

Marketing Report

Nikkei Medical ONLINE



January 2020 page views and unique browsers

◆ Monthly page views

12,604,505

Average page views per day
406,596.9

◆ Monthly unique browsers

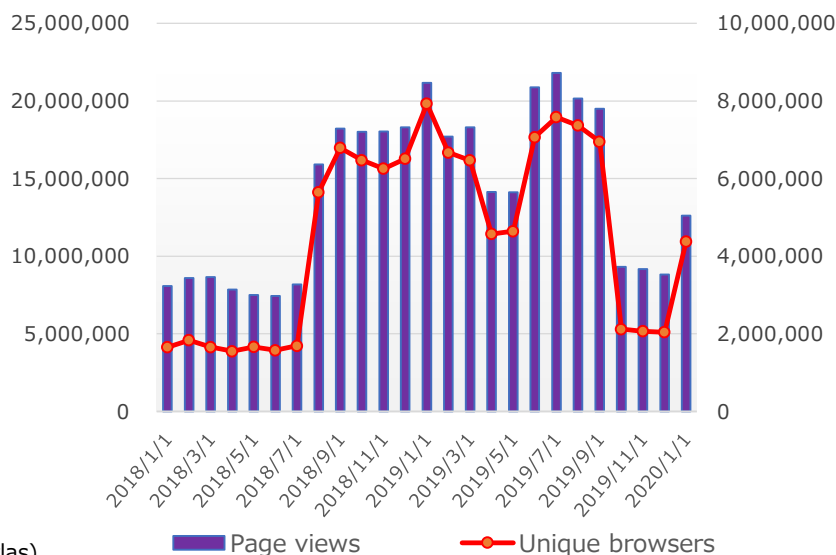
4,376,492

Average unique browsers per day
141,177.2

◆ Number of email delivery

542,070 (as of January 30)

(Source: Atlas)



Nikkei Drug Information



January 2020 page views and unique browsers

◆ Monthly page views

1,649,518

Average page views per day
53,210.3

◆ Monthly unique browsers

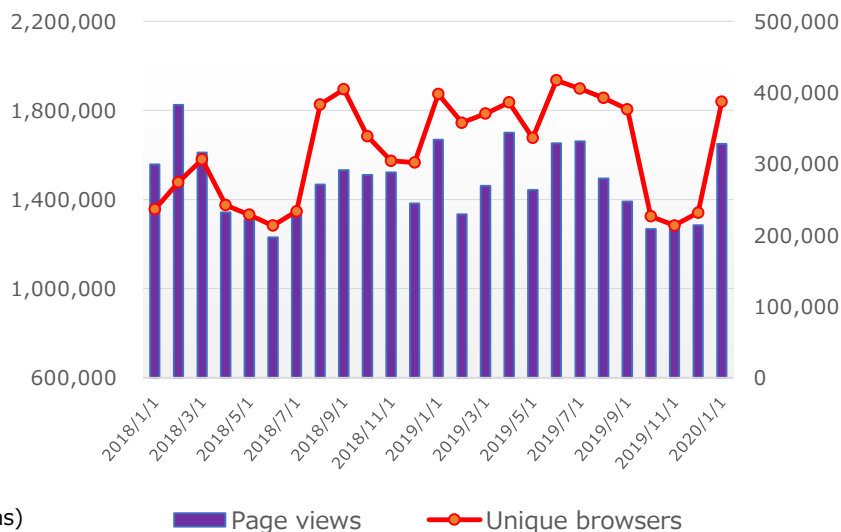
387,275

Average unique browsers per day
12,492.7

◆ Number of email delivery

115,113 (as of January 29)

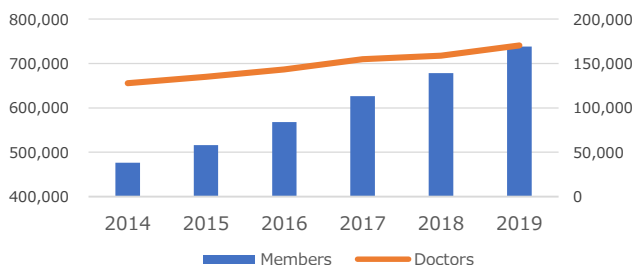
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	738,190
Doctors	127,669	134,929	143,323	154,821	158,868	170,249



Major User Attribute

January 31, 2020

Doctor	170,249	Dentist	7,889
Hospital Doctor	137,936	Pharmacist	147,820
Hospital Administrator/Director	6,669	Nurse/Nursing Assistant	42,164
Clinical Administrator/Director	25,644	Health nurse	2,920
		Maternity nurse	1,488

User Attribute (Pharmacist)	January 2020	December 2019
Pharmacist (owns a drugstore)	8,733	8,735
Pharmacist at a drugstore	7,967	7,898
Hospital pharmacist	77,256	76,601
Pharmacist (pharmaceutical company employee)	25,431	25,273
Pharmacist (drug wholesaling employee)	8,032	8,007
Pharmacist (other)	1,960	1,958
Pharmacist (owns a drugstore)	18,441	18,261

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	14,220	Hospital (200-299 beds)	12,756
Clinic (1-19 beds)	2,700	Hospital (300-499 beds)	27,372
Hospital (20-99 beds)	6,127	Hospital (500 beds or more)	55,413
Hospital (100-199 beds)	11,954	Other	5,660

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 2020	November 2019
Internal Medicine	55,111	54,892
Respiratory Tract Medicine	6,418	6,393
Gastroenterology	12,555	12,511
Endocrine/Metabolic	4,698	4,675
Kidney	3,695	3,678
Haematology	2,119	2,117
Neurology	4,035	4,021
Medical oncology	428	421
Psychosomatic Medicine	1,823	1,822
Other Medicine	2,801	2,775
Cardiovascular Surgery	2,260	2,253
Respiratory Tract Surgery	1,638	1,635
Gastroenterological Surgery	7,071	7,045
Cranial Nerve Surgery	4,573	4,561
Pediatric Surgery	616	613
Surgery	10,989	10,970
Orthopedic Surgery	9,986	9,943
Plastic Surgery	1,609	1,598
Oral Surgery	162	165
Other Surgery	1,186	1,181
Cardiovascular Disease	12,795	12,762
Allergies	2,499	2,491
Rheumatism	2,773	2,768
Geriatrics	1,243	1,240
General practice	1,040	1,029
Psychiatry	7,027	6,994
Pediatrics	12,465	12,435
Rehabilitation	3,808	3,800
Obstetrics/Gynecology	5,895	5,880
Breast surgery	386	378
Ophthalmology	3,838	3,820
Ear, Nose & Throat	3,771	3,755
Dermatology	4,926	4,901
Urology	3,899	3,882
Radiology	3,631	3,618
Anaesthesia	5,389	5,368
Palliative care	389	384
Emergency/ICU	4,637	4,609
STDs	85	85
Proctology	690	686
Preclinical Medicine	1,607	1,605
Pathology	372	369
Other	12,438	12,396

Marketing Report

Nikkei Medical ONLINE



February 2020 page views and unique browsers

◆ Monthly page views

16,604,482

Average page views per day
572,568.3

◆ Monthly unique browsers

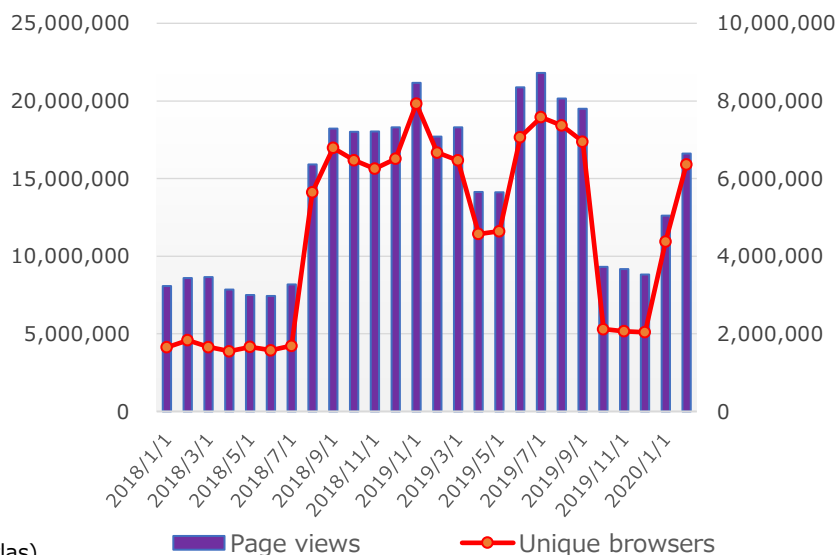
6,364,512

Average unique browsers per day
219,465.9

◆ Number of email delivery

546,866 (as of February 27)

(Source: Atlas)



Nikkei Drug Information



February 2020 page views and unique browsers

◆ Monthly page views

1,763,529

Average page views per day
45,218.69

◆ Monthly unique browsers

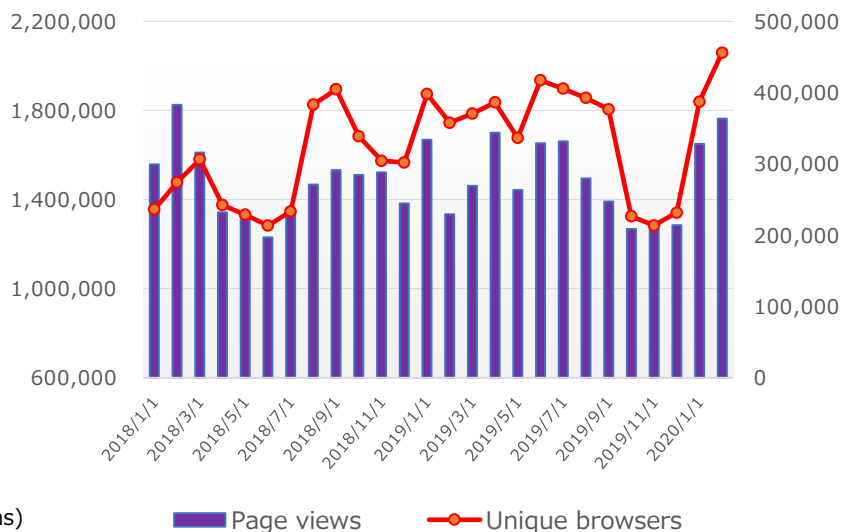
455,947

Average unique browsers per day
15,722.31

◆ Number of email delivery

115,113 (as of February 28)

