

Marketing Report

Nikkei Medical ONLINE



January 2021 page views and unique browsers

◆ Monthly page views

27,432,224

Average page views per day
884,910.5

◆ Monthly unique browsers

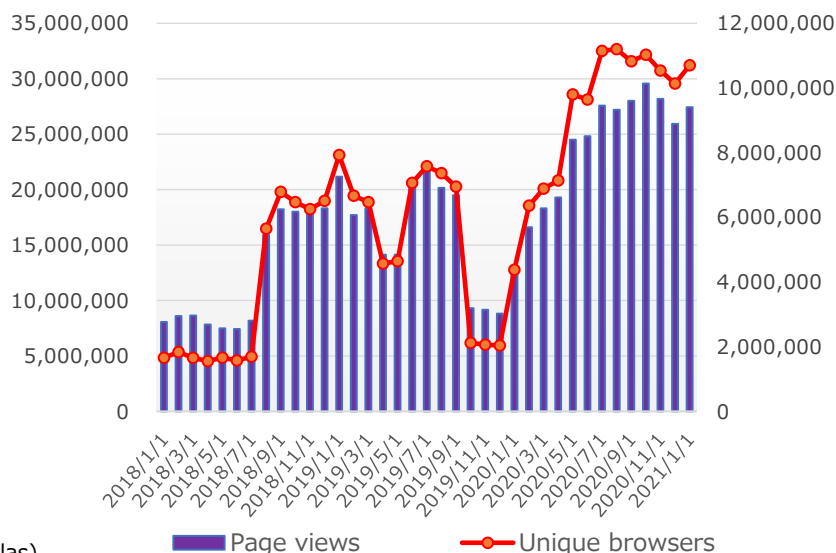
10,699,437

Average unique browsers per day
345,143.1

◆ Number of email delivery

599,584 (as of January 28)

(Source: Atlas)



Nikkei Drug Information



January 2021 page views and unique browsers

◆ Monthly page views

1,795,286

Average page views per day
57,912.5

◆ Monthly unique browsers

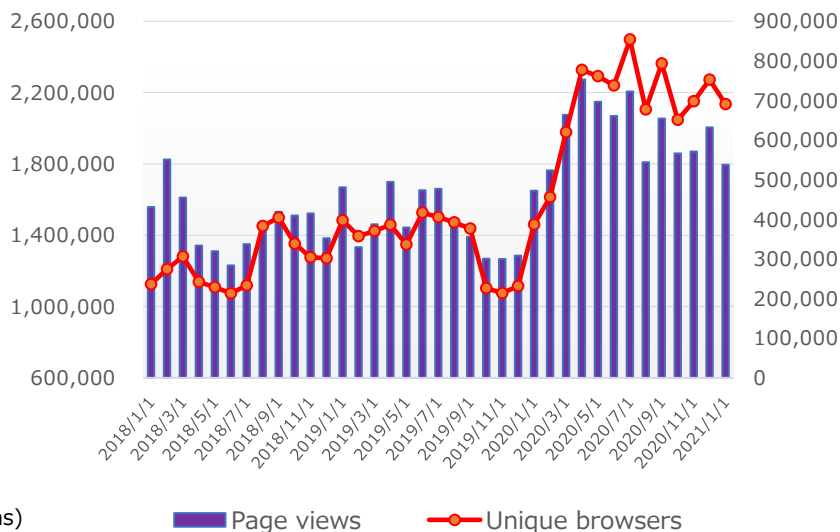
690,834

Average unique browsers per day
22,285.0

◆ Number of email delivery

126,610 (as of January 27)

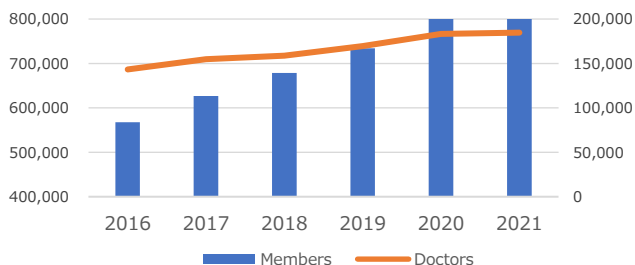
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	814,864
Doctors	143,323	154,821	158,868	169,557	183,234	184,727



Major User Attribute

January 31, 2021

Doctor	184,727	Dentist	8,733
Hospital Doctor	149,798	Pharmacist	161,189
Hospital Administrator/Director	7,231	Nurse/Nursing Assistant	53,478
Clinical Administrator/Director	27,698	Health nurse	3,362
		Maternity nurse	1,800

User Attribute (Pharmacist)

User Attribute (Pharmacist)	Jan. 2021	Dec. 2020
Pharmacist (owns a drugstore)	8,640	8,653
Pharmacist at a drugstore	8,641	8,590
Hospital pharmacist	84,825	84,276
Pharmacist (pharmaceutical company employee)	27,811	27,661
Pharmacist (drug wholesaling employee)	8,481	8,439
Pharmacist (other)	2,061	2,056
Pharmacist (owns a drugstore)	20,730	20,553

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,025	Hospital (200-299 beds)	13,606
Clinic (1-19 beds)	2,835	Hospital (300-499 beds)	29,942
Hospital (20-99 beds)	6,592	Hospital (500 beds or more)	60,114
Hospital (100-199 beds)	12,944	Other	6,022

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 2021	December 2020
Internal Medicine	58,987	58,562
Respiratory Tract Medicine	6,980	6,939
Gastroenterology	13,428	13,322
Endocrine/Metabolic	5,119	5,054
Kidney	3,976	3,949
Haematology	2,271	2,254
Neurology	4,377	4,345
Medical oncology	544	532
Psychosomatic Medicine	1,948	1,939
Other Medicine	3,213	3,168
Cardiovascular Surgery	2,396	2,388
Respiratory Tract Surgery	1,708	1,709
Gastroenterological Surgery	7,520	7,472
Cranial Nerve Surgery	4,874	4,845
Pediatric Surgery	661	659
Surgery	11,439	11,397
Orthopedic Surgery	10,644	10,563
Plastic Surgery	1,729	1,715
Oral Surgery	169	170
Other Surgery	1,311	1,302
Cardiovascular Disease	13,299	13,257
Allergies	2,598	2,587
Rheumatism	2,903	2,885
Geriatrics	1,282	1,277
General practice	1,267	1,252
Psychiatry	7,667	7,597
Pediatrics	13,361	13,270
Rehabilitation	3,990	3,967
Obstetrics/Gynecology	6,316	6,269
Breast surgery	455	450
Ophthalmology	4,143	4,113
Ear, Nose & Throat	4,168	4,116
Dermatology	5,351	5,292
Urology	4,203	4,177
Radiology	3,923	3,893
Anaesthesia	5,834	5,790
Palliative care	497	486
Emergency/ICU	4,952	4,926
STDs	87	87
Proctology	704	701
Preclinical Medicine	1,662	1,663
Pathology	466	456
Other	13,809	13,686

