

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ March 2025 page views and unique browsers

◆ Monthly page views

20,387,532

Average page views per day
657,662.3

◆ Monthly unique browsers

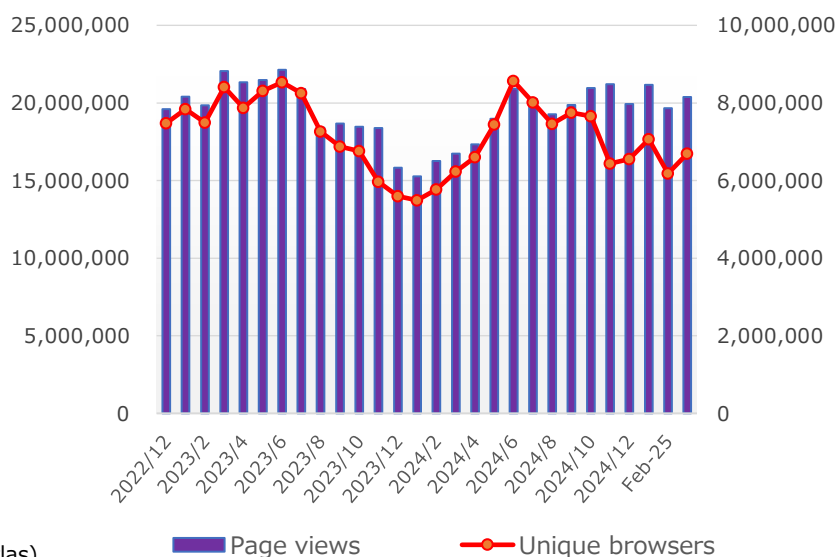
6,696,648

Average unique browsers per day
216,020.9

◆ Number of email delivery

594,131 (as of March 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ March 2025 page views and unique browsers

◆ Monthly page views

1,577,567

Average page views per day
50,889.3

◆ Monthly unique browsers

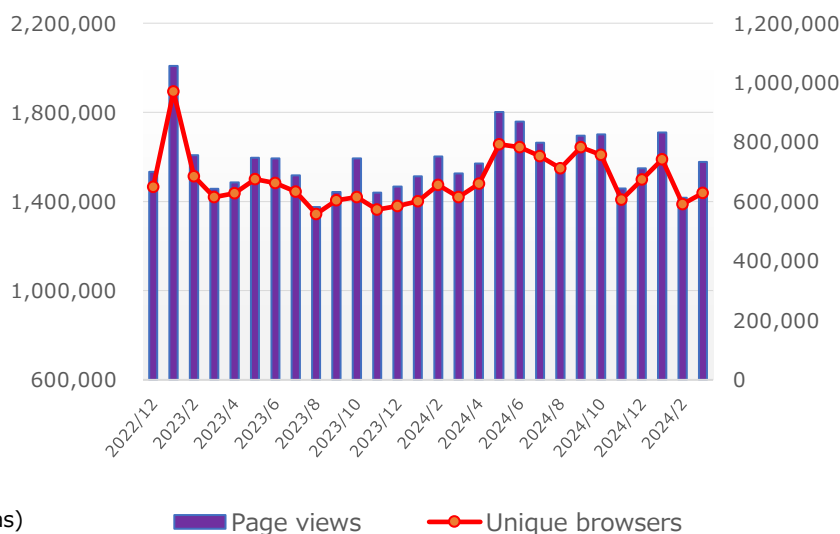
628,590

Average unique browsers per day
20,277.1

◆ Number of email delivery

133,789 (as of March 26)

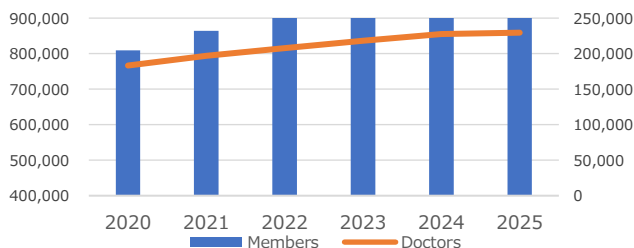
(Source: Atlas)



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

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

	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