

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ June 2025 page views and unique browsers

◆ Monthly page views

19,168,057

Average page views per day
638,935

◆ Monthly unique browsers

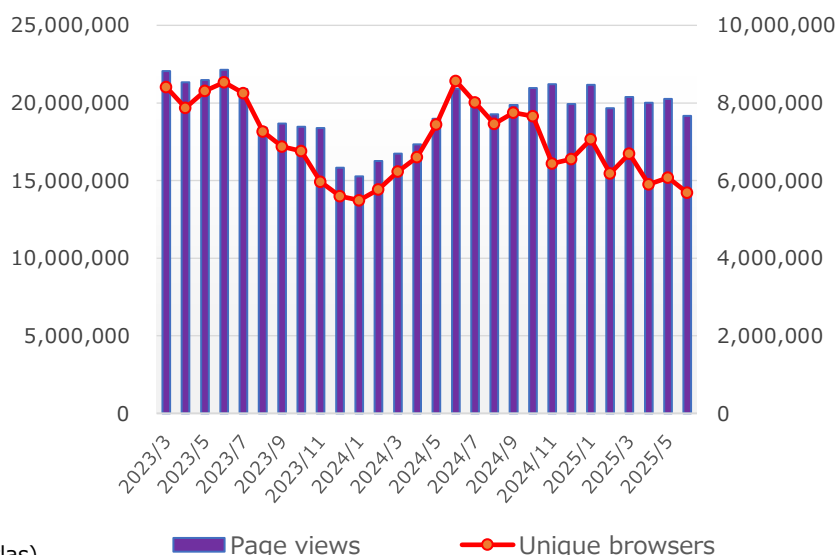
5,688,650

Average unique browsers per day
189,621

◆ Number of email delivery

591,346 (as of June 26)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ June 2025 page views and unique browsers

◆ Monthly page views

1,518,744

Average page views per day
50,624

◆ Monthly unique browsers

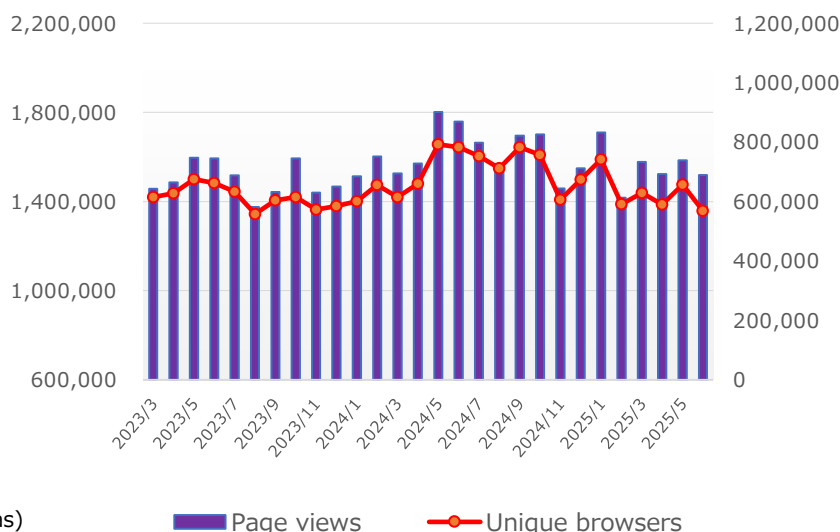
568,929

Average unique browsers per day
18,964

◆ Number of email delivery

133,494 (as of June 25)

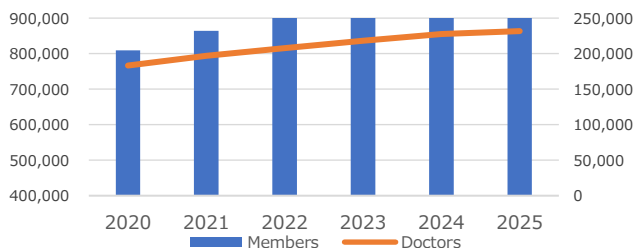
(Source: Atlas)



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

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

	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