Marketing Report

Nikkei Medical ONLINE



February 2021 page views and unique browsers

◆ Monthly page views

28,043,841

Average page views per day
1,001,565.8

◆ Monthly unique browsers

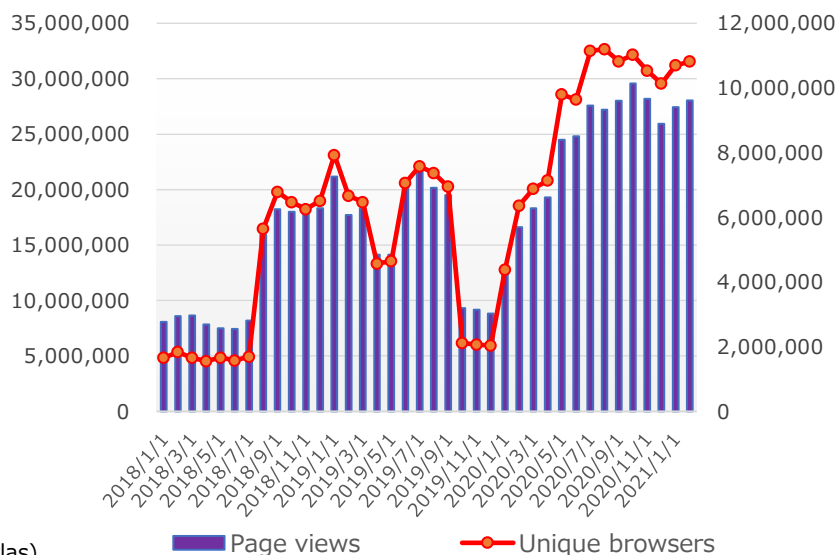
10,818,609

Average unique browsers per day
386,378.9

◆ Number of email delivery

602,536 (as of February 25)

(Source: Atlas)



Nikkei Drug Information



February 2021 page views and unique browsers

◆ Monthly page views

1,911,217

Average page views per day
68,257.8

◆ Monthly unique browsers

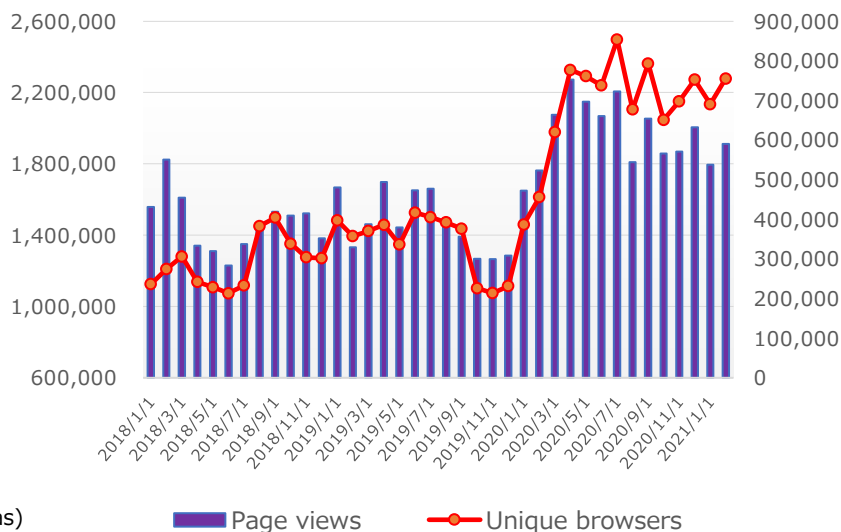
755,232

Average unique browsers per day
26,972.6

◆ Number of email delivery

127,384 (as of February 24)

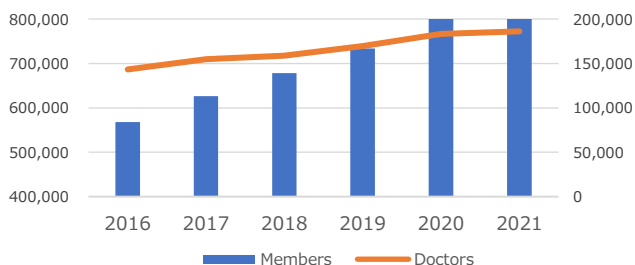
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	820,130
Doctors	143,323	154,821	158,868	169,557	183,234	186,164



Major User Attribute

February 28, 2021

Doctor	186,164	Dentist	8,787
Hospital Doctor	150,915	Pharmacist	162,198
Hospital Administrator/Director	7,298	Nurse/Nursing Assistant	54,159
Clinical Administrator/Director	27,951	Health nurse	3,375
		Maternity nurse	1,817

User Attribute (Pharmacist)

Feb. 2021

Jan. 2021

Pharmacist (owns a drugstore)	8,635	8,640
Pharmacist at a drugstore	8,702	8,641
Hospital pharmacist	85,425	84,825
Pharmacist (pharmaceutical company employee)	27,972	27,811
Pharmacist (drug wholesaling employee)	8,521	8,481
Pharmacist (other)	2,063	2,061
Pharmacist (owns a drugstore)	20,880	20,730

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,198	Hospital (200-299 beds)	13,681
Clinic (1-19 beds)	2,860	Hospital (300-499 beds)	30,196
Hospital (20-99 beds)	6,641	Hospital (500 beds or more)	60,522
Hospital (100-199 beds)	13,043	Other	6,056

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.

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

	February 2021	January 2021
Internal Medicine	59,438	58,987
Respiratory Tract Medicine	7,037	6,980
Gastroenterology	13,529	13,428
Endocrine/Metabolic	5,175	5,119
Kidney	4,003	3,976
Haematology	2,287	2,271
Neurology	4,413	4,377
Medical oncology	567	544
Psychosomatic Medicine	1,967	1,948
Other Medicine	3,254	3,213
Cardiovascular Surgery	2,411	2,396
Respiratory Tract Surgery	1,715	1,708
Gastroenterological Surgery	7,570	7,520
Cranial Nerve Surgery	4,905	4,874
Pediatric Surgery	663	661
Surgery	11,491	11,439
Orthopedic Surgery	10,715	10,644
Plastic Surgery	1,733	1,729
Oral Surgery	170	169
Other Surgery	1,320	1,311
Cardiovascular Disease	13,339	13,299
Allergies	2,612	2,598
Rheumatism	2,919	2,903
Geriatrics	1,286	1,282
General practice	1,291	1,267
Psychiatry	7,726	7,667
Pediatrics	13,436	13,361
Rehabilitation	4,016	3,990
Obstetrics/Gynecology	6,369	6,316
Breast surgery	469	455
Ophthalmology	4,173	4,143
Ear, Nose & Throat	4,194	4,168
Dermatology	5,397	5,351
Urology	4,233	4,203
Radiology	3,950	3,923
Anaesthesia	5,877	5,834
Palliative care	506	497
Emergency/ICU	4,989	4,952
STDs	89	87
Proctology	705	704
Preclinical Medicine	1,662	1,662
Pathology	475	466
Other	13,922	13,809

Marketing Report

Nikkei Medical ONLINE



■ March 2021 page views and unique browsers

◆ Monthly page views

30,686,838

Average page views per day
989,898.0

◆ Monthly unique browsers

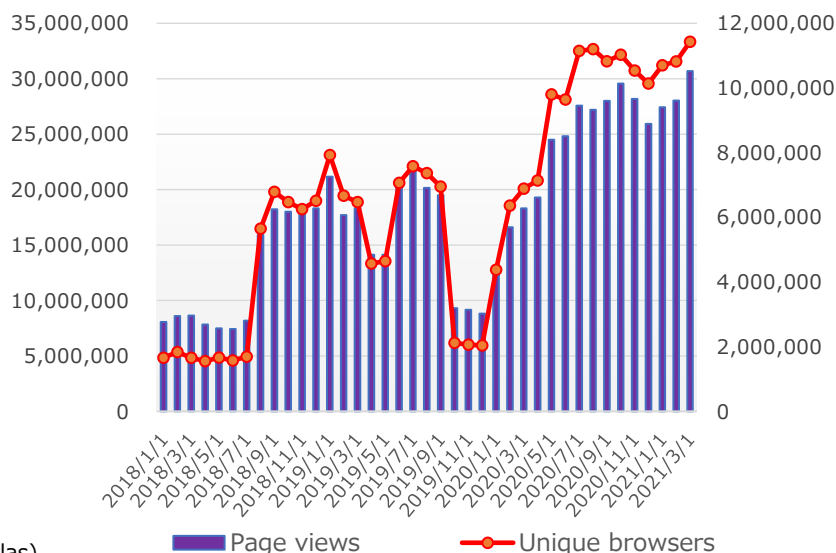
11,428,531

Average unique browsers per day
368,662.3

◆ Number of email delivery

606,871 (as of March 30)