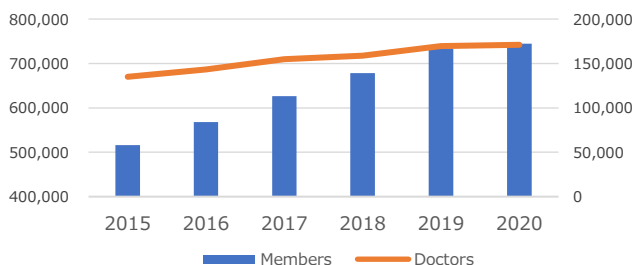
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	744,518
Doctors	127,669	134,929	143,323	154,821	158,868	171,178



Major User Attribute

February 29, 2020

Doctor	171,178	Dentist	7,937
Hospital Doctor	138,680	Pharmacist	149,065
Hospital Administrator/Director	6,728	Nurse/Nursing Assistant	43,316
Clinical Administrator/Director	25,770	Health nurse	2,961
		Maternity nurse	1,519

User Attribute (Pharmacist)

February 2020

January 2020

User Attribute (Pharmacist)	February 2020	January 2020
Pharmacist (owns a drugstore)	8,730	8,733
Pharmacist at a drugstore	8,051	7,967
Hospital pharmacist	77,959	77,256
Pharmacist (pharmaceutical company employee)	25,634	25,431
Pharmacist (drug wholesaling employee)	8,071	8,032
Pharmacist (other)	1,969	1,960
Pharmacist (owns a drugstore)	18,651	18,441

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	14,348	Hospital (200-299 beds)	12,805
Clinic (1-19 beds)	2,712	Hospital (300-499 beds)	27,513
Hospital (20-99 beds)	6,160	Hospital (500 beds or more)	55,697
Hospital (100-199 beds)	12,016	Other	5,695

Nikkei Medical Online Doctor Verification System

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Department

	February 2020	January 2020
Internal Medicine	55,362	55,111
Respiratory Tract Medicine	6,446	6,418
Gastroenterology	12,610	12,555
Endocrine/Metabolic	4,730	4,698
Kidney	3,717	3,695
Haematology	2,124	2,119
Neurology	4,057	4,035
Medical oncology	435	428
Psychosomatic Medicine	1,830	1,823
Other Medicine	2,822	2,801
Cardiovascular Surgery	2,278	2,260
Respiratory Tract Surgery	1,641	1,638
Gastroenterological Surgery	7,109	7,071
Cranial Nerve Surgery	4,586	4,573
Pediatric Surgery	624	616
Surgery	11,016	10,989
Orthopedic Surgery	10,036	9,986
Plastic Surgery	1,617	1,609
Oral Surgery	172	162
Other Surgery	1,195	1,186
Cardiovascular Disease	12,829	12,795
Allergies	2,506	2,499
Rheumatism	2,781	2,773
Geriatrics	1,244	1,243
General practice	1,056	1,040
Psychiatry	7,059	7,027
Pediatrics	12,514	12,465
Rehabilitation	3,829	3,808
Obstetrics/Gynecology	5,925	5,895
Breast surgery	390	386
Ophthalmology	3,860	3,838
Ear, Nose & Throat	3,796	3,771
Dermatology	4,948	4,926
Urology	3,918	3,899
Radiology	3,650	3,631
Anaesthesia	5,430	5,389
Palliative care	399	389
Emergency/ICU	4,664	4,637
STDs	84	85
Proctology	690	690
Preclinical Medicine	1,611	1,607
Pathology	377	372
Other	12,497	12,438

Marketing Report

Nikkei Medical ONLINE



■ March 2020 page views and unique browsers

◆ Monthly page views

18,317,730

Average page views per day
590,894

◆ Monthly unique browsers

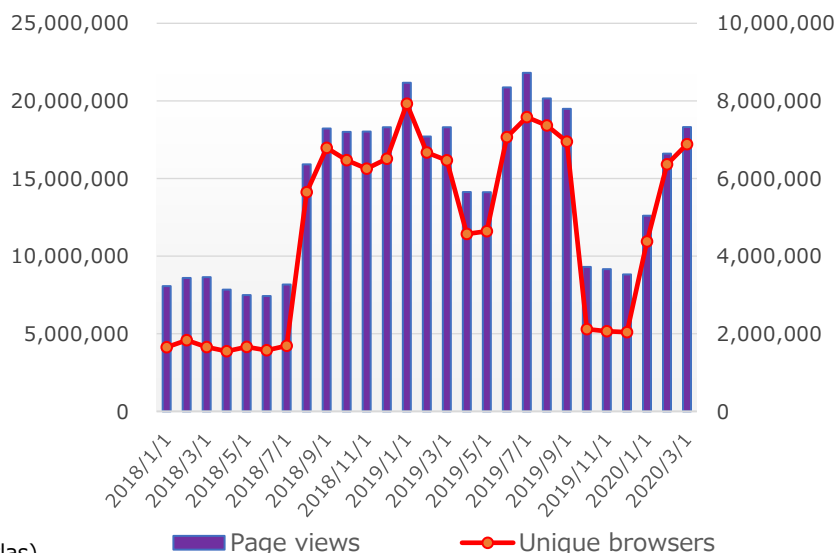
6,884,948

Average unique browsers per day
222,095.1

◆ Number of email delivery

551,998 (as of March 31)

(Source: Atlas)



Nikkei Drug Information



■ March 2020 page views and unique browsers

◆ Monthly page views

2,074,788

Average page views per day
66,928.65

◆ Monthly unique browsers

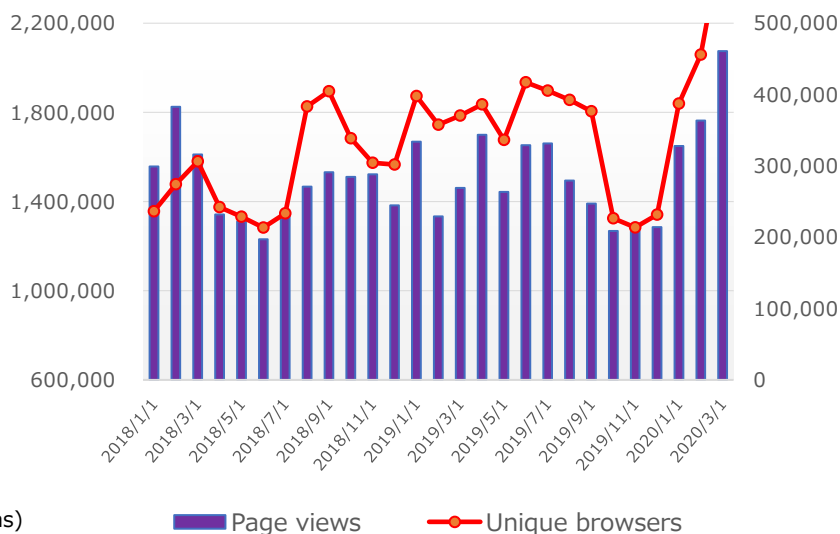
620,130

Average unique browsers per day
20,004.19

◆ Number of email delivery

117,298 (as of March 27)

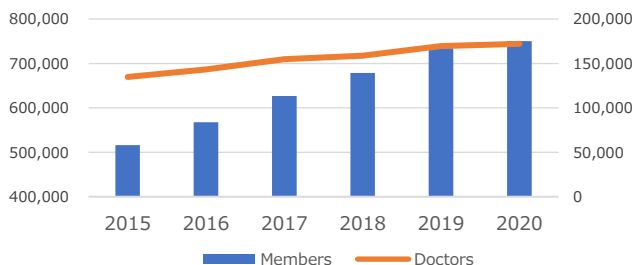
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	750,494
Doctors	127,669	134,929	143,323	154,821	158,868	172,223



Major User Attribute

March 31, 2020

Doctor	172,223	Dentist	7,977
Hospital Doctor	139,480	Pharmacist	150,296
Hospital Administrator/Director	6,773	Nurse/Nursing Assistant	44,132
Clinical Administrator/Director	25,970	Health nurse	3,001
		Maternity nurse	1,538

User Attribute (Pharmacist)

March 2020

February 2020

Pharmacist (owns a drugstore)	8,722	8,730
Pharmacist at a drugstore	8,123	8,051
Hospital pharmacist	78,671	77,959
Pharmacist (pharmaceutical company employee)	25,822	25,634
Pharmacist (drug wholesaling employee)	8,097	8,071
Pharmacist (other)	1,985	1,969
Pharmacist (owns a drugstore)	18,876	18,651

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	14,506	Hospital (200-299 beds)	12,867
Clinic (1-19 beds)	2,728	Hospital (300-499 beds)	27,663
Hospital (20-99 beds)	6,193	Hospital (500 beds or more)	55,984
Hospital (100-199 beds)	12,079	Other	5,726

Nikkei Medical Online Doctor Verification System

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Department

	March 2020	February 2020
Internal Medicine	55,657	55,362
Respiratory Tract Medicine	6,490	6,446
Gastroenterology	12,691	12,610
Endocrine/Metabolic	4,751	4,730
Kidney	3,732	3,717
Haematology	2,136	2,124
Neurology	4,081	4,057
Medical oncology	440	435
Psychosomatic Medicine	1,843	1,830
Other Medicine	2,837	2,822
Cardiovascular Surgery	2,285	2,278
Respiratory Tract Surgery	1,648	1,641
Gastroenterological Surgery	7,143	7,109
Cranial Nerve Surgery	4,602	4,586
Pediatric Surgery	626	624
Surgery	11,052	11,016
Orthopedic Surgery	10,087	10,036
Plastic Surgery	1,629	1,617
Oral Surgery	166	172
Other Surgery	1,199	1,195
Cardiovascular Disease	12,866	12,829
Allergies	2,514	2,506
Rheumatism	2,786	2,781
Geriatrics	1,248	1,244
General practice	1,085	1,056
Psychiatry	7,110	7,059
Pediatrics	12,585	12,514
Rehabilitation	3,840	3,829
Obstetrics/Gynecology	5,954	5,925
Breast surgery	400	390
Ophthalmology	3,891	3,860
Ear, Nose & Throat	3,833	3,796
Dermatology	4,978	4,948
Urology	3,932	3,918
Radiology	3,668	3,650
Anaesthesia	5,460	5,430
Palliative care	410	399
Emergency/ICU	4,692	4,664
STDs	84	84
Proctology	690	690
Preclinical Medicine	1,617	1,611
Pathology	382	377
Other	12,602	12,497

