

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ July 2025 page views and unique browsers

◆ Monthly page views

18,716,214

Average page views per day
603,748

◆ Monthly unique browsers

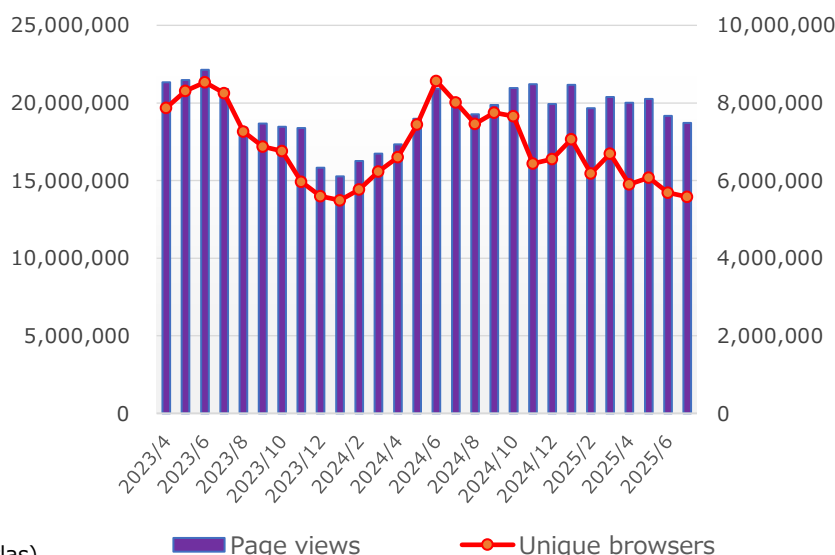
5,579,883

Average unique browsers per day
179,996

◆ Number of email delivery

590,877 (as of July 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ July 2025 page views and unique browsers

◆ Monthly page views

1,656,230

Average page views per day
53,426

◆ Monthly unique browsers

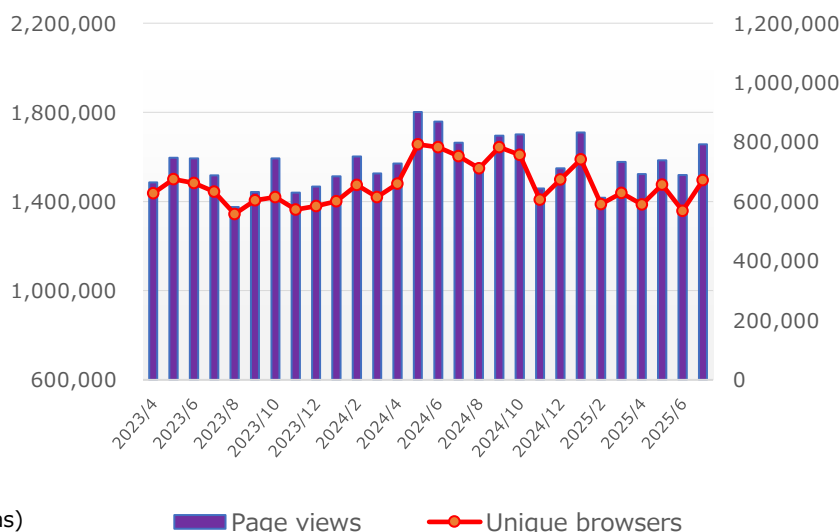
672,398

Average unique browsers per day
21,690

◆ Number of email delivery

133,325 (as of July 30)

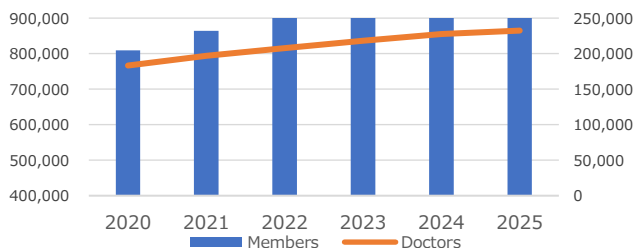
(Source: Atlas)



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

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

	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