(Source: Atlas)



Nikkei Drug Information



■ March 2021 page views and unique browsers

◆ Monthly page views

2,304,976

Average page views per day
74,354.1

◆ Monthly unique browsers

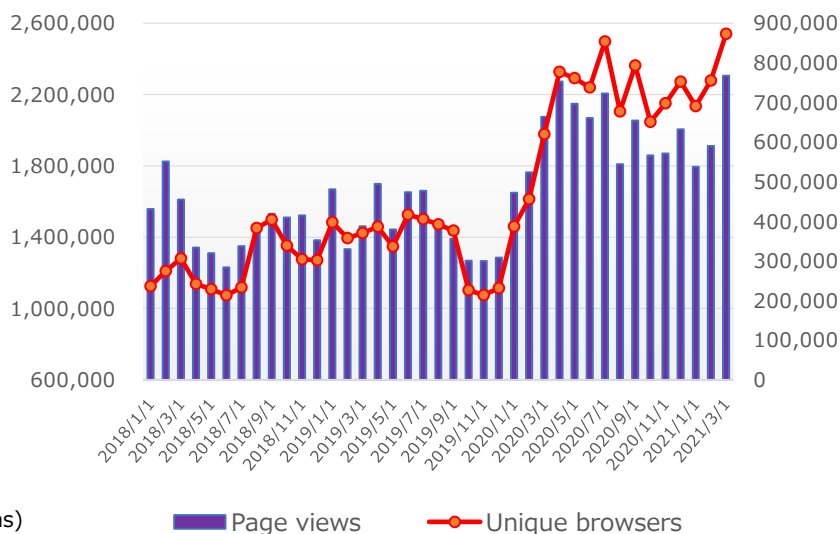
873,264

Average unique browsers per day
28,169.8

◆ Number of email delivery

128,521 (as of March 31)

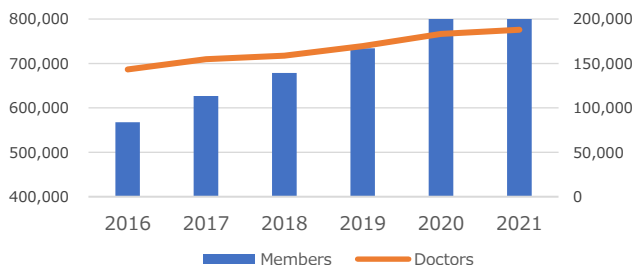
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	825,818
Doctors	143,323	154,821	158,868	169,557	183,234	187,935



Major User Attribute

March 31, 2021

Doctor	187,935	Dentist	8,824
Hospital Doctor	152,280	Pharmacist	163,267
Hospital Administrator/Director	7,355	Nurse/Nursing Assistant	54,927
Clinical Administrator/Director	28,300	Health nurse	3,386
		Maternity nurse	1,824

User Attribute (Pharmacist)

Mar. 2021

Feb. 2021

User Attribute (Pharmacist)	Mar. 2021	Feb. 2021
Pharmacist (owns a drugstore)	8,628	8,635
Pharmacist at a drugstore	8,768	8,702
Hospital pharmacist	86,033	85,425
Pharmacist (pharmaceutical company employee)	28,165	27,972
Pharmacist (drug wholesaling employee)	8,544	8,521
Pharmacist (other)	2,077	2,063
Pharmacist (owns a drugstore)	21,052	20,880

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,437	Hospital (200-299 beds)	13,767
Clinic (1-19 beds)	2,881	Hospital (300-499 beds)	30,467
Hospital (20-99 beds)	6,699	Hospital (500 beds or more)	61,025
Hospital (100-199 beds)	13,190	Other	6,097

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Department

	March 2021	February 2021
Internal Medicine	59,977	59,438
Respiratory Tract Medicine	7,097	7,037
Gastroenterology	13,631	13,529
Endocrine/Metabolic	5,223	5,175
Kidney	4,039	4,003
Haematology	2,306	2,287
Neurology	4,468	4,413
Medical oncology	570	567
Psychosomatic Medicine	1,978	1,967
Other Medicine	3,296	3,254
Cardiovascular Surgery	2,427	2,411
Respiratory Tract Surgery	1,722	1,715
Gastroenterological Surgery	7,608	7,570
Cranial Nerve Surgery	4,952	4,905
Pediatric Surgery	664	663
Surgery	11,556	11,491
Orthopedic Surgery	10,819	10,715
Plastic Surgery	1,755	1,733
Oral Surgery	166	170
Other Surgery	1,328	1,320
Cardiovascular Disease	13,421	13,339
Allergies	2,628	2,612
Rheumatism	2,931	2,919
Geriatrics	1,290	1,286
General practice	1,318	1,291
Psychiatry	7,801	7,726
Pediatrics	13,558	13,436
Rehabilitation	4,046	4,016
Obstetrics/Gynecology	6,446	6,369
Breast surgery	472	469
Ophthalmology	4,221	4,173
Ear, Nose & Throat	4,230	4,194
Dermatology	5,486	5,397
Urology	4,270	4,233
Radiology	3,989	3,950
Anaesthesia	5,923	5,877
Palliative care	522	506
Emergency/ICU	5,020	4,989
STDs	89	89
Proctology	709	705
Preclinical Medicine	1,672	1,662
Pathology	487	475
Other	14,024	13,922

Marketing Report

Nikkei Medical ONLINE



■ April 2021 page views and unique browsers

◆ Monthly page views

28,961,381

Average page views per day
965,379.4

◆ Monthly unique browsers

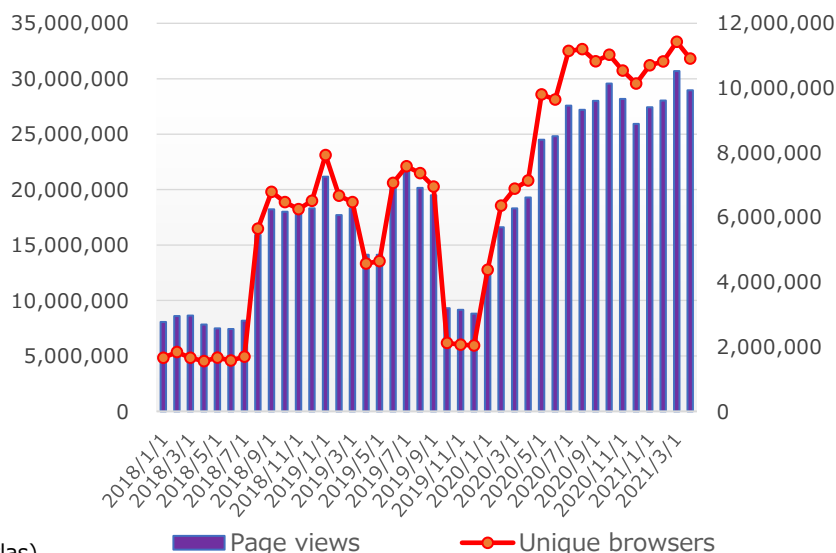
10,910,425

Average unique browsers per day
363,680.8

◆ Number of email delivery

609,822 (as of April 27)

(Source: Atlas)