Marketing Report

Nikkei Medical ONLINE



■ April 2020 page views and unique browsers

◆ Monthly page views

19,296,512

Average page views per day
643,217.1

◆ Monthly unique browsers

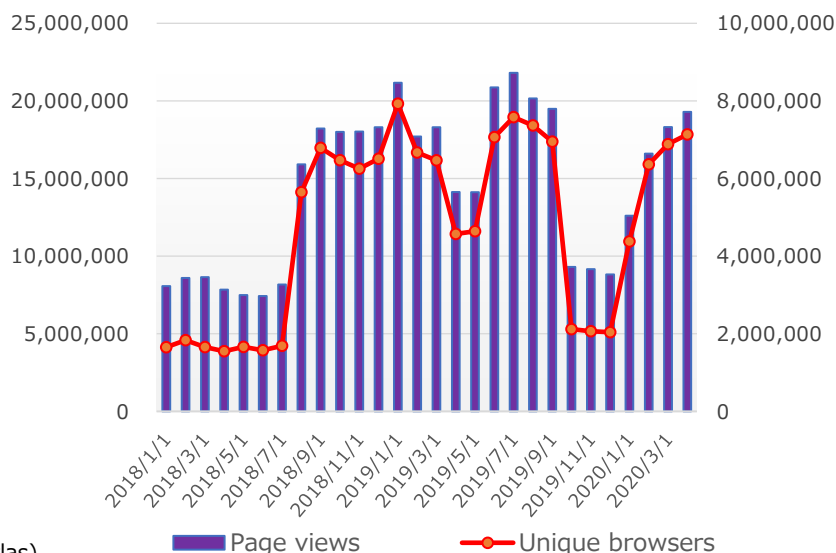
7,138,809

Average unique browsers per day
237,960.3

◆ Number of email delivery

558,151 (as of April 27)

(Source: Atlas)



Nikkei Drug Information



■ April 2020 page views and unique browsers

◆ Monthly page views

2,272,640

Average page views per day
75,754.67

◆ Monthly unique browsers

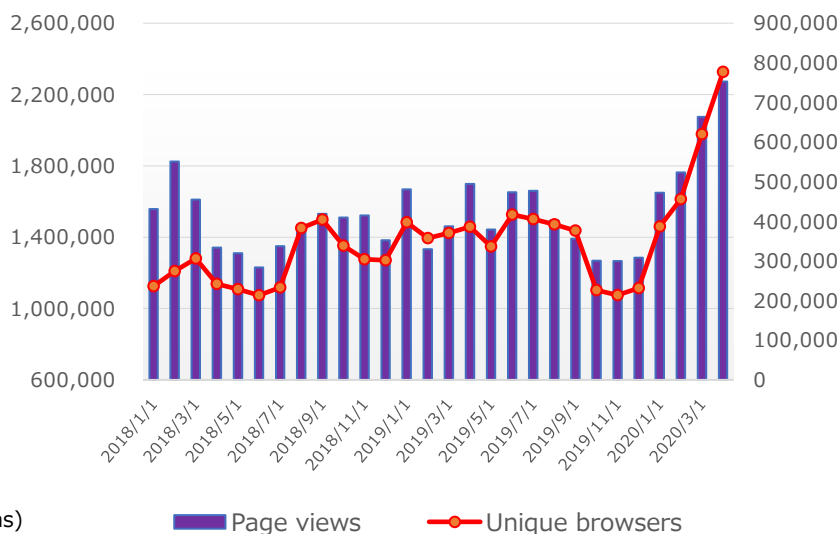
777,191

Average unique browsers per day
25,906.37

◆ Number of email delivery

118,939 (as of April 30)

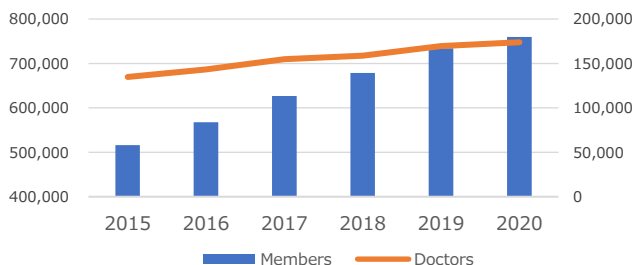
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	759,663
Doctors	127,669	134,929	143,323	154,821	158,868	173,954



Major User Attribute

April 30, 2020

Doctor	173,954	Dentist	8,100
Hospital Doctor	140,874	Pharmacist	152,094
Hospital Administrator/Director	6,849	Nurse/Nursing Assistant	45,413
Clinical Administrator/Director	26,231	Health nurse	3,049
		Maternity nurse	1,563

User Attribute (Pharmacist)

April 2020

March 2020

User Attribute (Pharmacist)	April 2020	March 2020
Pharmacist (owns a drugstore)	8,711	8,722
Pharmacist at a drugstore	8,215	8,123
Hospital pharmacist	79,796	78,671
Pharmacist (pharmaceutical company employee)	26,104	25,822
Pharmacist (drug wholesaling employee)	8,134	8,097
Pharmacist (other)	1,994	1,985
Pharmacist (owns a drugstore)	19,140	18,876

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	14,506	Hospital (200-299 beds)	12,867
Clinic (1-19 beds)	2,728	Hospital (300-499 beds)	27,663
Hospital (20-99 beds)	6,193	Hospital (500 beds or more)	55,984
Hospital (100-199 beds)	12,079	Other	5,726

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Department

	April 2020	March 2020
Internal Medicine	56,141	55,657
Respiratory Tract Medicine	6,555	6,490
Gastroenterology	12,781	12,691
Endocrine/Metabolic	4,796	4,751
Kidney	3,765	3,732
Haematology	2,150	2,136
Neurology	4,107	4,081
Medical oncology	459	440
Psychosomatic Medicine	1,865	1,843
Other Medicine	2,890	2,837
Cardiovascular Surgery	2,299	2,285
Respiratory Tract Surgery	1,656	1,648
Gastroenterological Surgery	7,175	7,143
Cranial Nerve Surgery	4,643	4,602
Pediatric Surgery	629	626
Surgery	11,097	11,052
Orthopedic Surgery	10,168	10,087
Plastic Surgery	1,647	1,629
Oral Surgery	179	166
Other Surgery	1,209	1,199
Cardiovascular Disease	12,921	12,866
Allergies	2,533	2,514
Rheumatism	2,800	2,786
Geriatrics	1,249	1,248
General practice	1,108	1,085
Psychiatry	7,187	7,110
Pediatrics	12,679	12,585
Rehabilitation	3,860	3,840
Obstetrics/Gynecology	6,006	5,954
Breast surgery	405	400
Ophthalmology	3,941	3,891
Ear, Nose & Throat	3,883	3,833
Dermatology	5,029	4,978
Urology	3,981	3,932
Radiology	3,691	3,668
Anaesthesia	5,531	5,460
Palliative care	421	410
Emergency/ICU	4,731	4,692
STDs	83	84
Proctology	693	690
Preclinical Medicine	1,625	1,617
Pathology	391	382
Other	12,808	12,602

Marketing Report

Nikkei Medical ONLINE



■ May 2020 page views and unique browsers

◆ Monthly page views

24,507,623

Average page views per day
790,568.5

◆ Monthly unique browsers

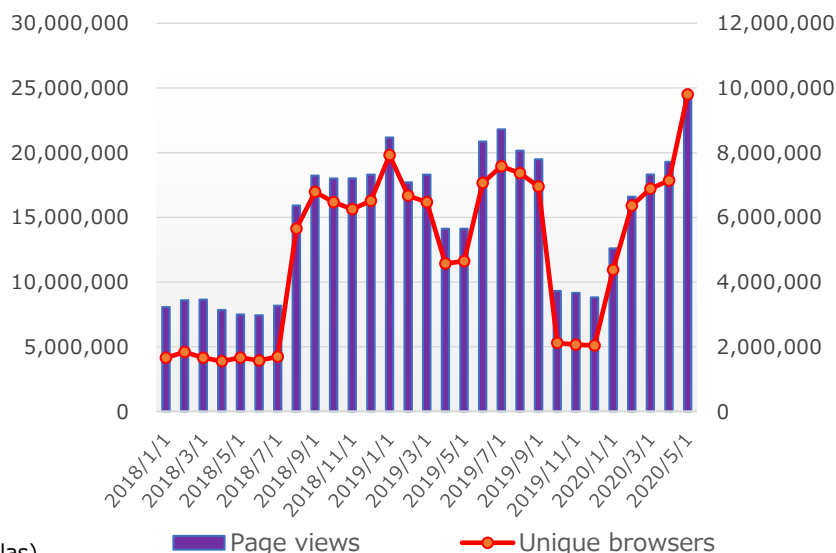
9,801,990

Average unique browsers per day
316,193.2

◆ Number of email delivery

567,174 (as of May 28)

(Source: Atlas)



Nikkei Drug Information



■ May 2020 page views and unique browsers

◆ Monthly page views

2,148,483

Average page views per day
69,305.90

◆ Monthly unique browsers

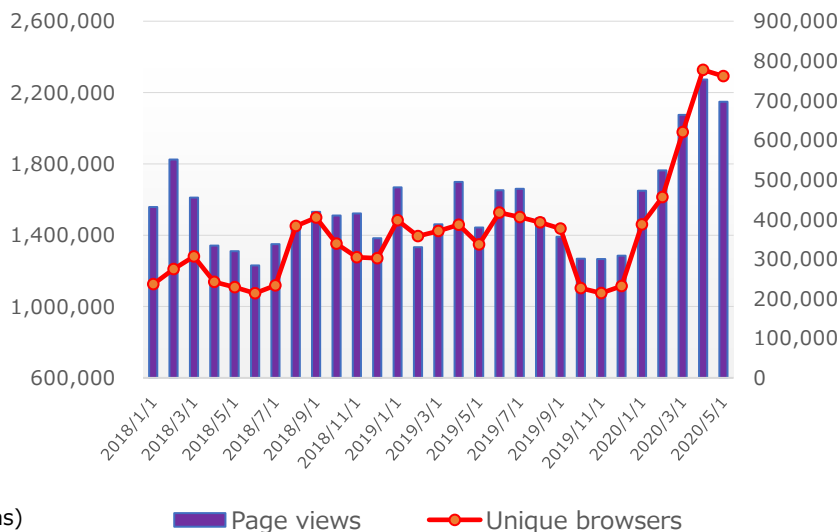
761,409

Average unique browsers per day
24,561.58

◆ Number of email delivery

120,327 (as of May 29)

