

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ April 2025 page views and unique browsers

◆ Monthly page views

20,019,457

Average page views per day
667,315.2

◆ Monthly unique browsers

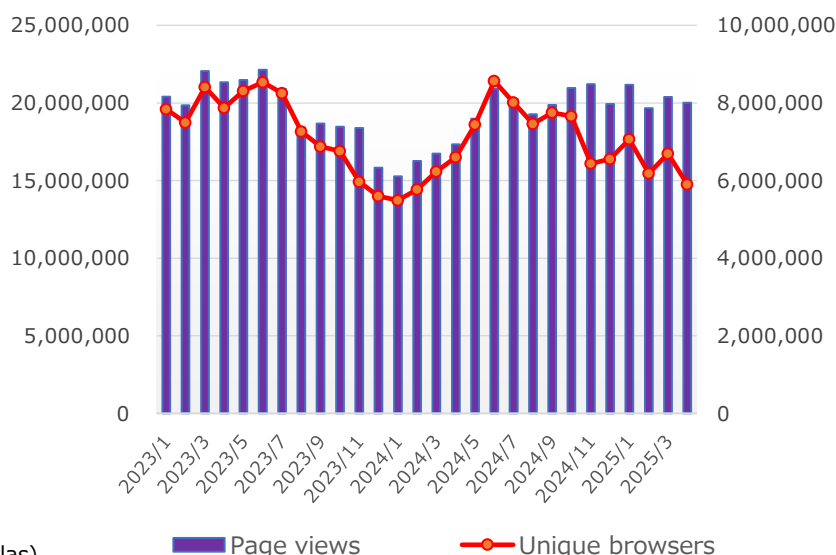
5,902,011

Average unique browsers per day
196,733.7

◆ Number of email delivery

582,753 (as of April 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ April 2025 page views and unique browsers

◆ Monthly page views

1,522,718

Average page views per day
50,757.3

◆ Monthly unique browsers

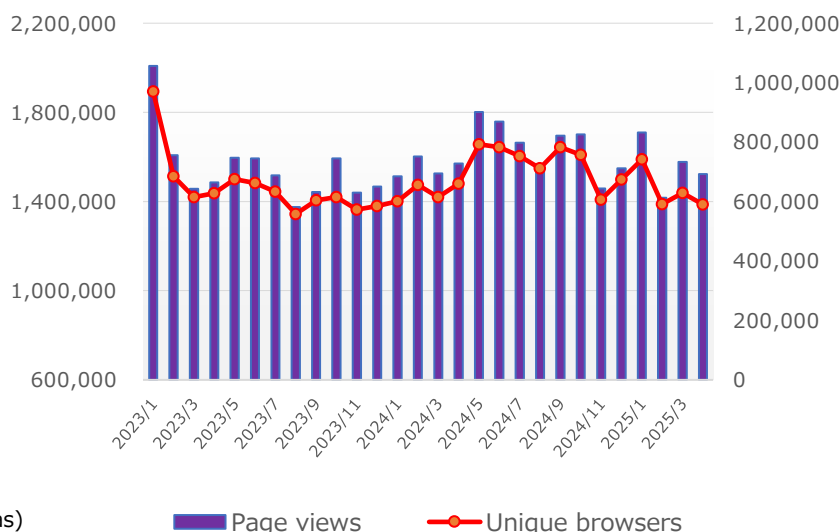
589,688

Average unique browsers per day
19,656.3

◆ Number of email delivery

133,585 (as of April 30)

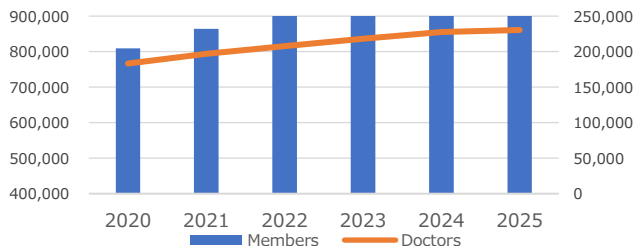
(Source: Atlas)



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

■ 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

	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