Nikkei Drug Information



■ April 2021 page views and unique browsers

◆ Monthly page views

2,193,879

Average page views per day
73,129.3

◆ Monthly unique browsers

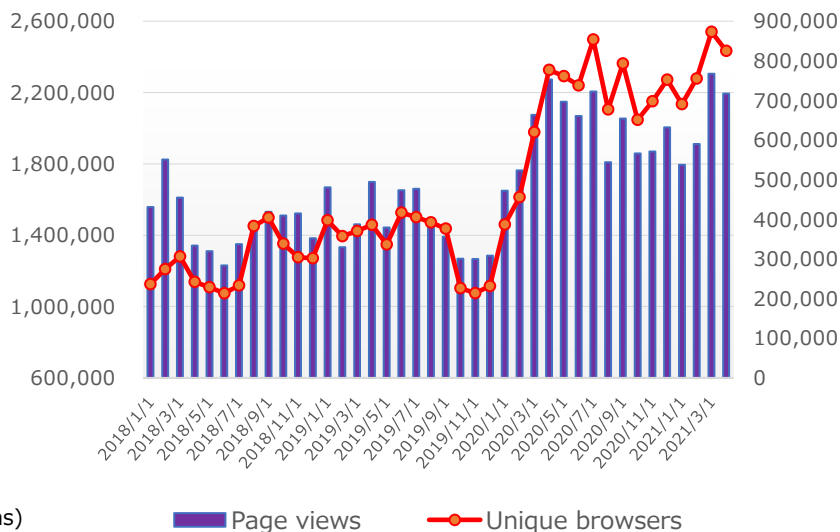
825,262

Average unique browsers per day
27,508.7

◆ Number of email delivery

129,224 (as of April 28)

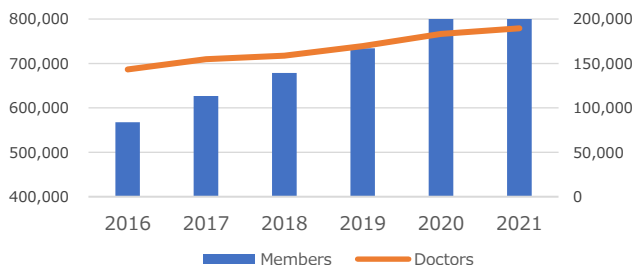
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	831,829
Doctors	143,323	154,821	158,868	169,557	183,234	189,713



Major User Attribute

April 30, 2021

Doctor	189,713	Dentist	8,883
Hospital Doctor	153,777	Pharmacist	164,453
Hospital Administrator/Director	7,409	Nurse/Nursing Assistant	55,684
Clinical Administrator/Director	28,527	Health nurse	3,412
		Maternity nurse	1,841

User Attribute (Pharmacist)

Apr. 2021

Mar. 2021

User Attribute (Pharmacist)	Apr. 2021	Mar. 2021
Pharmacist (owns a drugstore)	8,615	8,628
Pharmacist at a drugstore	8,826	8,768
Hospital pharmacist	86,722	86,033
Pharmacist (pharmaceutical company employee)	28,370	28,165
Pharmacist (drug wholesaling employee)	8,580	8,544
Pharmacist (other)	2,079	2,077
Pharmacist (owns a drugstore)	21,261	21,052

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,654	Hospital (200-299 beds)	13,895
Clinic (1-19 beds)	2,901	Hospital (300-499 beds)	30,822
Hospital (20-99 beds)	6,738	Hospital (500 beds or more)	61,597
Hospital (100-199 beds)	13,325	Other	6,131

Nikkei Medical Online Doctor Verification System

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Department

	April 2021	March 2021
Internal Medicine	60,452	59,977
Respiratory Tract Medicine	7,151	7,097
Gastroenterology	13,765	13,631
Endocrine/Metabolic	5,264	5,223
Kidney	4,070	4,039
Haematology	2,332	2,306
Neurology	4,509	4,468
Medical oncology	580	570
Psychosomatic Medicine	1,992	1,978
Other Medicine	3,345	3,296
Cardiovascular Surgery	2,437	2,427
Respiratory Tract Surgery	1,736	1,722
Gastroenterological Surgery	7,650	7,608
Cranial Nerve Surgery	4,989	4,952
Pediatric Surgery	667	664
Surgery	11,606	11,556
Orthopedic Surgery	10,910	10,819
Plastic Surgery	1,771	1,755
Oral Surgery	171	166
Other Surgery	1,338	1,328
Cardiovascular Disease	13,473	13,421
Allergies	2,637	2,628
Rheumatism	2,945	2,931
Geriatrics	1,298	1,290
General practice	1,357	1,318
Psychiatry	7,873	7,801
Pediatrics	13,629	13,558
Rehabilitation	4,078	4,046
Obstetrics/Gynecology	6,489	6,446
Breast surgery	475	472
Ophthalmology	4,249	4,221
Ear, Nose & Throat	4,266	4,230
Dermatology	5,549	5,486
Urology	4,306	4,270
Radiology	4,023	3,989
Anaesthesia	5,975	5,923
Palliative care	534	522
Emergency/ICU	5,043	5,020
STDs	89	89
Proctology	712	709
Preclinical Medicine	1,676	1,672
Pathology	500	487
Other	14,304	14,024

Marketing Report

Nikkei Medical ONLINE



■ May 2021 page views and unique browsers

◆ Monthly page views

30,735,204

Average page views per day
991,458.2

◆ Monthly unique browsers

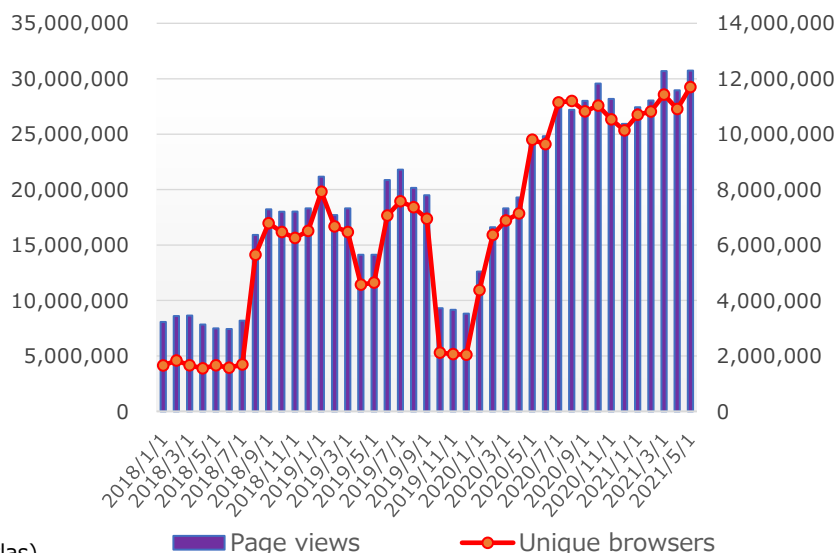
11,697,995

Average unique browsers per day
377,354.7

◆ Number of email delivery

613,042 (as of May 27)

(Source: Atlas)



Nikkei Drug Information



■ May 2021 page views and unique browsers

◆ Monthly page views

1,997,096

Average page views per day
64,422.5

◆ Monthly unique browsers

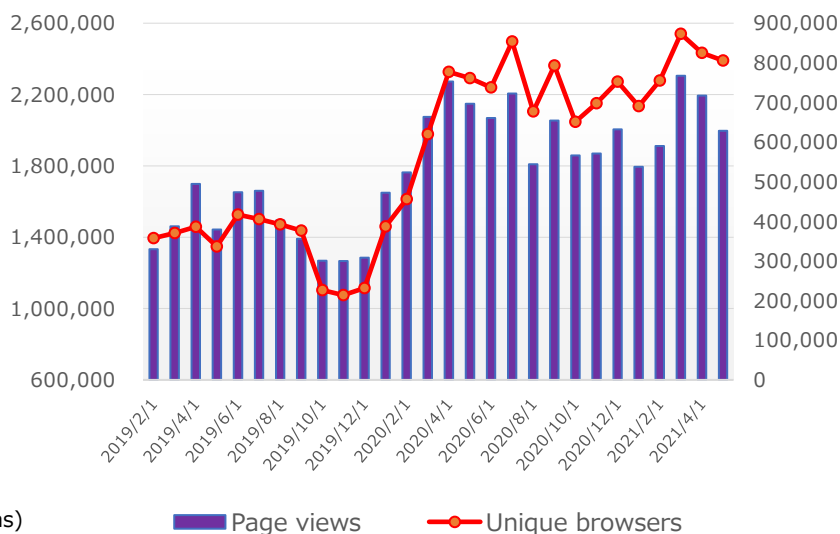
805,828

Average unique browsers per day
25,994.5

◆ Number of email delivery

129,898 (as of May 26)

