

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ July 2026 page views and unique browsers

◆ Monthly page views

17,780,368

Average page views per day
573,560

◆ Number of email delivery

578,250 (as of July 30)

◆ Monthly unique browsers

5,801,986

Average unique browsers per day
187,160

(Source: Atlas)

Nikkei Drug Information

DIOnline

■ July 2026 page views and unique browsers

◆ Monthly page views

2,324,897

Average page views per day
74,996

◆ Number of email delivery

131,455 (as of July 29)

◆ Monthly unique browsers

1,254,514

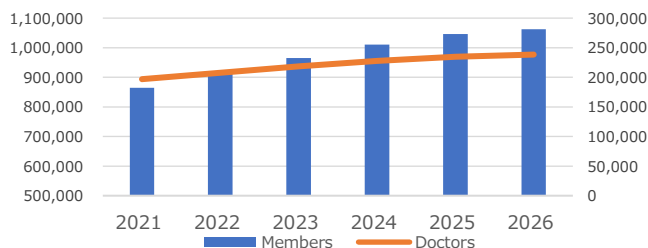
Average unique browsers per day
40,468

(Source: Atlas)

User Profile

■ Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,062,547
Doctors	196,847	207,945	218,240	227,727	234,623	238,393



■ Major User Attribute

July 31, 2026

Doctor	238,393	Dentist	10,975
Hospital Doctor	195,231	Pharmacist	213,097
Hospital Administrator/Director	9,004	Nurse/Nursing Assistant	79,422
Clinical Administrator/Director	34,158	Health nurse	4,351
		Maternity nurse	2,485

User Attribute (Pharmacist)	July 2026	June 2026
Pharmacist (owns a drugstore)	7,958	7,961
Pharmacist at a drugstore	11,197	11,176
Hospital pharmacist	114,390	114,120
Pharmacist (pharmaceutical company employee)	37,835	37,770
Pharmacist (drug wholesaling employee)	10,284	10,264
Pharmacist (other)	2,473	2,468
Pharmacist (owns a drugstore)	28,960	28,869

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,586	Hospital (200-299 beds)	16,837
Clinic (1-19 beds)	3,415	Hospital (300-499 beds)	40,295
Hospital (20-99 beds)	8,151	Hospital (500 beds or more)	77,112
Hospital (100-199 beds)	16,964	Other	7,267

■ 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 2026	June 2026
Internal Medicine	71,763	71,646
Respiratory Tract Medicine	9,159	9,143
Gastroenterology	17,041	17,013
Endocrine/Metabolic	6,998	6,976
Kidney	5,447	5,428
Haematology	2,978	2,970
Neurology	5,686	5,680
Medical oncology	1,058	1,055
Psychosomatic Medicine	2,384	2,381
Other Medicine	4,744	4,728
Cardiovascular Surgery	2,813	2,807
Respiratory Tract Surgery	2,084	2,081
Gastroenterological Surgery	9,089	9,069
Cranial Nerve Surgery	6,081	6,070
Pediatric Surgery	775	774
Surgery	12,753	12,745
Orthopedic Surgery	13,343	13,319
Plastic Surgery	2,286	2,284
Oral Surgery	169	165
Other Surgery	1,749	1,744
Cardiovascular Disease	15,343	15,331
Allergies	3,000	2,999
Rheumatism	3,430	3,427
Geriatrics	1,485	1,483
General practice	2,581	2,563
Psychiatry	10,190	10,175
Pediatrics	16,045	16,014
Rehabilitation	4,776	4,767
Obstetrics/Gynecology	8,056	8,037
Breast surgery	727	724
Ophthalmology	5,287	5,273
Ear, Nose & Throat	5,212	5,204
Dermatology	7,067	7,056
Urology	5,327	5,321
Radiology	4,965	4,956
Anaesthesia	7,359	7,342
Palliative care	993	987
Emergency/ICU	6,283	6,272
STDs	122	124
Proctology	792	792
Preclinical Medicine	1,798	1,799
Pathology	884	881
Other	20,037	19,993