allergies	2,976	2,972
Rheumatism	3,385	3,383
Geriatrics	1,455	1,452
General practice	2,451	2,444
Psychiatry	9,952	9,940
Pediatrics	15,825	15,802
Rehabilitation	4,704	4,698
Obstetrics/Gynecology	7,897	7,885
Breast surgery	704	705
Ophthalmology	5,184	5,176
Ear, Nose & Throat	5,148	5,135
Dermatology	6,936	6,919
Urology	5,233	5,221
Radiology	4,881	4,879
Anaesthesia	7,246	7,234
Palliative care	947	944
Emergency/ICU	6,153	6,146
STDs	119	119
Proctology	784	785
Preclinical Medicine	1,792	1,791
Pathology	849	847
Other	19,241	19,194

Marketing Report

Nikkei Medical ONLINE



■ October 2025 page views and unique browsers

◆ Monthly page views

18,939,532

Average page views per day
610,952

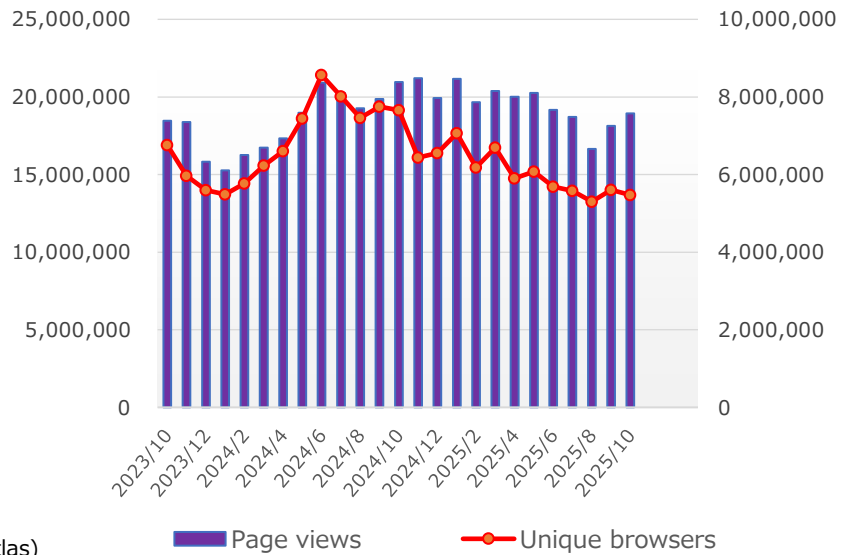
◆ Monthly unique browsers

5,469,418

Average unique browsers per day
176,432

◆ Number of email delivery

588,548 (as of October 30)



(Source: Atlas)

Nikkei Drug Information



■ October 2025 page views and unique browsers

◆ Monthly page views

1,329,607

Average page views per day
42,890

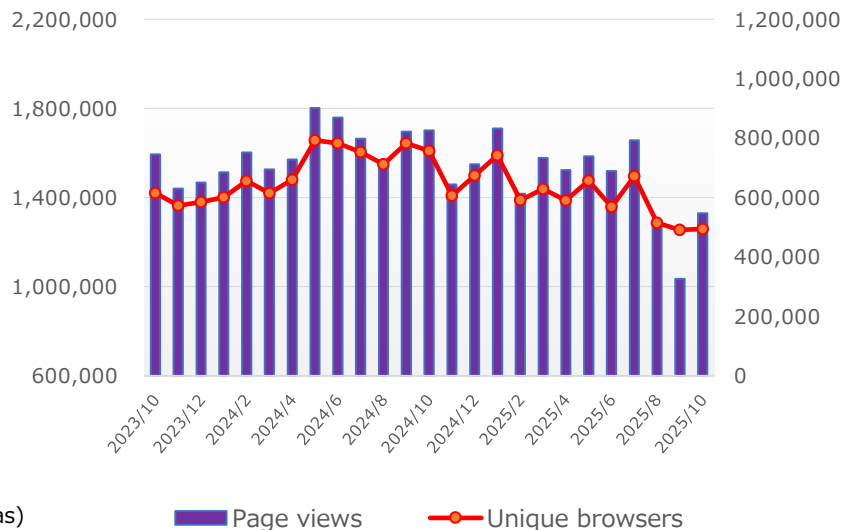
◆ Monthly unique browsers

493,986

Average unique browsers per day
15,935

◆ Number of email delivery

133,064 (as of October 29)

