

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ December 2025 page views and unique browsers

◆ Monthly page views

16,210,345

Average page views per day
522,914

◆ Number of email delivery

586,047 (as of December 25)

◆ Monthly unique browsers

4,854,626

Average unique browsers per day
156,600

(Source: Atlas)

Nikkei Drug Information

DIOnline

■ December 2025 page views and unique browsers

◆ Monthly page views

1,193,119

Average page views per day
38,487

◆ Number of email delivery

132,606 (as of December 24)

◆ Monthly unique browsers

433,473

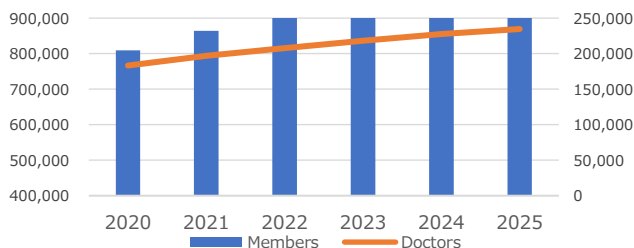
Average unique browsers per day
13,983

(Source: Atlas)

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,046,174
Doctors	183,234	196,847	207,945	218,240	227,727	234,623



Major User Attribute

December 31, 2025

Doctor	234,623	Dentist	10,856
Hospital Doctor	191,937	Pharmacist	209,870
Hospital Administrator/Director	8,888	Nurse/Nursing Assistant	77,994
Clinical Administrator/Director	33,798	Health nurse	4,312
		Maternity nurse	2,443

User Attribute (Pharmacist)

December 2025

November 2025

Pharmacist (owns a drugstore)	7,999	8,004
Pharmacist at a drugstore	11,035	11,025
Hospital pharmacist	112,550	112,319
Pharmacist (pharmaceutical company employee)	37,289	37,226
Pharmacist (drug wholesaling employee)	10,160	10,143
Pharmacist (other)	2,442	2,439
Pharmacist (owns a drugstore)	28,395	28,334

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,039	Hospital (200-299 beds)	16,589
Clinic (1-19 beds)	3,391	Hospital (300-499 beds)	39,411
Hospital (20-99 beds)	8,052	Hospital (500 beds or more)	75,970
Hospital (100-199 beds)	16,690	Other	7,182

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

	December 2025	November 2025
Internal Medicine	70,870	70,801
Respiratory Tract Medicine	9,049	9,026
Gastroenterology	16,818	16,798
Endocrine/Metabolic	6,883	6,879
Kidney	5,345	5,340
Haematology	2,911	2,903
Neurology	5,601	5,591
Medical oncology	1,032	1,030
Psychosomatic Medicine	2,359	2,354
Other Medicine	4,639	4,624
Cardiovascular Surgery	2,775	2,770
Respiratory Tract Surgery	2,064	2,059
Gastroenterological Surgery	8,984	8,969
Cranial Nerve Surgery	6,014	6,001
Pediatric Surgery	772	769
Surgery	12,692	12,685
Orthopedic Surgery	13,183	13,166
Plastic Surgery	2,251	2,247
Oral Surgery	165	165
Other Surgery	1,722	1,720
Cardiovascular Disease	15,242	15,240
Allergies	2,984	2,982
Rheumatism	3,400	3,398
Geriatrics	1,464	1,459
General practice	2,483	2,474
Psychiatry	10,022	9,993
Pediatrics	15,870	15,863
Rehabilitation	4,729	4,722
Obstetrics/Gynecology	7,947	7,938
Breast surgery	708	708
Ophthalmology	5,212	5,199
Ear, Nose & Throat	5,168	5,167
Dermatology	6,971	6,961
Urology	5,256	5,245
Radiology	4,905	4,899
Anaesthesia	7,281	7,268
Palliative care	962	957
Emergency/ICU	6,178	6,170
STDs	120	119
Proctology	788	786
Preclinical Medicine	1,796	1,794
Pathology	857	851
Other	19,343	19,320

[Contact]

Medical Ad Department Tel: 03-6811-8036 Fax: 050-3153-7277