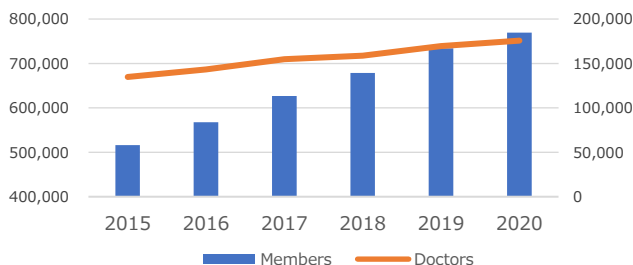
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	769,426
Doctors	127,669	134,929	143,323	154,821	158,868	175,736



Major User Attribute

May 31, 2020

Doctor	175,736	Dentist	8,260
Hospital Doctor	142,306	Pharmacist	153,635
Hospital Administrator/Director	6,921	Nurse/Nursing Assistant	46,803
Clinical Administrator/Director	26,509	Health nurse	3,115
		Maternity nurse	1,608

User Attribute (Pharmacist)

May 2020

April 2020

User Attribute (Pharmacist)	May 2020	April 2020
Pharmacist (owns a drugstore)	8,701	8,711
Pharmacist at a drugstore	8,292	8,215
Hospital pharmacist	80,651	79,796
Pharmacist (pharmaceutical company employee)	26,369	26,104
Pharmacist (drug wholesaling employee)	8,186	8,134
Pharmacist (other)	2,000	1,994
Pharmacist (owns a drugstore)	19,436	19,140

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	14,956	Hospital (200-299 beds)	13,056
Clinic (1-19 beds)	2,760	Hospital (300-499 beds)	28,309
Hospital (20-99 beds)	6,292	Hospital (500 beds or more)	57,062
Hospital (100-199 beds)	12,334	Other	5,808

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Department

	May 2020	April 2020
Internal Medicine	56,625	56,141
Respiratory Tract Medicine	6,614	6,555
Gastroenterology	12,894	12,781
Endocrine/Metabolic	4,843	4,796
Kidney	3,809	3,765
Haematology	2,163	2,150
Neurology	4,146	4,107
Medical oncology	465	459
Psychosomatic Medicine	1,876	1,865
Other Medicine	2,944	2,890
Cardiovascular Surgery	2,321	2,299
Respiratory Tract Surgery	1,666	1,656
Gastroenterological Surgery	7,234	7,175
Cranial Nerve Surgery	4,673	4,643
Pediatric Surgery	640	629
Surgery	11,154	11,097
Orthopedic Surgery	10,250	10,168
Plastic Surgery	1,659	1,647
Oral Surgery	181	179
Other Surgery	1,230	1,209
Cardiovascular Disease	12,985	12,921
Allergies	2,541	2,533
Rheumatism	2,815	2,800
Geriatrics	1,253	1,249
General practice	1,131	1,108
Psychiatry	7,249	7,187
Pediatrics	12,780	12,679
Rehabilitation	3,887	3,860
Obstetrics/Gynecology	6,050	6,006
Breast surgery	417	405
Ophthalmology	3,983	3,941
Ear, Nose & Throat	3,941	3,883
Dermatology	5,079	5,029
Urology	4,032	3,981
Radiology	3,718	3,691
Anaesthesia	5,575	5,531
Palliative care	430	421
Emergency/ICU	4,766	4,731
STDs	84	83
Proctology	696	693
Preclinical Medicine	1,634	1,625
Pathology	403	391
Other	12,992	12,808

Marketing Report

Nikkei Medical ONLINE



■ June 2020 page views and unique browsers

◆ Monthly page views

24,824,650

Average page views per day
827,488.3

◆ Monthly unique browsers

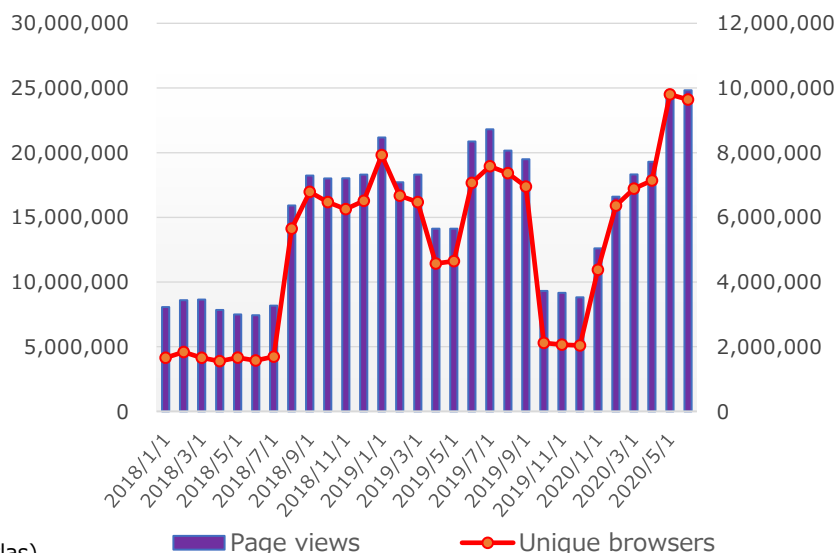
9,642,007

Average unique browsers per day
321,400.2

◆ Number of email delivery

574,079 (as of June 30)

(Source: Atlas)



Nikkei Drug Information



■ June 2020 page views and unique browsers

◆ Monthly page views

2,068,429

Average page views per day
68,947.63

◆ Monthly unique browsers

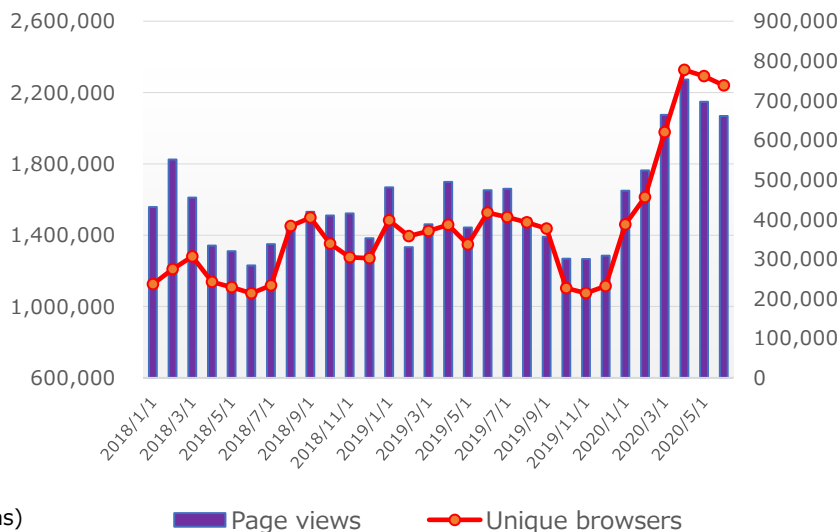
737,798

Average unique browsers per day
24,593.27

◆ Number of email delivery

121,265 (as of June 24)

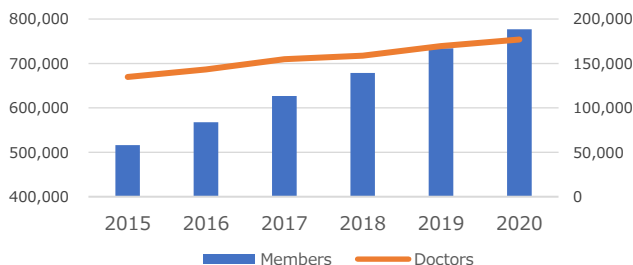
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	777,008
Doctors	127,669	134,929	143,323	154,821	158,868	177,076



Major User Attribute

June 30, 2020

Doctor	177,076	Dentist	8,383
Hospital Doctor	143,410	Pharmacist	154,807
Hospital Administrator/Director	6,977	Nurse/Nursing Assistant	47,875
Clinical Administrator/Director	26,689	Health nurse	3,163
		Maternity nurse	1,631

User Attribute (Pharmacist)

June 2020

May2020

Pharmacist (owns a drugstore)	8,691	8,701
Pharmacist at a drugstore	8,342	8,292
Hospital pharmacist	81,230	80,651
Pharmacist (pharmaceutical company employee)	26,625	26,369
Pharmacist (drug wholesaling employee)	8,246	8,186
Pharmacist (other)	2,008	2,000
Pharmacist (owns a drugstore)	19,665	19,436

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,117	Hospital (200-299 beds)	13,137
Clinic (1-19 beds)	2,773	Hospital (300-499 beds)	28,571
Hospital (20-99 beds)	6,339	Hospital (500 beds or more)	57,487
Hospital (100-199 beds)	12,419	Other	5,839

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

	June 2020	May 2020
Internal Medicine	56,990	56,625
Respiratory Tract Medicine	6,680	6,614
Gastroenterology	12,989	12,894
Endocrine/Metabolic	4,867	4,843
Kidney	3,833	3,809
Haematology	2,178	2,163
Neurology	4,175	4,146
Medical oncology	479	465
Psychosomatic Medicine	1,890	1,876
Other Medicine	2,979	2,944
Cardiovascular Surgery	2,330	2,321
Respiratory Tract Surgery	1,672	1,666
Gastroenterological Surgery	7,265	7,234
Cranial Nerve Surgery	4,695	4,673
Pediatric Surgery	643	640
Surgery	11,197	11,154
Orthopedic Surgery	10,305	10,250
Plastic Surgery	1,672	1,659
Oral Surgery	174	181
Other Surgery	1,243	1,230
Cardiovascular Disease	13,039	12,985
Allergies	2,553	2,541
Rheumatism	2,824	2,815
Geriatrics	1,257	1,253
General practice	1,149	1,131
Psychiatry	7,314	7,249
Pediatrics	12,864	12,780
Rehabilitation	3,904	3,887
Obstetrics/Gynecology	6,085	6,050
Breast surgery	423	417
Ophthalmology	4,007	3,983
Ear, Nose & Throat	3,967	3,941
Dermatology	5,114	5,079
Urology	4,055	4,032
Radiology	3,747	3,718
Anaesthesia	5,610	5,575
Palliative care	437	430
Emergency/ICU	4,797	4,766
STDs	85	84
Proctology	698	696
Preclinical Medicine	1,640	1,634
Pathology	408	403
Other	13,133	12,992

