

Marketing Report

Nikkei Medical ONLINE



■ March 2026 page views and unique browsers

◆ Monthly page views

15,939,297

Average page views per day
514,170

◆ Number of email delivery

582,514 (as of March 31)

◆ Monthly unique browsers

5,039,666

Average unique browsers per day
162,569

(Source: Atlas)

Nikkei Drug Information



■ March 2026 page views and unique browsers

◆ Monthly page views

1,437,126

Average page views per day
46,358

◆ Number of email delivery

132,044 (as of March 31)

◆ Monthly unique browsers

560,097

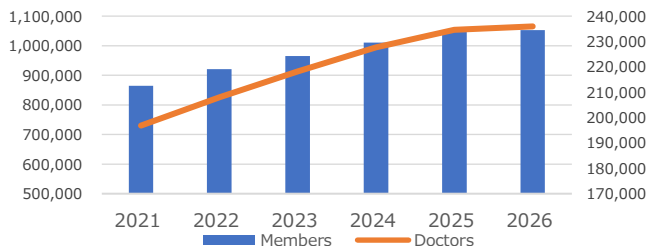
Average unique browsers per day
18,067

(Source: Atlas)

User Profile

Membership

| | | | | | | |
|---------|---------|---------|---------|-----------|-----------|-----------|
| Members | 864,490 | 920,498 | 965,018 | 1,010,649 | 1,046,174 | 1,052,738 |
| Doctors | 196,847 | 207,945 | 218,240 | 227,727 | 234,623 | 235,935 |



Major User Attribute

March 31, 2026

| | | | |
|---------------------------------|---------|-------------------------|---------|
| Doctor | 235,935 | Dentist | 10,912 |
| Hospital Doctor | 193,041 | Pharmacist | 211,215 |
| Hospital Administrator/Director | 8,934 | Nurse/Nursing Assistant | 78,543 |
| Clinical Administrator/Director | 33,960 | Health nurse | 4,328 |
| | | Maternity nurse | 2,452 |

| User Attribute (Pharmacist) | March 2026 | February 2026 |
|--|------------|---------------|
| Pharmacist (owns a drugstore) | 7,984 | 7,988 |
| Pharmacist at a drugstore | 11,113 | 11,100 |
| Hospital pharmacist | 113,327 | 113,077 |
| Pharmacist (pharmaceutical company employee) | 37,489 | 37,414 |
| Pharmacist (drug wholesaling employee) | 10,209 | 10,190 |
| Pharmacist (other) | 2,454 | 2,451 |
| Pharmacist (owns a drugstore) | 28,639 | 28,570 |

No. of Beds in Hospitals Where Doctors Work

| | | | |
|-------------------------|--------|-----------------------------|--------|
| Clinic (none) | 23,248 | Hospital (200-299 beds) | 16,687 |
| Clinic (1-19 beds) | 3,407 | Hospital (300-499 beds) | 39,710 |
| Hospital (20-99 beds) | 8,085 | Hospital (500 beds or more) | 76,311 |
| Hospital (100-199 beds) | 16,769 | Other | 7,216 |

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

| | March 2026 | February 2026 |
|-----------------------------|------------|---------------|
| Internal Medicine | 71,191 | 71,092 |
| Respiratory Tract Medicine | 9,081 | 9,071 |
| Gastroenterology | 16,901 | 16,877 |
| Endocrine/Metabolic | 6,903 | 6,900 |
| Kidney | 5,376 | 5,363 |
| Haematology | 2,943 | 2,930 |
| Neurology | 5,629 | 5,620 |
| Medical oncology | 1,044 | 1,039 |
| Psychosomatic Medicine | 2,368 | 2,366 |
| Other Medicine | 4,672 | 4,658 |
| Cardiovascular Surgery | 2,787 | 2,787 |
| Respiratory Tract Surgery | 2,071 | 2,072 |
| Gastroenterological Surgery | 9,028 | 9,013 |
| Cranial Nerve Surgery | 6,039 | 6,026 |
| Pediatric Surgery | 773 | 772 |
| Surgery | 12,723 | 12,716 |
| Orthopedic Surgery | 13,244 | 13,227 |
| Plastic Surgery | 2,268 | 2,264 |
| Oral Surgery | 165 | 166 |
| Other Surgery | 1,723 | 1,723 |
| Cardiovascular Disease | 15,285 | 15,267 |
| Allergies | 2,988 | 2,988 |
| Rheumatism | 3,410 | 3,405 |
| Geriatrics | 1,476 | 1,473 |
| General practice | 2,512 | 2,502 |
| Psychiatry | 10,080 | 10,065 |
| Pediatrics | 15,945 | 15,917 |
| Rehabilitation | 4,743 | 4,739 |
| Obstetrics/Gynecology | 7,984 | 7,969 |
| Breast surgery | 709 | 709 |
| Ophthalmology | 5,240 | 5,231 |
| Ear, Nose & Throat | 5,186 | 5,184 |
| Dermatology | 7,015 | 7,002 |
| Urology | 5,290 | 5,283 |
| Radiology | 4,927 | 4,917 |
| Anaesthesia | 7,311 | 7,299 |
| Palliative care | 974 | 969 |
| Emergency/ICU | 6,222 | 6,207 |
| STDs | 123 | 121 |
| Proctology | 789 | 788 |
| Preclinical Medicine | 1,798 | 1,795 |
| Pathology | 869 | 864 |
| Other | 19,544 | 19,413 |