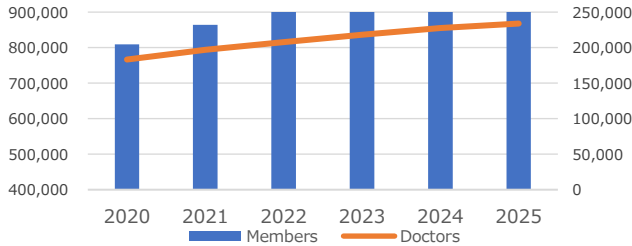


(Source: Atlas)

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,042,181
Doctors	183,234	196,847	207,945	218,240	227,727	233,878



Major User Attribute

October 31, 2025

Doctor	233,878	Dentist	10,831
Hospital Doctor	191,299	Pharmacist	209,097
Hospital Administrator/Director	8,860	Nurse/Nursing Assistant	77,615
Clinical Administrator/Director	33,719	Health nurse	4,299
		Maternity nurse	2,425

User Attribute (Pharmacist) October 2025 September 2025

Pharmacist (owns a drugstore)	8,007	8,016
Pharmacist at a drugstore	11,012	10,980
Hospital pharmacist	112,091	111,736
Pharmacist (pharmaceutical company employee)	37,156	37,052
Pharmacist (drug wholesaling employee)	10,126	10,107
Pharmacist (other)	2,439	2,434
Pharmacist (owns a drugstore)	28,266	28,187

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,901	Hospital (200-299 beds)	16,537
Clinic (1-19 beds)	3,376	Hospital (300-499 beds)	39,283
Hospital (20-99 beds)	8,021	Hospital (500 beds or more)	75,752
Hospital (100-199 beds)	16,641	Other	7,171

Nikkei Medical Online Doctor Verification System

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Department

	October 2025	September 2025
Internal Medicine	70,720	70,607
Respiratory Tract Medicine	8,997	8,980
Gastroenterology	16,770	16,757
Endocrine/Metabolic	6,858	6,835
Kidney	5,318	5,300
Haematology	2,898	2,893
Neurology	5,584	5,569
Medical oncology	1,028	1,025
Psychosomatic Medicine	2,354	2,349
Other Medicine	4,616	4,602
Cardiovascular Surgery	2,767	2,767
Respiratory Tract Surgery	2,056	2,055
Gastroenterological Surgery	8,960	8,944
Cranial Nerve Surgery	5,996	5,984
Pediatric Surgery	771	767
Surgery	12,680	12,671
Orthopedic Surgery	13,149	13,116
Plastic Surgery	2,245	2,244
Oral Surgery	165	166
Other Surgery	1,719	1,713
Cardiovascular Disease	15,218	15,211
Allergies	2,979	2,976
Rheumatism	3,392	3,385
Geriatrics	1,460	1,455
General practice	2,461	2,451
Psychiatry	9,970	9,952
Pediatrics	15,843	15,825
Rehabilitation	4,714	4,704
Obstetrics/Gynecology	7,929	7,897
Breast surgery	706	704
Ophthalmology	5,191	5,184
Ear, Nose & Throat	5,156	5,148
Dermatology	6,950	6,936
Urology	5,239	5,233
Radiology	4,890	4,881
Anaesthesia	7,257	7,246
Palliative care	953	947
Emergency/ICU	6,165	6,153
STDs	119	119
Proctology	785	784
Preclinical Medicine	1,797	1,792
Pathology	850	849
Other	19,290	19,241

Marketing Report

Nikkei Medical ONLINE



November 2025 page views and unique browsers

◆ Monthly page views

18,028,648

Average page views per day
600,954

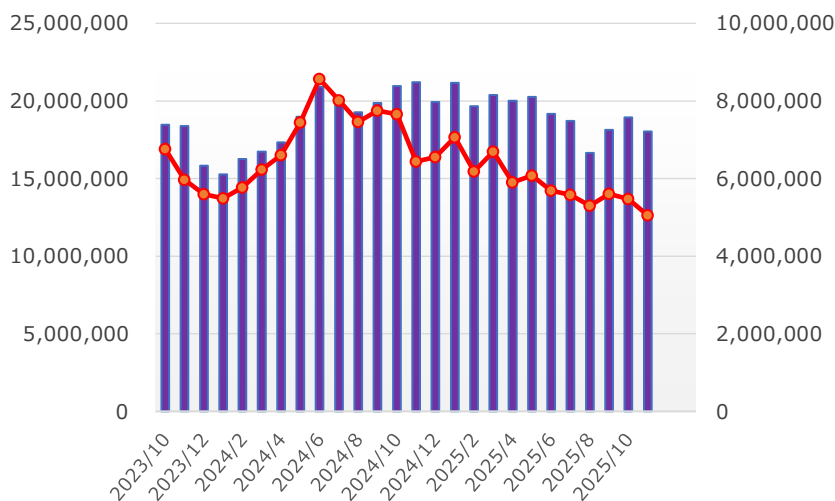
◆ Monthly unique browsers

5,052,926

Average unique browsers per day
168,430

◆ Number of email delivery

587,385 (as of November 27)