Marketing Report

Nikkei Medical ONLINE



July 2020 page views and unique browsers

◆ Monthly page views

27,575,392

Average page views per day
889,528.7

◆ Monthly unique browsers

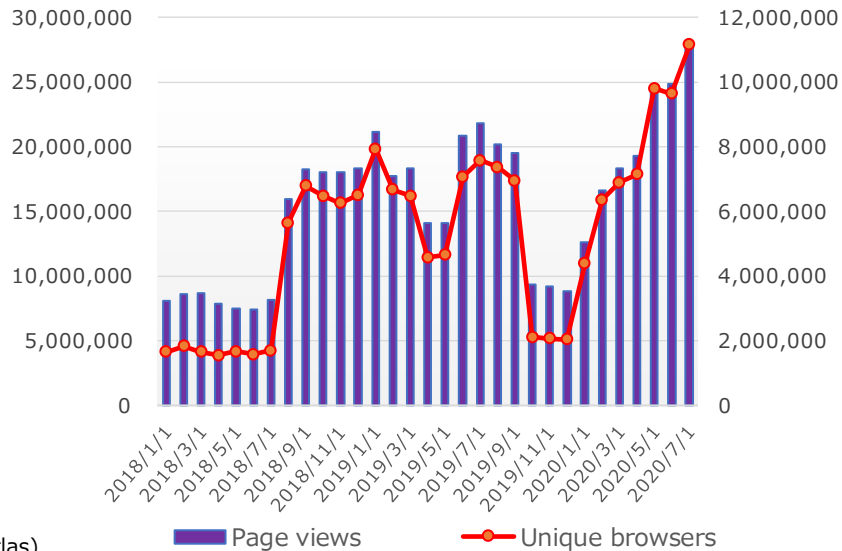
11,145,399

Average unique browsers per day
359,529.0

◆ Number of email delivery

579,110 (as of July 30)

(Source: Atlas)



Nikkei Drug Information



July 2020 page views and unique browsers

◆ Monthly page views

2,205,783

Average page views per day
71,154.29

◆ Monthly unique browsers

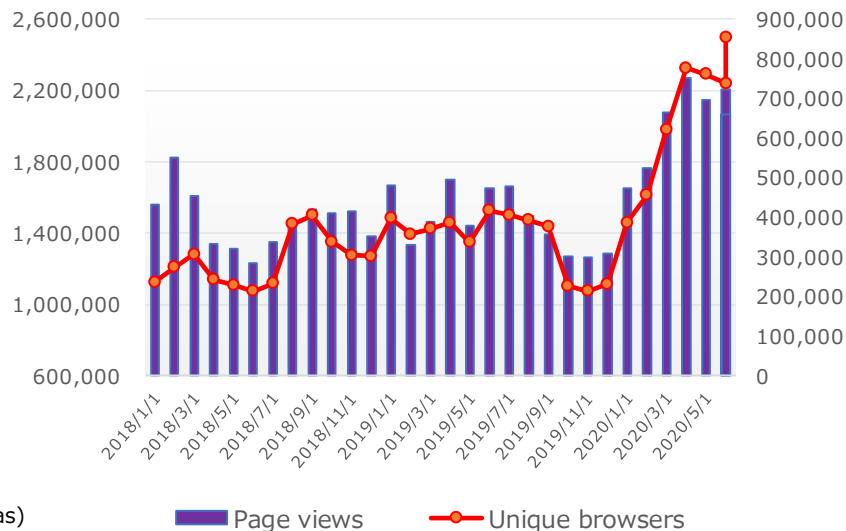
853,863

Average unique browsers per day
27,543.97

◆ Number of email delivery

122,360 (as of July 29)

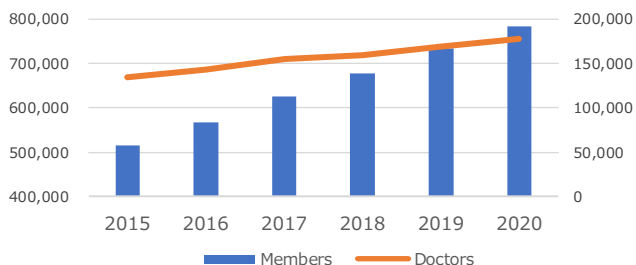
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	783,968
Doctors	127,669	134,929	143,323	154,821	158,868	178,267



Major User Attribute

July 31, 2020

Doctor	178,267	Dentist	8,448
Hospital Doctor	144,394	Pharmacist	156,016
Hospital Administrator/Director	7,016	Nurse/Nursing Assistant	48,854
Clinical Administrator/Director	26,857	Health nurse	3,194
		Maternity nurse	1,667

User Attribute (Pharmacist)

User Attribute (Pharmacist)	July 2020	June 2020
Pharmacist (owns a drugstore)	8,689	8,691
Pharmacist at a drugstore	8,396	8,342
Hospital pharmacist	81,924	81,230
Pharmacist (pharmaceutical company employee)	26,865	26,625
Pharmacist (drug wholesaling employee)	8,274	8,246
Pharmacist (other)	2,020	2,008
Pharmacist (owns a drugstore)	19,848	19,665

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,250	Hospital (200-299 beds)	13,197
Clinic (1-19 beds)	2,783	Hospital (300-499 beds)	28,802
Hospital (20-99 beds)	6,381	Hospital (500 beds or more)	57,903
Hospital (100-199 beds)	12,481	Other	5,870

Nikkei Medical Online Doctor Verification System

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Department

	July 2020	June 2020
Internal Medicine	57,304	56,990
Respiratory Tract Medicine	6,734	6,680
Gastroenterology	13,036	12,989
Endocrine/Metabolic	4,898	4,867
Kidney	3,860	3,833
Haematology	2,199	2,178
Neurology	4,196	4,175
Medical oncology	488	479
Psychosomatic Medicine	1,898	1,890
Other Medicine	3,016	2,979
Cardiovascular Surgery	2,345	2,330
Respiratory Tract Surgery	1,678	1,672
Gastroenterological Surgery	7,302	7,265
Cranial Nerve Surgery	4,719	4,695
Pediatric Surgery	646	643
Surgery	11,240	11,197
Orthopedic Surgery	10,354	10,305
Plastic Surgery	1,676	1,672
Oral Surgery	168	174
Other Surgery	1,255	1,243
Cardiovascular Disease	13,081	13,039
Allergies	2,557	2,553
Rheumatism	2,831	2,824
Geriatrics	1,263	1,257
General practice	1,164	1,149
Psychiatry	7,376	7,314
Pediatrics	12,947	12,864
Rehabilitation	3,915	3,904
Obstetrics/Gynecology	6,112	6,085
Breast surgery	428	423
Ophthalmology	4,027	4,007
Ear, Nose & Throat	3,998	3,967
Dermatology	5,146	5,114
Urology	4,081	4,055
Radiology	3,772	3,747
Anaesthesia	5,646	5,610
Palliative care	447	437
Emergency/ICU	4,821	4,797
STDs	84	85
Proctology	700	698
Preclinical Medicine	1,648	1,640
Pathology	421	408
Other	13,232	13,133

Marketing Report

Nikkei Medical ONLINE



August 2020 page views and unique browsers

◆ Monthly page views

27,201,097

Average page views per day
877,454.7

◆ Monthly unique browsers

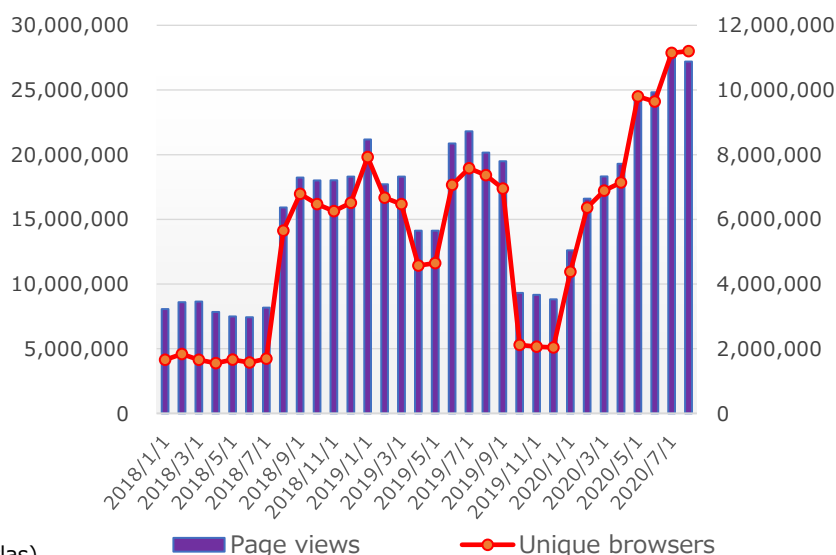
11,199,090

Average unique browsers per day
361,261.0

◆ Number of email delivery

583,526 (as of August 27)

(Source: Atlas)



Nikkei Drug Information



August 2020 page views and unique browsers

◆ Monthly page views

1,809,304

Average page views per day
58,364.65

◆ Monthly unique browsers

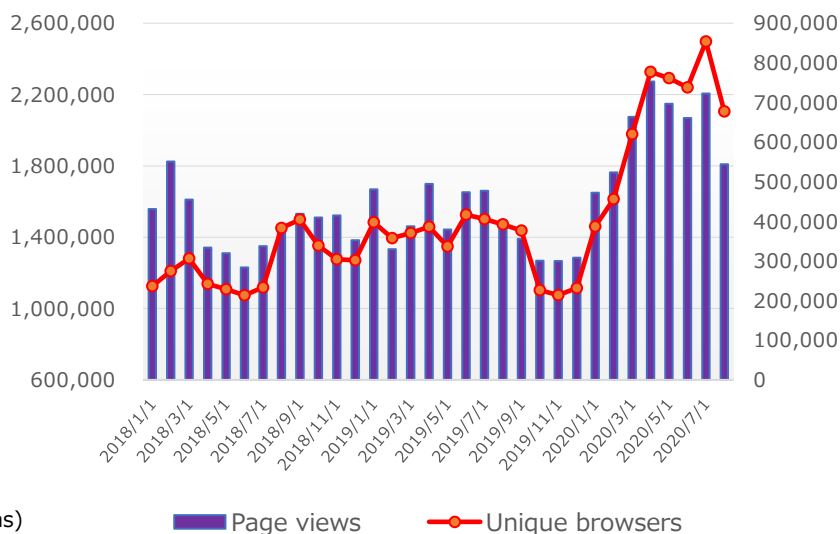
677,448

Average unique browsers per day
21,853.16

◆ Number of email delivery

123,174 (as of August 28)