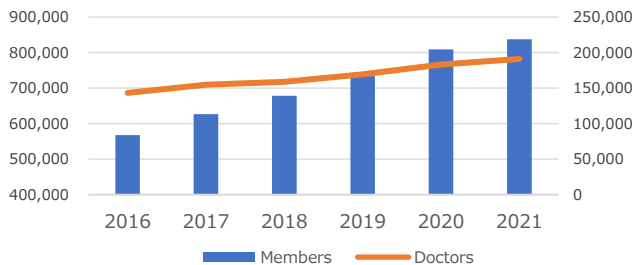
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	837,707
Doctors	143,323	154,821	158,868	169,557	183,234	191,065



Major User Attribute

May 31, 2021

Doctor	191,056	Dentist	8,950
Hospital Doctor	154,976	Pharmacist	165,536
Hospital Administrator/Director	7,441	Nurse/Nursing Assistant	56,655
Clinical Administrator/Director	28,648	Health nurse	3,443
		Maternity nurse	1,864

User Attribute (Pharmacist)

May 2021

Apr. 2021

Pharmacist (owns a drugstore)	8,612	8,615
Pharmacist at a drugstore	8,870	8,826
Hospital pharmacist	87,343	86,722
Pharmacist (pharmaceutical company employee)	28,576	28,370
Pharmacist (drug wholesaling employee)	8,615	8,580
Pharmacist (other)	2,089	2,079
Pharmacist (owns a drugstore)	21,431	21,261

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,804	Hospital (200-299 beds)	13,980
Clinic (1-19 beds)	2,913	Hospital (300-499 beds)	31,096
Hospital (20-99 beds)	6,784	Hospital (500 beds or more)	62,106
Hospital (100-199 beds)	13,407	Other	6,173

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Department

	May 2021	April 2021
Internal Medicine	60,757	60,452
Respiratory Tract Medicine	7,200	7,151
Gastroenterology	13,836	13,765
Endocrine/Metabolic	5,285	5,264
Kidney	4,089	4,070
Haematology	2,348	2,332
Neurology	4,530	4,509
Medical oncology	599	580
Psychosomatic Medicine	2,005	1,992
Other Medicine	3,389	3,345
Cardiovascular Surgery	2,450	2,437
Respiratory Tract Surgery	1,746	1,736
Gastroenterological Surgery	7,694	7,650
Cranial Nerve Surgery	5,025	4,989
Pediatric Surgery	670	667
Surgery	11,636	11,606
Orthopedic Surgery	10,968	10,910
Plastic Surgery	1,783	1,771
Oral Surgery	168	171
Other Surgery	1,350	1,338
Cardiovascular Disease	13,511	13,473
Allergies	2,644	2,637
Rheumatism	2,965	2,945
Geriatrics	1,300	1,298
General practice	1,377	1,357
Psychiatry	7,925	7,873
Pediatrics	13,699	13,629
Rehabilitation	4,097	4,078
Obstetrics/Gynecology	6,519	6,489
Breast surgery	481	475
Ophthalmology	4,283	4,249
Ear, Nose & Throat	4,305	4,266
Dermatology	5,605	5,549
Urology	4,332	4,306
Radiology	4,053	4,023
Anaesthesia	6,008	5,975
Palliative care	545	534
Emergency/ICU	5,065	5,043
STDs	88	89
Proctology	711	712
Preclinical Medicine	1,686	1,676
Pathology	510	500
Other	14,515	14,304

Marketing Report

Nikkei Medical ONLINE



■ June 2021 page views and unique browsers

◆ Monthly page views

31,528,827

Average page views per day
1,050,960.9

◆ Monthly unique browsers

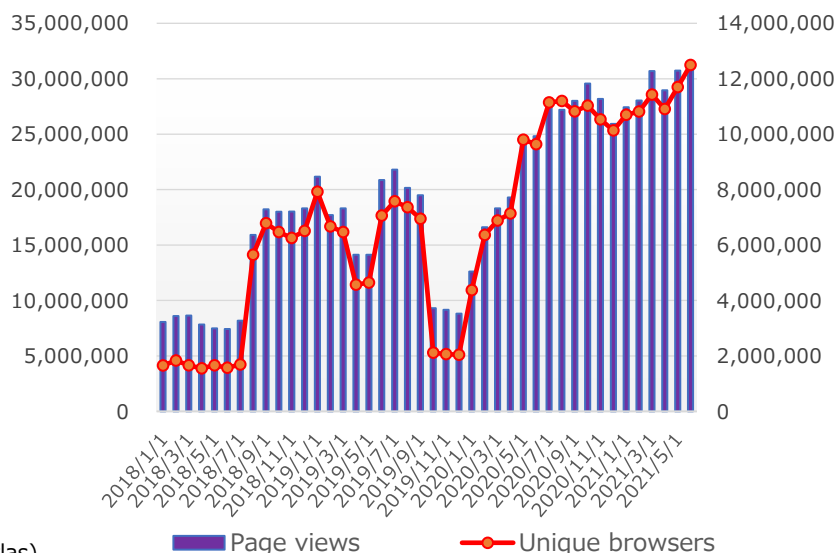
12,496,865

Average unique browsers per day
416,562.2

◆ Number of email delivery

616,826 (as of June 29)

(Source: Atlas)



Nikkei Drug Information



■ June 2021 page views and unique browsers

◆ Monthly page views

2,235,153

Average page views per day
74,505.1

◆ Monthly unique browsers

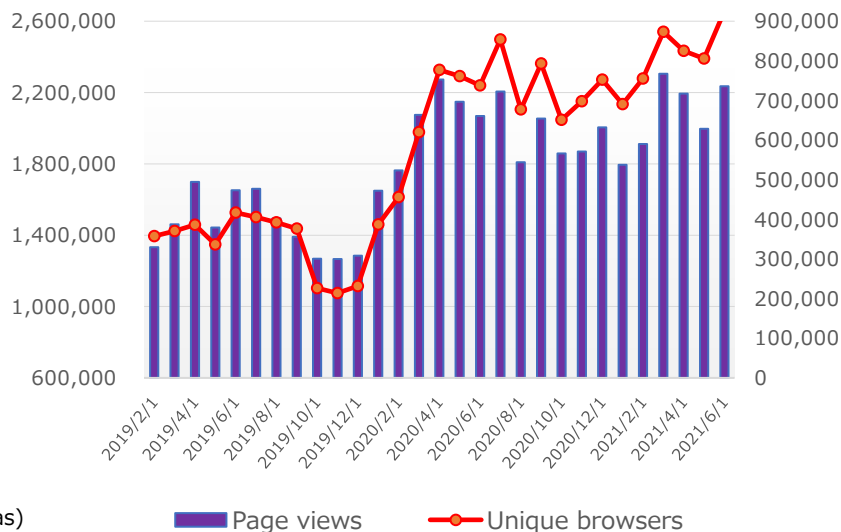
925,286

Average unique browsers per day
30,842.9

◆ Number of email delivery

130,778 (as of June 30)

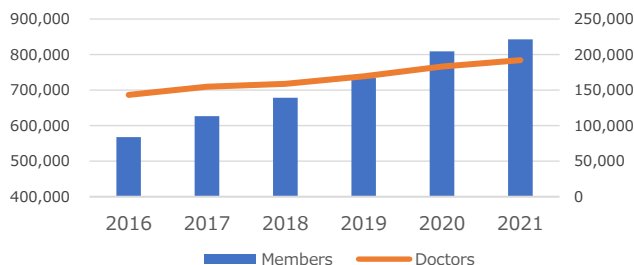
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	843,186
Doctors	143,323	154,821	158,868	169,557	183,234	192,244