(Source: Atlas)

Nikkei Drug Information



November 2025 page views and unique browsers

◆ Monthly page views

1,167,557

Average page views per day
38,918

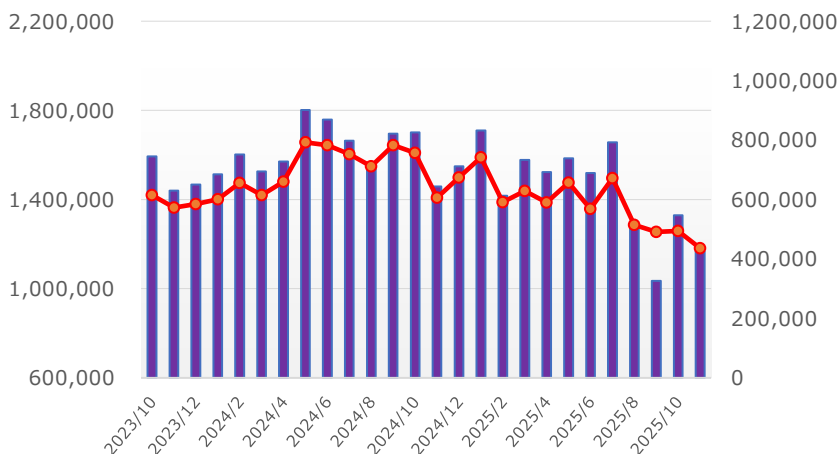
◆ Monthly unique browsers

436,121

Average unique browsers per day
14,537

◆ Number of email delivery

132,860 (as of November 26)

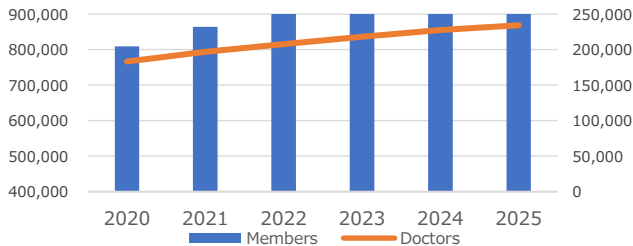


(Source: Atlas)

User Profile

Membership

Members 809,144 864,490 920,498 965,018 1,010,649 1,044,123
 Doctors 183,234 196,847 207,945 218,240 227,727 234,279



Major User Attribute

November 30, 2025

Doctor	234,279	Dentist	10,841
Hospital Doctor	191,646	Pharmacist	209,490
Hospital Administrator/Director	8,871	Nurse/Nursing Assistant	77,801
Clinical Administrator/Director	33,762	Health nurse	4,303
		Maternity nurse	2,437

User Attribute (Pharmacist) November 2025 October 2025

Pharmacist (owns a drugstore)	8,004	8,007
Pharmacist at a drugstore	11,025	11,012
Hospital pharmacist	112,319	112,091
Pharmacist (pharmaceutical company employee)	37,226	37,156
Pharmacist (drug wholesaling employee)	10,143	10,126
Pharmacist (other)	2,439	2,439
Pharmacist (owns a drugstore)	28,334	28,266

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,973	Hospital (200-299 beds)	16,586
Clinic (1-19 beds)	3,382	Hospital (300-499 beds)	39,368
Hospital (20-99 beds)	8,035	Hospital (500 beds or more)	75,856
Hospital (100-199 beds)	16,662	Other	7,170

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 2025	October 2025
Internal Medicine	70,801	70,720
Respiratory Tract Medicine	9,026	8,997
Gastroenterology	16,798	16,770
Endocrine/Metabolic	6,879	6,858
Kidney	5,340	5,318
Haematology	2,903	2,898
Neurology	5,591	5,584
Medical oncology	1,030	1,028
Psychosomatic Medicine	2,354	2,354
Other Medicine	4,624	4,616
Cardiovascular Surgery	2,770	2,767
Respiratory Tract Surgery	2,059	2,056
Gastroenterological Surgery	8,969	8,960
Cranial Nerve Surgery	6,001	5,996
Pediatric Surgery	769	771
Surgery	12,685	12,680
Orthopedic Surgery	13,166	13,149
Plastic Surgery	2,247	2,245
Oral Surgery	165	165
Other Surgery	1,720	1,719
Cardiovascular Disease	15,240	15,218
Allergies	2,982	2,979
Rheumatism	3,398	3,392
Geriatrics	1,459	1,460
General practice	2,474	2,461
Psychiatry	9,993	9,970
Pediatrics	15,863	15,843
Rehabilitation	4,722	4,714
Obstetrics/Gynecology	7,938	7,929
Breast surgery	708	706
Ophthalmology	5,199	5,191
Ear, Nose & Throat	5,167	5,156
Dermatology	6,961	6,950
Urology	5,245	5,239
Radiology	4,899	4,890
Anaesthesia	7,268	7,257
Palliative care	957	953
Emergency/ICU	6,170	6,165
STDs	119	119
Proctology	786	785
Preclinical Medicine	1,794	1,797
Pathology	851	850
Other	19,320	19,290