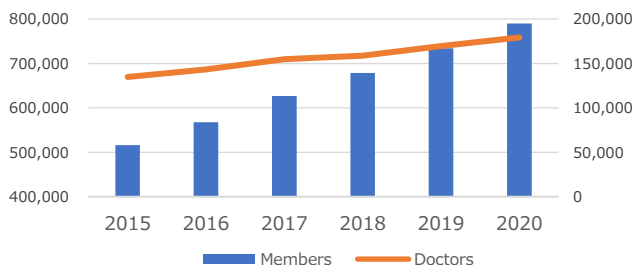
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	789,902
Doctors	127,669	134,929	143,323	154,821	158,868	179,284



Major User Attribute

August 31, 2020

Doctor	179,284	Dentist	8,506
Hospital Doctor	145,215	Pharmacist	156,993
Hospital Administrator/Director	7,064	Nurse/Nursing Assistant	49,833
Clinical Administrator/Director	27,005	Health nurse	3,228
		Maternity nurse	1,695

User Attribute (Pharmacist)

	Aug. 2020	July 2020
Pharmacist (owns a drugstore)	8,686	8,689
Pharmacist at a drugstore	8,420	8,396
Hospital pharmacist	82,464	81,924
Pharmacist (pharmaceutical company employee)	27,076	26,865
Pharmacist (drug wholesaling employee)	8,316	8,274
Pharmacist (other)	2,028	2,020
Pharmacist (owns a drugstore)	20,003	19,848

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,357	Hospital (200-299 beds)	13,280
Clinic (1-19 beds)	2,791	Hospital (300-499 beds)	28,979
Hospital (20-99 beds)	6,416	Hospital (500 beds or more)	58,231
Hospital (100-199 beds)	12,542	Other	5,896

Nikkei Medical Online Doctor Verification System

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Department

	August 2020	July 2020
Internal Medicine	57,589	57,304
Respiratory Tract Medicine	6,782	6,734
Gastroenterology	13,086	13,036
Endocrine/Metabolic	4,923	4,898
Kidney	3,876	3,860
Haematology	2,210	2,199
Neurology	4,219	4,196
Medical oncology	499	488
Psychosomatic Medicine	1,910	1,898
Other Medicine	3,043	3,016
Cardiovascular Surgery	2,353	2,345
Respiratory Tract Surgery	1,684	1,678
Gastroenterological Surgery	7,335	7,302
Cranial Nerve Surgery	4,752	4,719
Pediatric Surgery	650	646
Surgery	11,275	11,240
Orthopedic Surgery	10,394	10,354
Plastic Surgery	1,679	1,676
Oral Surgery	176	168
Other Surgery	1,262	1,255
Cardiovascular Disease	13,107	13,081
Allergies	2,562	2,557
Rheumatism	2,843	2,831
Geriatrics	1,268	1,263
General practice	1,181	1,164
Psychiatry	7,429	7,376
Pediatrics	13,023	12,947
Rehabilitation	3,924	3,915
Obstetrics/Gynecology	6,150	6,112
Breast surgery	438	428
Ophthalmology	4,043	4,027
Ear, Nose & Throat	4,017	3,998
Dermatology	5,175	5,146
Urology	4,097	4,081
Radiology	3,788	3,772
Anaesthesia	5,673	5,646
Palliative care	461	447
Emergency/ICU	4,841	4,821
STDs	84	84
Proctology	701	700
Preclinical Medicine	1,655	1,648
Pathology	425	421
Other	13,320	13,232

Marketing Report

Nikkei Medical ONLINE



September 2020 page views and unique browsers

◆ Monthly page views

28,002,752

Average page views per day
933,425.1

◆ Monthly unique browsers

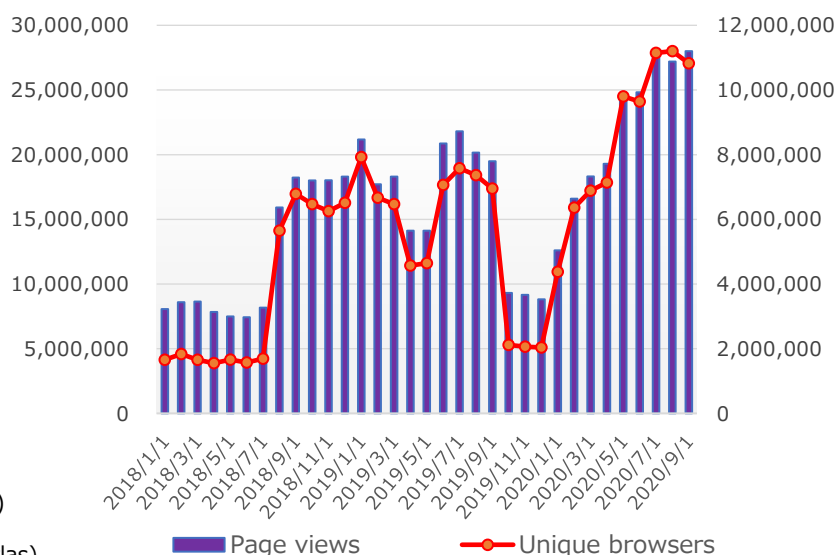
10,823,653

Average unique browsers per day
360,788.4

◆ Number of email delivery

587,649 (as of September 29)

(Source: Atlas)



Nikkei Drug Information



September 2020 page views and unique browsers

◆ Monthly page views

2,054,049

Average page views per day
68,468.30

◆ Monthly unique browsers

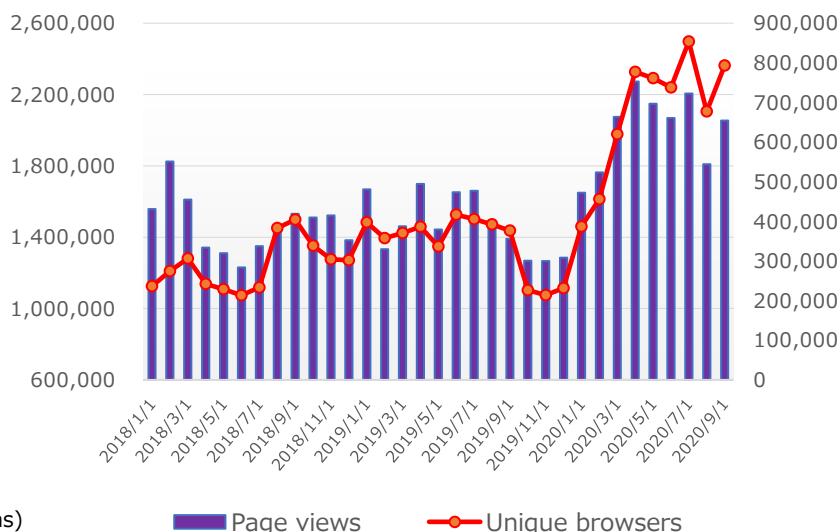
793,393

Average unique browsers per day
26,446.43

◆ Number of email delivery

123,174 (as of September 30)

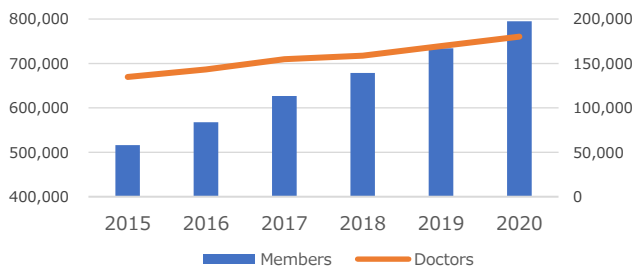
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	795,184
Doctors	127,669	134,929	143,323	154,821	158,868	180,292



Major User Attribute

September 30, 2020

Doctor	180,292	Dentist	8,557
Hospital Doctor	146,079	Pharmacist	157,893
Hospital Administrator/Director	7,091	Nurse/Nursing Assistant	50,672
Clinical Administrator/Director	27,122	Health nurse	3,262
		Maternity nurse	1,721

User Attribute (Pharmacist)

User Attribute (Pharmacist)	Sept. 2020	Aug. 2020
Pharmacist (owns a drugstore)	8,679	8,686
Pharmacist at a drugstore	8,478	8,420
Hospital pharmacist	82,934	82,464
Pharmacist (pharmaceutical company employee)	27,233	27,076
Pharmacist (drug wholesaling employee)	8,354	8,316
Pharmacist (other)	2,035	2,028
Pharmacist (owns a drugstore)	20,180	20,003

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,486	Hospital (200-299 beds)	13,347
Clinic (1-19 beds)	2,797	Hospital (300-499 beds)	29,147
Hospital (20-99 beds)	6,438	Hospital (500 beds or more)	58,609
Hospital (100-199 beds)	12,610	Other	5,922

Nikkei Medical Online Doctor Verification System

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Department

	September 2020	August 2020
Internal Medicine	57,857	57,589
Respiratory Tract Medicine	6,816	6,782
Gastroenterology	13,149	13,086
Endocrine/Metabolic	4,956	4,923
Kidney	3,892	3,876
Haematology	2,218	2,210
Neurology	4,254	4,219
Medical oncology	504	499
Psychosomatic Medicine	1,917	1,910
Other Medicine	3,075	3,043
Cardiovascular Surgery	2,357	2,353
Respiratory Tract Surgery	1,692	1,684
Gastroenterological Surgery	7,369	7,335
Cranial Nerve Surgery	4,783	4,752
Pediatric Surgery	651	650
Surgery	11,294	11,275
Orthopedic Surgery	10,433	10,394
Plastic Surgery	1,694	1,679
Oral Surgery	169	176
Other Surgery	1,268	1,262
Cardiovascular Disease	13,147	13,107
Allergies	2,568	2,562
Rheumatism	2,852	2,843
Geriatrics	1,269	1,268
General practice	1,199	1,181
Psychiatry	7,482	7,429
Pediatrics	13,089	13,023
Rehabilitation	3,940	3,924
Obstetrics/Gynecology	6,168	6,150
Breast surgery	442	438
Ophthalmology	4,064	4,043
Ear, Nose & Throat	4,044	4,017
Dermatology	5,208	5,175
Urology	4,119	4,097
Radiology	3,814	3,788
Anaesthesia	5,699	5,673
Palliative care	467	461
Emergency/ICU	4,860	4,841
STDs	84	84
Proctology	701	701
Preclinical Medicine	1,660	1,655
Pathology	431	425
Other	13,405	13,320

