

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ August 2026 page views and unique browsers

◆ Monthly page views

14,659,792

Average page views per day
472,896

◆ Number of email delivery

577,669 (as of August 27)

◆ Monthly unique browsers

4,837,020

Average unique browsers per day
156,032

(Source: Atlas)

Nikkei Drug Information

DIOnline

■ August 2026 page views and unique browsers

◆ Monthly page views

1,602,097

Average page views per day
51,680

◆ Number of email delivery

131,309 (as of August 26)

◆ Monthly unique browsers

798,402

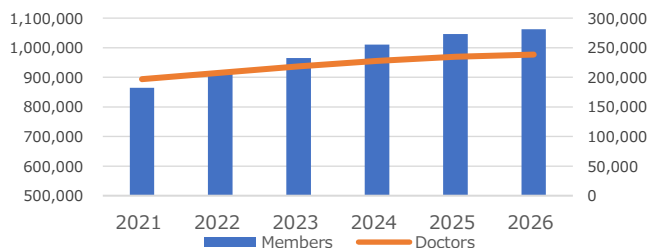
Average unique browsers per day
25,754

(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

August 31, 2026

Doctor	238,783	Dentist	10,993
Hospital Doctor	195,554	Pharmacist	213,507
Hospital Administrator/Director	9,031	Nurse/Nursing Assistant	79,641
Clinical Administrator/Director	34,198	Health nurse	4,362
		Maternity nurse	2,493

User Attribute (Pharmacist)	August 2026	July 2026
Pharmacist (owns a drugstore)	7,954	7,958
Pharmacist at a drugstore	11,213	11,197
Hospital pharmacist	114,578	114,390
Pharmacist (pharmaceutical company employee)	37,924	37,835
Pharmacist (drug wholesaling employee)	10,305	10,284
Pharmacist (other)	2,481	2,473
Pharmacist (owns a drugstore)	29,052	28,960

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,652	Hospital (200-299 beds)	16,856
Clinic (1-19 beds)	3,421	Hospital (300-499 beds)	40,325
Hospital (20-99 beds)	8,171	Hospital (500 beds or more)	77,218
Hospital (100-199 beds)	17,021	Other	7,286

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

	August 2026	July 2026
Internal Medicine	71,867	71,763
Respiratory Tract Medicine	9,170	9,159
Gastroenterology	17,074	17,041
Endocrine/Metabolic	7,013	6,998
Kidney	5,469	5,447
Haematology	2,978	2,978
Neurology	5,702	5,686
Medical oncology	1,059	1,058
Psychosomatic Medicine	2,384	2,384
Other Medicine	4,755	4,744
Cardiovascular Surgery	2,815	2,813
Respiratory Tract Surgery	2,085	2,084
Gastroenterological Surgery	9,099	9,089
Cranial Nerve Surgery	6,092	6,081
Pediatric Surgery	776	775
Surgery	12,762	12,753
Orthopedic Surgery	13,365	13,343
Plastic Surgery	2,295	2,286
Oral Surgery	165	169
Other Surgery	1,752	1,749
Cardiovascular Disease	15,357	15,343
Allergies	3,002	3,000
Rheumatism	3,435	3,430
Geriatrics	1,488	1,485
General practice	2,595	2,581
Psychiatry	10,208	10,190
Pediatrics	16,066	16,045
Rehabilitation	4,782	4,776
Obstetrics/Gynecology	8,071	8,056
Breast surgery	726	727
Ophthalmology	5,295	5,287
Ear, Nose & Throat	5,219	5,212
Dermatology	7,077	7,067
Urology	5,332	5,327
Radiology	4,971	4,965
Anaesthesia	7,369	7,359
Palliative care	999	993
Emergency/ICU	6,293	6,283
STDs	123	122
Proctology	793	792
Preclinical Medicine	1,796	1,798
Pathology	887	884
Other	20,060	20,037