Marketing Report

Nikkei Medical ONLINE



■ December 2025 page views and unique browsers

◆ Monthly page views

16,210,345

Average page views per day
522,914

◆ Number of email delivery

586,047 (as of December 25)

◆ Monthly unique browsers

4,854,626

Average unique browsers per day
156,600

(Source: Atlas)

Nikkei Drug Information



■ December 2025 page views and unique browsers

◆ Monthly page views

1,193,119

Average page views per day
38,487

◆ Number of email delivery

132,606 (as of December 24)

◆ Monthly unique browsers

433,473

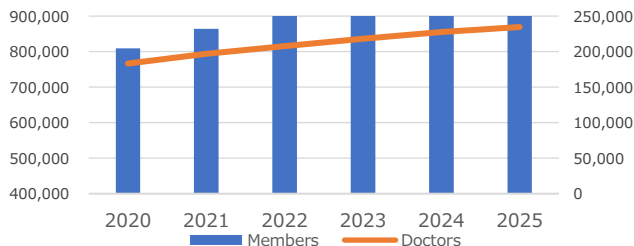
Average unique browsers per day
13,983

(Source: Atlas)

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,046,174
Doctors	183,234	196,847	207,945	218,240	227,727	234,623



Major User Attribute

December 31, 2025

Doctor	234,623	Dentist	10,856
Hospital Doctor	191,937	Pharmacist	209,870
Hospital Administrator/Director	8,888	Nurse/Nursing Assistant	77,994
Clinical Administrator/Director	33,798	Health nurse	4,312
		Maternity nurse	2,443

User Attribute (Pharmacist) December 2025 November 2025

Pharmacist (owns a drugstore)	7,999	8,004
Pharmacist at a drugstore	11,035	11,025
Hospital pharmacist	112,550	112,319
Pharmacist (pharmaceutical company employee)	37,289	37,226
Pharmacist (drug wholesaling employee)	10,160	10,143
Pharmacist (other)	2,442	2,439
Pharmacist (owns a drugstore)	28,395	28,334

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,039	Hospital (200-299 beds)	16,589
Clinic (1-19 beds)	3,391	Hospital (300-499 beds)	39,411
Hospital (20-99 beds)	8,052	Hospital (500 beds or more)	75,970
Hospital (100-199 beds)	16,690	Other	7,182

Nikkei Medical Online Doctor Verification System

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Department

	December 2025	November 2025
Internal Medicine	70,870	70,801
Respiratory Tract Medicine	9,049	9,026
Gastroenterology	16,818	16,798
Endocrine/Metabolic	6,883	6,879
Kidney	5,345	5,340
Haematology	2,911	2,903
Neurology	5,601	5,591
Medical oncology	1,032	1,030
Psychosomatic Medicine	2,359	2,354
Other Medicine	4,639	4,624
Cardiovascular Surgery	2,775	2,770
Respiratory Tract Surgery	2,064	2,059
Gastroenterological Surgery	8,984	8,969
Cranial Nerve Surgery	6,014	6,001
Pediatric Surgery	772	769
Surgery	12,692	12,685
Orthopedic Surgery	13,183	13,166
Plastic Surgery	2,251	2,247
Oral Surgery	165	165
Other Surgery	1,722	1,720
Cardiovascular Disease	15,242	15,240
Allergies	2,984	2,982
Rheumatism	3,400	3,398
Geriatrics	1,464	1,459
General practice	2,483	2,474
Psychiatry	10,022	9,993
Pediatrics	15,870	15,863
Rehabilitation	4,729	4,722
Obstetrics/Gynecology	7,947	7,938
Breast surgery	708	708
Ophthalmology	5,212	5,199
Ear, Nose & Throat	5,168	5,167
Dermatology	6,971	6,961
Urology	5,256	5,245
Radiology	4,905	4,899
Anaesthesia	7,281	7,268
Palliative care	962	957
Emergency/ICU	6,178	6,170
STDs	120	119
Proctology	788	786
Preclinical Medicine	1,796	1,794
Pathology	857	851
Other	19,343	19,320