Marketing Report

Nikkei Medical ONLINE



■ October 2020 page views and unique browsers

◆ Monthly page views

29,563,739

Average page views per day
953,669.0

◆ Monthly unique browsers

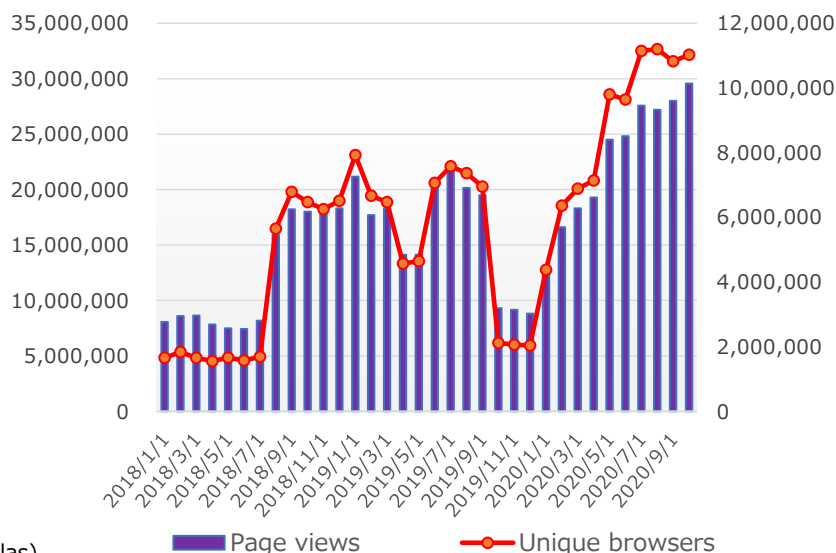
11,030,031

Average unique browsers per day
355,807.5

◆ Number of email delivery

590,823 (as of October 29)

(Source: Atlas)



Nikkei Drug Information



■ October 2020 page views and unique browsers

◆ Monthly page views

1,858,550

Average page views per day
59,953.23

◆ Monthly unique browsers

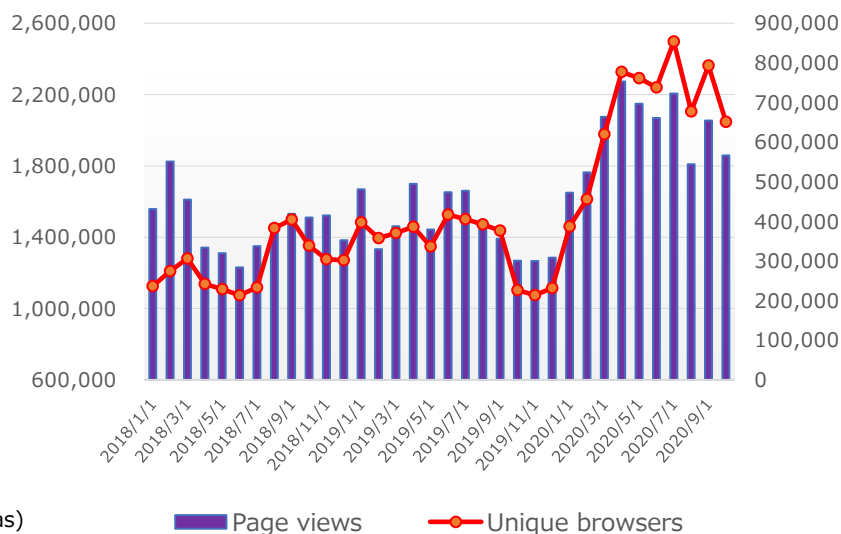
651,096

Average unique browsers per day
21,003.10

◆ Number of email delivery

124,732 (as of October 28)

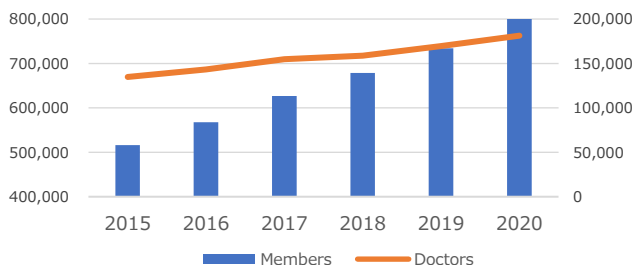
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	800,415
Doctors	127,669	134,929	143,323	154,821	158,868	181,329



Major User Attribute

October 31, 2020

Doctor	181,329	Dentist	8,600
Hospital Doctor	146,972	Pharmacist	158,787
Hospital Administrator/Director	7,126	Nurse/Nursing Assistant	51,511
Clinical Administrator/Director	27,231	Health nurse	3,299
		Maternity nurse	1,751

User Attribute (Pharmacist)

Oct. 2020

Sept. 2020

User Attribute (Pharmacist)	Oct. 2020	Sept. 2020
Pharmacist (owns a drugstore)	8,670	8,679
Pharmacist at a drugstore	8,522	8,478
Hospital pharmacist	83,474	82,934
Pharmacist (pharmaceutical company employee)	27,382	27,233
Pharmacist (drug wholesaling employee)	8,383	8,354
Pharmacist (other)	2,035	2,035
Pharmacist (owns a drugstore)	20,321	20,180

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,601	Hospital (200-299 beds)	13,407
Clinic (1-19 beds)	2,806	Hospital (300-499 beds)	29,358
Hospital (20-99 beds)	6,471	Hospital (500 beds or more)	58,975
Hospital (100-199 beds)	12,684	Other	5,948

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Department

	September 2020	October 2020
Internal Medicine	58,101	57,857
Respiratory Tract Medicine	6,865	6,816
Gastroenterology	13,203	13,149
Endocrine/Metabolic	4,986	4,956
Kidney	3,912	3,892
Haematology	2,230	2,218
Neurology	4,293	4,254
Medical oncology	512	504
Psychosomatic Medicine	1,925	1,917
Other Medicine	3,105	3,075
Cardiovascular Surgery	2,367	2,357
Respiratory Tract Surgery	1,698	1,692
Gastroenterological Surgery	7,407	7,369
Cranial Nerve Surgery	4,806	4,783
Pediatric Surgery	655	651
Surgery	11,323	11,294
Orthopedic Surgery	10,474	10,433
Plastic Surgery	1,701	1,694
Oral Surgery	168	169
Other Surgery	1,278	1,268
Cardiovascular Disease	13,191	13,147
Allergies	2,575	2,568
Rheumatism	2,864	2,852
Geriatrics	1,273	1,269
General practice	1,220	1,199
Psychiatry	7,523	7,482
Pediatrics	13,148	13,089
Rehabilitation	3,950	3,940
Obstetrics/Gynecology	6,203	6,168
Breast surgery	445	442
Ophthalmology	4,082	4,064
Ear, Nose & Throat	4,063	4,044
Dermatology	5,249	5,208
Urology	4,141	4,119
Radiology	3,845	3,814
Anaesthesia	5,739	5,699
Palliative care	474	467
Emergency/ICU	4,881	4,860
STDs	85	84
Proctology	701	701
Preclinical Medicine	1,663	1,660
Pathology	438	431
Other	13,497	13,405

Marketing Report

Nikkei Medical ONLINE



■ November 2020 page views and unique browsers

◆ Monthly page views

28,183,074

Average page views per day
939,435.8

◆ Monthly unique browsers

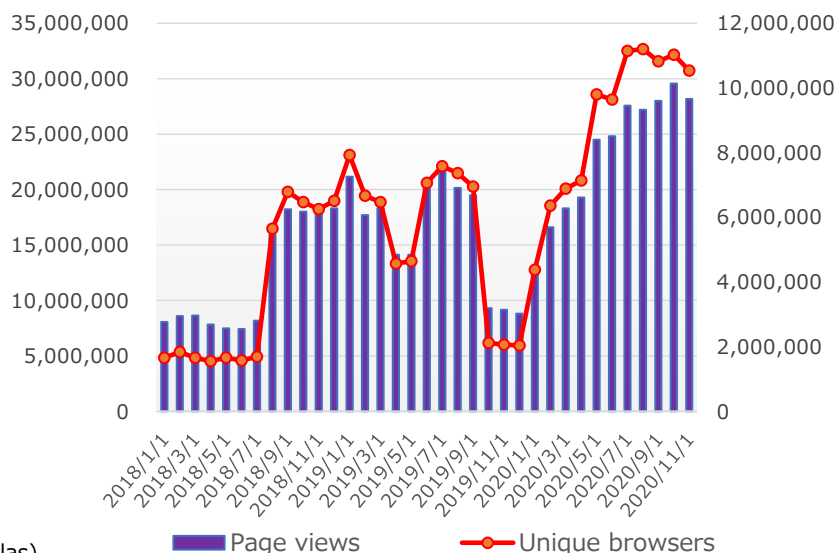
10,536,241

Average unique browsers per day
351,208.0

◆ Number of email delivery

593,263 (as of November 26)

(Source: Atlas)



Nikkei Drug Information



■ November 2020 page views and unique browsers

◆ Monthly page views

1,869,338

Average page views per day
62,311.27

◆ Monthly unique browsers

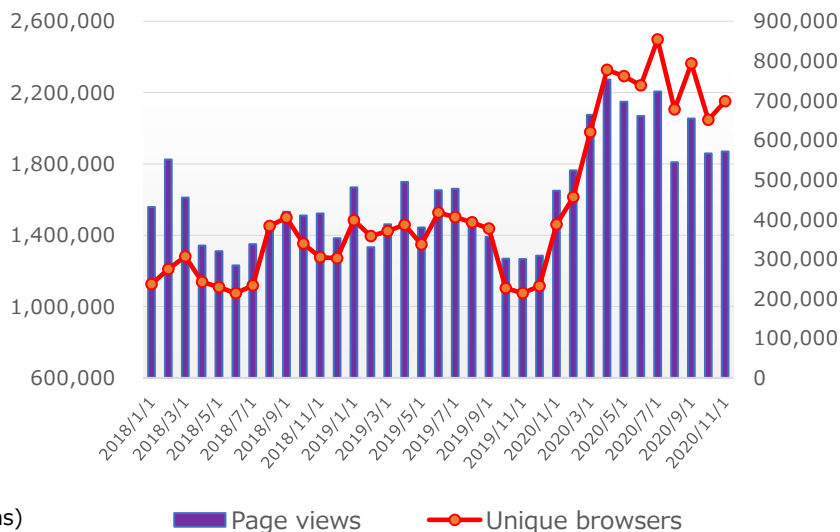
698,053

Average unique browsers per day
23,268.43

◆ Number of email delivery

125,201 (as of November 25)