Major User Attribute

June 30, 2021

Doctor	192,244	Dentist	8,994
Hospital Doctor	156,016	Pharmacist	166,510
Hospital Administrator/Director	7,481	Nurse/Nursing Assistant	57,352
Clinical Administrator/Director	28,747	Health nurse	3,463
		Maternity nurse	1,873

User Attribute (Pharmacist)

Jun. 2021

May 2021

Pharmacist (owns a drugstore)	8,601	8,612
Pharmacist at a drugstore	8,926	8,870
Hospital pharmacist	87,948	87,343
Pharmacist (pharmaceutical company employee)	28,718	28,576
Pharmacist (drug wholesaling employee)	8,634	8,615
Pharmacist (other)	8,601	8,612
Pharmacist (owns a drugstore)	8,926	8,870

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,913	Hospital (200-299 beds)	14,061
Clinic (1-19 beds)	2,928	Hospital (300-499 beds)	31,349
Hospital (20-99 beds)	6,829	Hospital (500 beds or more)	62,536
Hospital (100-199 beds)	13,481	Other	6,207

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.

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 2021	May 2021
Internal Medicine	61,078	60,757
Respiratory Tract Medicine	7,258	7,200
Gastroenterology	13,901	13,836
Endocrine/Metabolic	5,299	5,285
Kidney	4,116	4,089
Haematology	2,361	2,348
Neurology	4,551	4,530
Medical oncology	606	599
Psychosomatic Medicine	2,012	2,005
Other Medicine	3,432	3,389
Cardiovascular Surgery	2,455	2,450
Respiratory Tract Surgery	1,749	1,746
Gastroenterological Surgery	7,736	7,694
Cranial Nerve Surgery	5,048	5,025
Pediatric Surgery	673	670
Surgery	11,666	11,636
Orthopedic Surgery	11,018	10,968
Plastic Surgery	1,793	1,783
Oral Surgery	166	168
Other Surgery	1,361	1,350
Cardiovascular Disease	13,543	13,511
Allergies	2,655	2,644
Rheumatism	2,975	2,965
Geriatrics	1,306	1,300
General practice	1,401	1,377
Psychiatry	7,987	7,925
Pediatrics	13,749	13,699
Rehabilitation	4,108	4,097
Obstetrics/Gynecology	6,554	6,519
Breast surgery	485	481
Ophthalmology	4,309	4,283
Ear, Nose & Throat	4,332	4,305
Dermatology	5,638	5,605
Urology	4,356	4,332
Radiology	4,077	4,053
Anaesthesia	6,035	6,008
Palliative care	545	545
Emergency/ICU	5,101	5,065
STDs	89	88
Proctology	714	711
Preclinical Medicine	1,686	1,686
Pathology	517	510
Other	14,663	14,515

Marketing Report

Nikkei Medical ONLINE



July 2021 page views and unique browsers

◆ Monthly page views

25,010,588

Average page views per day
806,793.2

◆ Monthly unique browsers

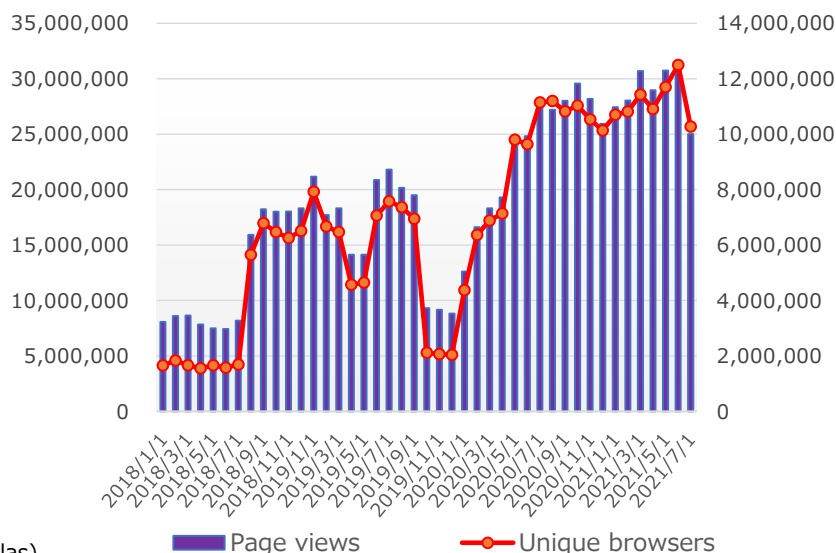
10,272,961

Average unique browsers per day
342,432.0

◆ Number of email delivery

619,314 (as of July 29)

(Source: Atlas)



Nikkei Drug Information



July 2021 page views and unique browsers

◆ Monthly page views

1,906,357

Average page views per day
61,495.4

◆ Monthly unique browsers

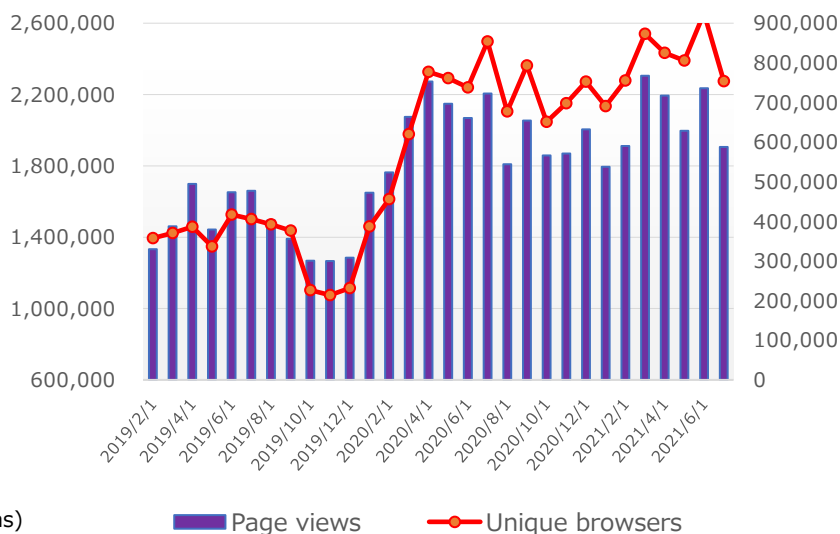
753,874

Average unique browsers per day
24,318.5

◆ Number of email delivery

131,394 (as of July 28)

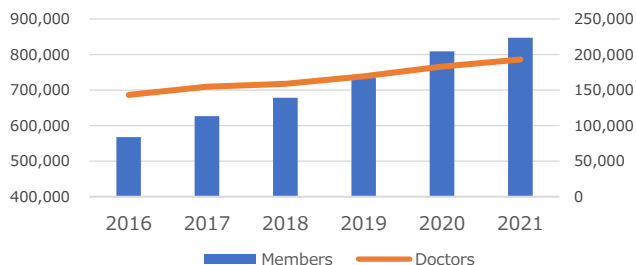
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	847,273
Doctors	143,323	154,821	158,868	169,557	183,234	193,131



Major User Attribute

July 31, 2021

Doctor	193,131	Dentist	9,020
Hospital Doctor	156,812	Pharmacist	167,425
Hospital Administrator/Director	7,496	Nurse/Nursing Assistant	57,784
Clinical Administrator/Director	28,823	Health nurse	3,479
		Maternity nurse	1,886

User Attribute (Pharmacist)

User Attribute (Pharmacist)	Jul. 2021	Jun. 2021
Pharmacist (owns a drugstore)	8,596	8,601
Pharmacist at a drugstore	8,974	8,926
Hospital pharmacist	88,535	87,948
Pharmacist (pharmaceutical company employee)	28,846	28,718
Pharmacist (drug wholesaling employee)	8,659	8,634
Pharmacist (other)	2,096	8,601
Pharmacist (owns a drugstore)	21,719	8,926

