

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ January 2025 page views and unique browsers

◆ Monthly page views

21,166,230

Average page views per day
682,781.6

◆ Monthly unique browsers

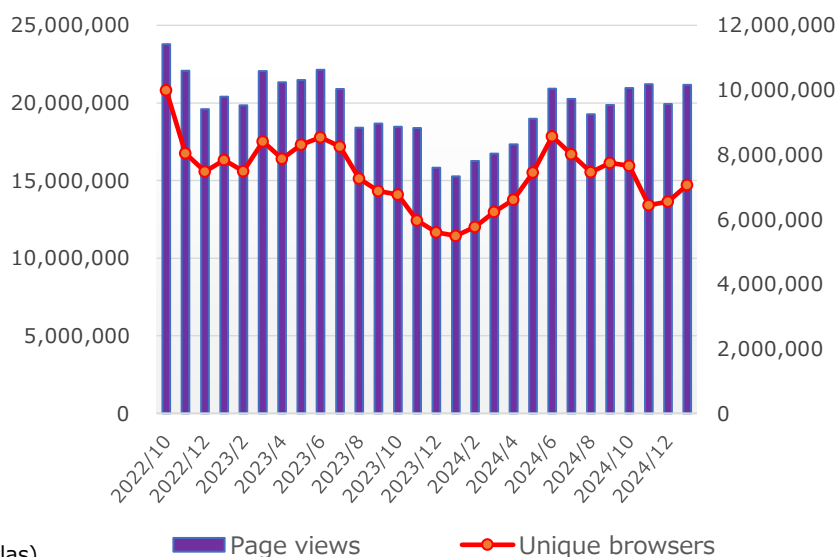
7,062,151

Average unique browsers per day
227,811.3

◆ Number of email delivery

595,594 (as of January 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ January 2025 page views and unique browsers

◆ Monthly page views

1,710,359

Average page views per day
55,172.8

◆ Monthly unique browsers

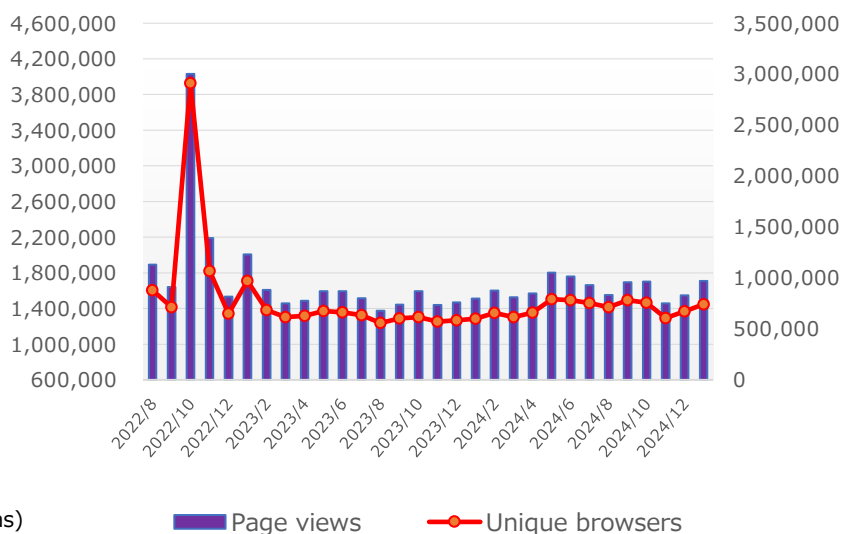
742,411

Average unique browsers per day
23,948.7

◆ Number of email delivery

133,953 (as of January 29)

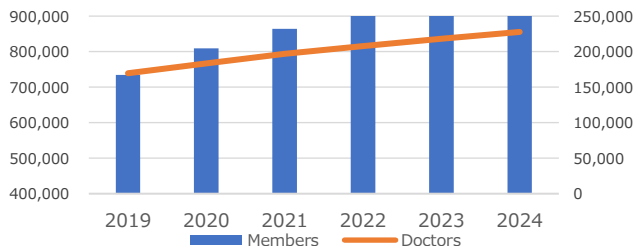
(Source: Atlas)



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) 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