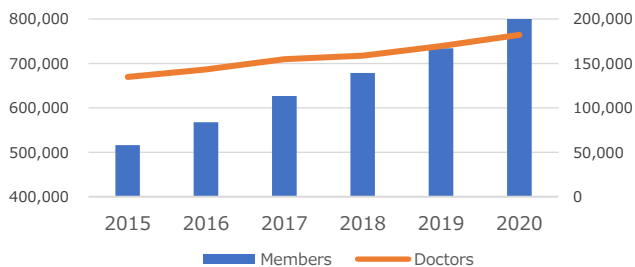
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	804,803
Doctors	127,669	134,929	143,323	154,821	158,868	182,274



Major User Attribute

November 30, 2020

Doctor	182,274	Dentist	8,627
Hospital Doctor	147,767	Pharmacist	159,469
Hospital Administrator/Director	7,151	Nurse/Nursing Assistant	52,180
Clinical Administrator/Director	27,356	Health nurse	3,324
		Maternity nurse	1,759

User Attribute (Pharmacist)

	Nov. 2020	Oct. 2020
Pharmacist (owns a drugstore)	8,659	8,670
Pharmacist at a drugstore	8,554	8,522
Hospital pharmacist	83,832	83,474
Pharmacist (pharmaceutical company employee)	27,530	27,382
Pharmacist (drug wholesaling employee)	8,415	8,383
Pharmacist (other)	2,040	2,035
Pharmacist (owns a drugstore)	20,439	20,321

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,724	Hospital (200-299 beds)	13,453
Clinic (1-19 beds)	2,812	Hospital (300-499 beds)	29,512
Hospital (20-99 beds)	6,507	Hospital (500 beds or more)	59,305
Hospital (100-199 beds)	12,761	Other	5,973

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

	November 2020	October 2020
Internal Medicine	58,334	58,101
Respiratory Tract Medicine	6,895	6,865
Gastroenterology	13,254	13,203
Endocrine/Metabolic	5,013	4,986
Kidney	3,932	3,912
Haematology	2,242	2,230
Neurology	4,317	4,293
Medical oncology	521	512
Psychosomatic Medicine	1,935	1,925
Other Medicine	3,142	3,105
Cardiovascular Surgery	2,376	2,367
Respiratory Tract Surgery	1,706	1,698
Gastroenterological Surgery	7,437	7,407
Cranial Nerve Surgery	4,827	4,806
Pediatric Surgery	656	655
Surgery	11,362	11,323
Orthopedic Surgery	10,522	10,474
Plastic Surgery	1,707	1,701
Oral Surgery	169	168
Other Surgery	1,289	1,278
Cardiovascular Disease	13,220	13,191
Allergies	2,580	2,575
Rheumatism	2,872	2,864
Geriatrics	1,276	1,273
General practice	1,233	1,220
Psychiatry	7,563	7,523
Pediatrics	13,219	13,148
Rehabilitation	3,960	3,950
Obstetrics/Gynecology	6,236	6,203
Breast surgery	447	445
Ophthalmology	4,101	4,082
Ear, Nose & Throat	4,094	4,063
Dermatology	5,273	5,249
Urology	4,153	4,141
Radiology	3,868	3,845
Anaesthesia	5,769	5,739
Palliative care	482	474
Emergency/ICU	4,903	4,881
STDs	86	85
Proctology	700	701
Preclinical Medicine	1,664	1,663
Pathology	450	438
Other	13,583	13,497

Marketing Report

Nikkei Medical ONLINE



December 2020 page views and unique browsers

◆ Monthly page views

25,929,642

Average page views per day
836,440.1

◆ Monthly unique browsers

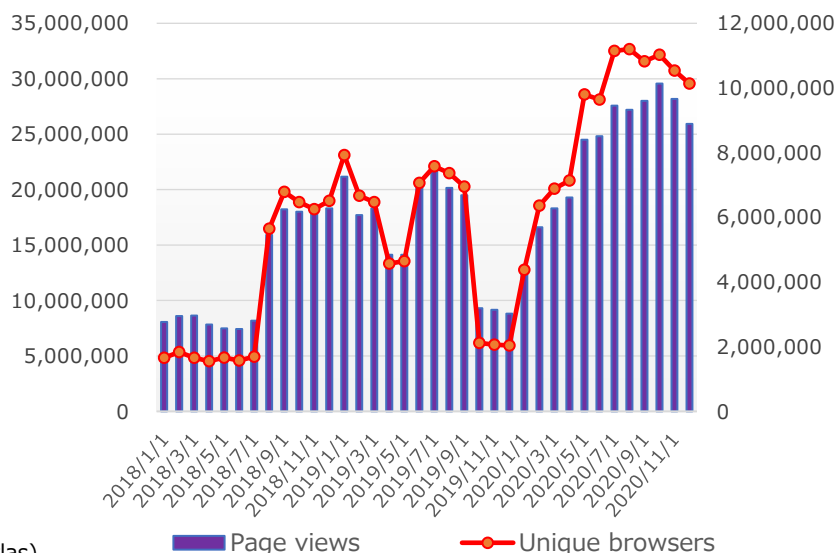
10,137,871

Average unique browsers per day
327,028.1

◆ Number of email delivery

595,744 (as of December 24)

(Source: Atlas)



Nikkei Drug Information



December 2020 page views and unique browsers

◆ Monthly page views

2,005,097

Average page views per day
64,680.55

◆ Monthly unique browsers

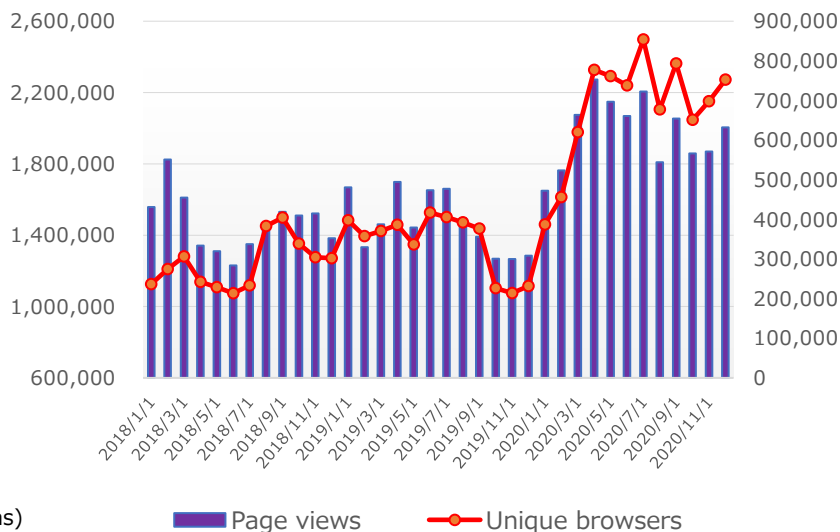
752,486

Average unique browsers per day
24,273.74

◆ Number of email delivery

125,872 (as of December 25)

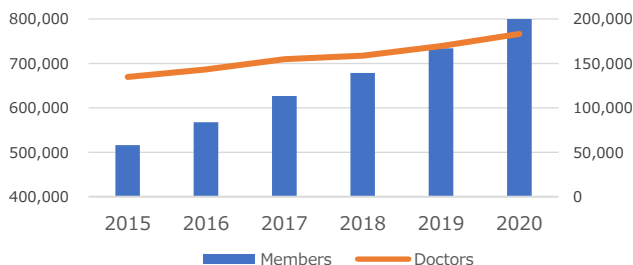
(Source: Atlas)



User Profile

Membership

Members	476,193	516,220	567,808	626,669	678,681	809,144
Doctors	127,669	134,929	143,323	154,821	158,868	183,234



Major User Attribute

December 31, 2020

Doctor	183,234	Dentist	8,678
Hospital Doctor	148,602	Pharmacist	160,228
Hospital Administrator/Director	7,175	Nurse/Nursing Assistant	52,677
Clinical Administrator/Director	27,457	Health nurse	3,336
		Maternity nurse	1,773

User Attribute (Pharmacist)

Dec. 2020

Nov. 2020

User Attribute (Pharmacist)	Dec. 2020	Nov. 2020
Pharmacist (owns a drugstore)	8,653	8,659
Pharmacist at a drugstore	8,590	8,554
Hospital pharmacist	84,276	83,832
Pharmacist (pharmaceutical company employee)	27,661	27,530
Pharmacist (drug wholesaling employee)	8,439	8,415
Pharmacist (other)	2,056	2,040
Pharmacist (owns a drugstore)	20,553	20,439

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	15,813	Hospital (200-299 beds)	13,511
Clinic (1-19 beds)	2,819	Hospital (300-499 beds)	29,710
Hospital (20-99 beds)	6,536	Hospital (500 beds or more)	59,668
Hospital (100-199 beds)	12,839	Other	5,987

Nikkei Medical Online Doctor Verification System

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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.

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Department

	December 2020	November 2020
Internal Medicine	58,562	58,334
Respiratory Tract Medicine	6,939	6,895
Gastroenterology	13,322	13,254
Endocrine/Metabolic	5,054	5,013
Kidney	3,949	3,932
Haematology	2,254	2,242
Neurology	4,345	4,317
Medical oncology	532	521
Psychosomatic Medicine	1,939	1,935
Other Medicine	3,168	3,142
Cardiovascular Surgery	2,388	2,376
Respiratory Tract Surgery	1,709	1,706
Gastroenterological Surgery	7,472	7,437
Cranial Nerve Surgery	4,845	4,827
Pediatric Surgery	659	656
Surgery	11,397	11,362
Orthopedic Surgery	10,563	10,522
Plastic Surgery	1,715	1,707
Oral Surgery	170	169
Other Surgery	1,302	1,289
Cardiovascular Disease	13,257	13,220
Allergies	2,587	2,580
Rheumatism	2,885	2,872
Geriatrics	1,277	1,276
General practice	1,252	1,233
Psychiatry	7,597	7,563
Pediatrics	13,270	13,219
Rehabilitation	3,967	3,960
Obstetrics/Gynecology	6,269	6,236
Breast surgery	450	447
Ophthalmology	4,113	4,101
Ear, Nose & Throat	4,116	4,094
Dermatology	5,292	5,273
Urology	4,177	4,153
Radiology	3,893	3,868
Anaesthesia	5,790	5,769
Palliative care	486	482
Emergency/ICU	4,926	4,903
STDs	87	86
Proctology	701	700
Preclinical Medicine	1,663	1,664
Pathology	456	450
Other	13,686	13,583