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,016	Hospital (200-299 beds)	14,134
Clinic (1-19 beds)	2,938	Hospital (300-499 beds)	31,504
Hospital (20-99 beds)	6,859	Hospital (500 beds or more)	62,889
Hospital (100-199 beds)	13,537	Other	6,225

Nikkei Medical Online Doctor Verification System

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Department

	July 2021	June 2021
Internal Medicine	61,273	61,078
Respiratory Tract Medicine	7,292	7,258
Gastroenterology	13,952	13,901
Endocrine/Metabolic	5,323	5,299
Kidney	4,140	4,116
Haematology	2,374	2,361
Neurology	4,574	4,551
Medical oncology	613	606
Psychosomatic Medicine	2,017	2,012
Other Medicine	3,453	3,432
Cardiovascular Surgery	2,468	2,455
Respiratory Tract Surgery	1,753	1,749
Gastroenterological Surgery	7,769	7,736
Cranial Nerve Surgery	5,073	5,048
Pediatric Surgery	673	673
Surgery	11,684	11,666
Orthopedic Surgery	11,058	11,018
Plastic Surgery	1,796	1,793
Oral Surgery	168	166
Other Surgery	1,365	1,361
Cardiovascular Disease	13,570	13,543
Allergies	2,663	2,655
Rheumatism	2,979	2,975
Geriatrics	1,310	1,306
General practice	1,424	1,401
Psychiatry	8,027	7,987
Pediatrics	13,782	13,749
Rehabilitation	4,112	4,108
Obstetrics/Gynecology	6,579	6,554
Breast surgery	487	485
Ophthalmology	4,329	4,309
Ear, Nose & Throat	4,361	4,332
Dermatology	5,674	5,638
Urology	4,373	4,356
Radiology	4,100	4,077
Anaesthesia	6,061	6,035
Palliative care	547	545
Emergency/ICU	5,116	5,101
STDs	90	89
Proctology	714	714
Preclinical Medicine	1,689	1,686
Pathology	525	517
Other	14,784	14,663

Marketing Report

Nikkei Medical ONLINE



■ August 2021 page views and unique browsers

◆ Monthly page views

22,469,895

Average page views per day
724,835.3

◆ Monthly unique browsers

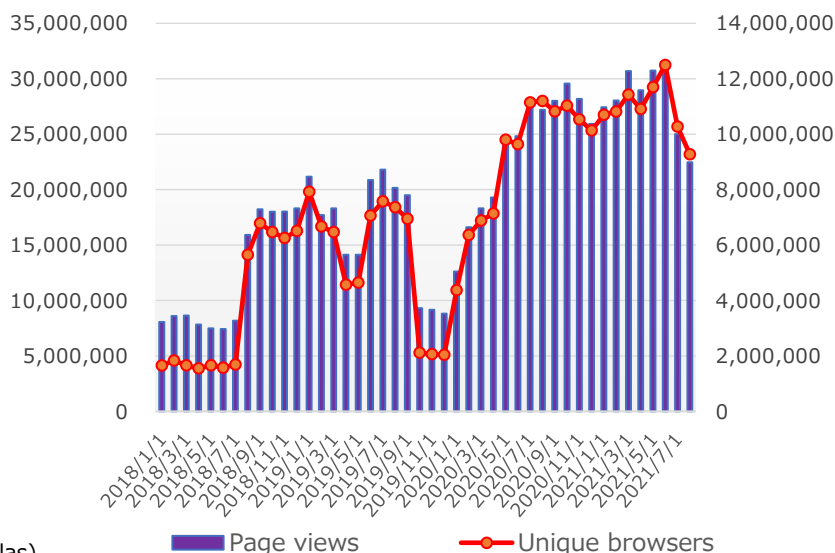
9,273,119

Average unique browsers per day
299,132.9

◆ Number of email delivery

622,181 (as of August 31)

(Source: Atlas)



Nikkei Drug Information



■ August 2021 page views and unique browsers

◆ Monthly page views

1,819,018

Average page views per day
58,678.0

◆ Monthly unique browsers

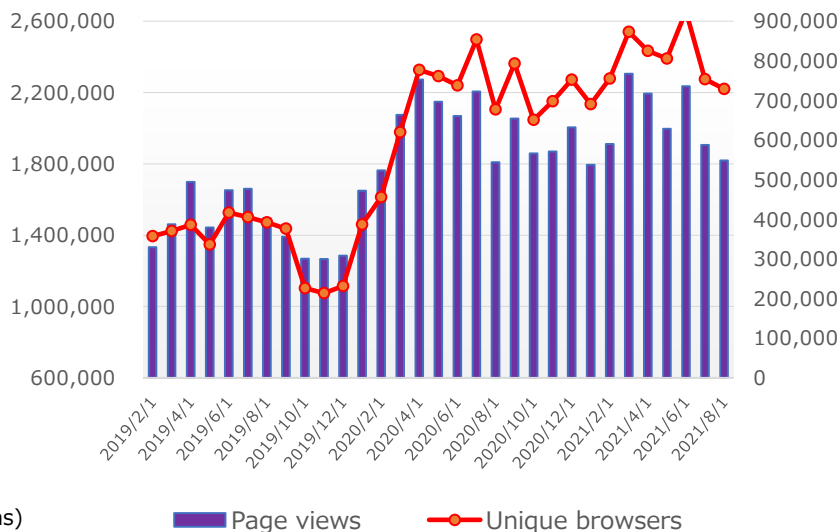
729,222

Average unique browsers per day
23,523.0

◆ Number of email delivery

131,969 (as of August 25)

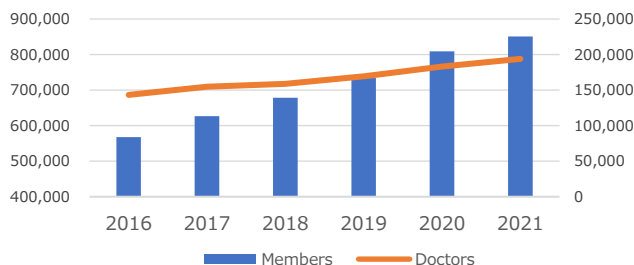
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	851,251
Doctors	143,323	154,821	158,868	169,557	183,234	193,940



Major User Attribute

August 31, 2021

Doctor	193,940	Dentist	9,070
Hospital Doctor	157,524	Pharmacist	168,273
Hospital Administrator/Director	7,516	Nurse/Nursing Assistant	58,225
Clinical Administrator/Director	28,900	Health nurse	3,494
		Maternity nurse	1,896

User Attribute (Pharmacist)

Aug. 2021

Jul. 2021

Pharmacist (owns a drugstore)	8,591	8,596
Pharmacist at a drugstore	9,008	8,974
Hospital pharmacist	89,016	88,535
Pharmacist (pharmaceutical company employee)	29,013	28,846
Pharmacist (drug wholesaling employee)	8,679	8,659
Pharmacist (other)	2,102	2,096
Pharmacist (owns a drugstore)	21,864	21,719

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,016	Hospital (200-299 beds)	14,134
Clinic (1-19 beds)	2,938	Hospital (300-499 beds)	31,504
Hospital (20-99 beds)	6,859	Hospital (500 beds or more)	62,889
Hospital (100-199 beds)	13,537	Other	6,225

