

Marketing Report

Nikkei Medical ONLINE



■ January 2026 page views and unique browsers

◆ Monthly page views

14,880,881

Average page views per day
480,028

◆ Number of email delivery

584,953 (as of January 29)

◆ Monthly unique browsers

4,532,383

Average unique browsers per day
146,105

(Source: Atlas)

Nikkei Drug Information



■ January 2026 page views and unique browsers

◆ Monthly page views

1,308,585

Average page views per day
42,212

◆ Number of email delivery

132,418 (as of January 28)

◆ Monthly unique browsers

472,250

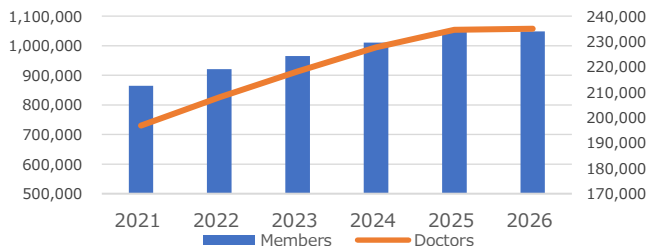
Average unique browsers per day
15,233

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,048,273
Doctors	196,847	207,945	218,240	227,727	234,623	235,028



Major User Attribute

January 31, 2026

Doctor	235,028	Dentist	10,880
Hospital Doctor	192,283	Pharmacist	210,350
Hospital Administrator/Director	8,901	Nurse/Nursing Assistant	78,158
Clinical Administrator/Director	33,844	Health nurse	4,318
		Maternity nurse	2,445

User Attribute (Pharmacist)

User Attribute (Pharmacist)	January 2026	December 2025
Pharmacist (owns a drugstore)	7,999	7,999
Pharmacist at a drugstore	11,035	11,035
Hospital pharmacist	112,550	112,550
Pharmacist (pharmaceutical company employee)	37,289	37,289
Pharmacist (drug wholesaling employee)	10,160	10,160
Pharmacist (other)	2,442	2,442
Pharmacist (owns a drugstore)	28,395	28,395

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,098	Hospital (200-299 beds)	16,630
Clinic (1-19 beds)	3,397	Hospital (300-499 beds)	39,495
Hospital (20-99 beds)	8,059	Hospital (500 beds or more)	76,083
Hospital (100-199 beds)	16,717	Other	7,193

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

	January 2026	December 2025
Internal Medicine	70,978	70,870
Respiratory Tract Medicine	9,059	9,049
Gastroenterology	16,840	16,818
Endocrine/Metabolic	6,895	6,883
Kidney	5,350	5,345
Haematology	2,922	2,911
Neurology	5,609	5,601
Medical oncology	1,037	1,032
Psychosomatic Medicine	2,362	2,359
Other Medicine	4,647	4,639
Cardiovascular Surgery	2,780	2,775
Respiratory Tract Surgery	2,067	2,064
Gastroenterological Surgery	8,993	8,984
Cranial Nerve Surgery	6,013	6,014
Pediatric Surgery	772	772
Surgery	12,704	12,692
Orthopedic Surgery	13,203	13,183
Plastic Surgery	2,259	2,251
Oral Surgery	165	165
Other Surgery	1,723	1,722
Cardiovascular Disease	15,248	15,242
Allergies	2,986	2,984
Rheumatism	3,405	3,400
Geriatrics	1,468	1,464
General practice	2,497	2,483
Psychiatry	10,041	10,022
Pediatrics	15,903	15,870
Rehabilitation	4,734	4,729
Obstetrics/Gynecology	7,958	7,947
Breast surgery	709	708
Ophthalmology	5,221	5,212
Ear, Nose & Throat	5,175	5,168
Dermatology	6,987	6,971
Urology	5,269	5,256
Radiology	4,908	4,905
Anaesthesia	7,292	7,281
Palliative care	967	962
Emergency/ICU	6,193	6,178
STDs	120	120
Proctology	787	788
Preclinical Medicine	1,796	1,796
Pathology	861	857
Other	19,382	19,343