Nikkei Medical Online Doctor Verification System

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Department

	August 2021	July 2021
Internal Medicine	61,451	61,273
Respiratory Tract Medicine	7,330	7,292
Gastroenterology	13,995	13,952
Endocrine/Metabolic	5,347	5,323
Kidney	4,166	4,140
Haematology	2,388	2,374
Neurology	4,596	4,574
Medical oncology	621	613
Psychosomatic Medicine	2,025	2,017
Other Medicine	3,469	3,453
Cardiovascular Surgery	2,472	2,468
Respiratory Tract Surgery	1,758	1,753
Gastroenterological Surgery	7,802	7,769
Cranial Nerve Surgery	5,096	5,073
Pediatric Surgery	673	673
Surgery	11,707	11,684
Orthopedic Surgery	11,087	11,058
Plastic Surgery	1,809	1,796
Oral Surgery	169	168
Other Surgery	1,378	1,365
Cardiovascular Disease	13,596	13,570
Allergies	2,665	2,663
Rheumatism	2,988	2,979
Geriatrics	1,314	1,310
General practice	1,440	1,424
Psychiatry	8,065	8,027
Pediatrics	13,811	13,782
Rehabilitation	4,122	4,112
Obstetrics/Gynecology	6,604	6,579
Breast surgery	493	487
Ophthalmology	4,352	4,329
Ear, Nose & Throat	4,372	4,361
Dermatology	5,704	5,674
Urology	4,393	4,373
Radiology	4,113	4,100
Anaesthesia	6,089	6,061
Palliative care	551	547
Emergency/ICU	5,131	5,116
STDs	90	90
Proctology	715	714
Preclinical Medicine	1,694	1,689
Pathology	529	525
Other	14,880	14,784

Marketing Report

Nikkei Medical ONLINE



September 2021 page views and unique browsers

◆ Monthly page views

22,701,294

Average page views per day
756,709.8

◆ Monthly unique browsers

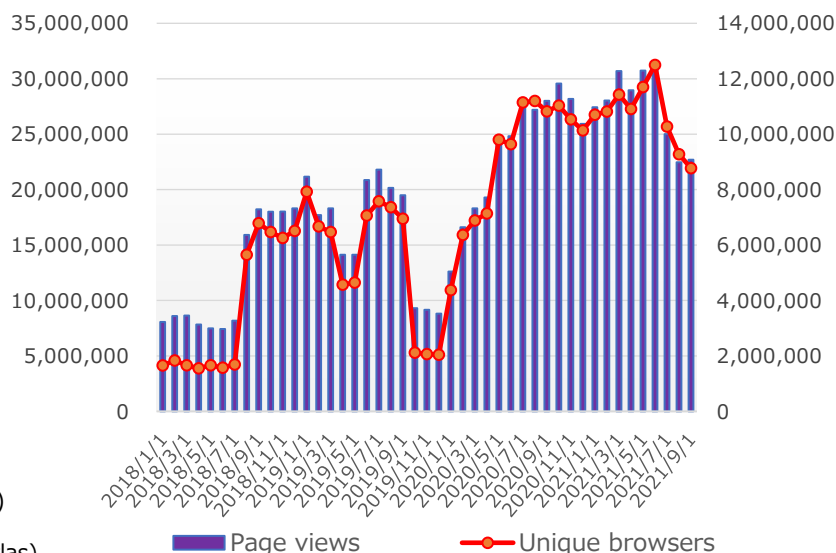
8,775,436

Average unique browsers per day
292,514.5

◆ Number of email delivery

624,842 (as of September 30)

(Source: Atlas)



Nikkei Drug Information



September 2021 page views and unique browsers

◆ Monthly page views

2,193,605

Average page views per day
73,120.0

◆ Monthly unique browsers

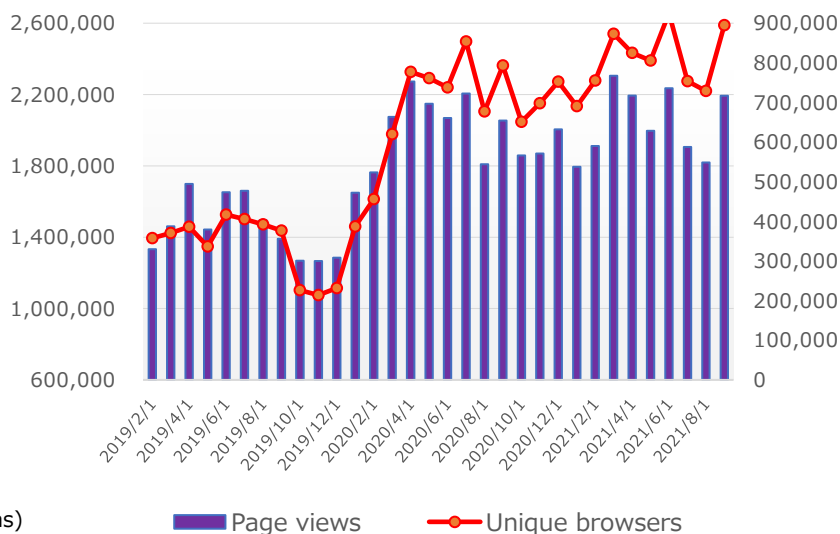
895,013

Average unique browsers per day
29,833.8

◆ Number of email delivery

132,928 (as of September 29)

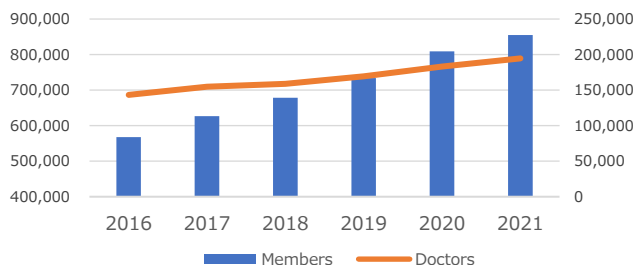
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	855,269
Doctors	143,323	154,821	158,868	169,557	183,234	194,746



Major User Attribute

September 30, 2021

Doctor	194,746	Dentist	9,102
Hospital Doctor	158,228	Pharmacist	169,217
Hospital Administrator/Director	7,538	Nurse/Nursing Assistant	58,674
Clinical Administrator/Director	28,980	Health nurse	3,523
		Maternity nurse	1,899

User Attribute (Pharmacist)

Sep. 2021

Aug. 2021

Pharmacist (owns a drugstore)	8,575	8,591
Pharmacist at a drugstore	9,058	9,008
Hospital pharmacist	89,599	89,016
Pharmacist (pharmaceutical company employee)	29,188	29,013
Pharmacist (drug wholesaling employee)	8,696	8,679
Pharmacist (other)	2,108	2,102
Pharmacist (owns a drugstore)	21,993	21,864

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,183	Hospital (200-299 beds)	14,255
Clinic (1-19 beds)	2,954	Hospital (300-499 beds)	31,874
Hospital (20-99 beds)	6,897	Hospital (500 beds or more)	63,482
Hospital (100-199 beds)	13,624	Other	6,250

Nikkei Medical Online Doctor Verification System

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Department

	September 2021	August 2021
Internal Medicine	61,629	61,451
Respiratory Tract Medicine	7,375	7,330
Gastroenterology	14,056	13,995
Endocrine/Metabolic	5,381	5,347
Kidney	4,183	4,166
Haematology	2,395	2,388
Neurology	4,626	4,596
Medical oncology	628	621
Psychosomatic Medicine	2,029	2,025
Other Medicine	3,496	3,469
Cardiovascular Surgery	2,478	2,472
Respiratory Tract Surgery	1,764	1,758
Gastroenterological Surgery	7,824	7,802
Cranial Nerve Surgery	5,117	5,096
Pediatric Surgery	676	673
Surgery	11,730	11,707
Orthopedic Surgery	11,130	11,087
Plastic Surgery	1,814	1,809
Oral Surgery	168	169
Other Surgery	1,382	1,378
Cardiovascular Disease	13,617	13,596
Allergies	2,669	2,665
Rheumatism	2,995	2,988
Geriatrics	1,314	1,314
General practice	1,452	1,440
Psychiatry	8,091	8,065
Pediatrics	13,840	13,811
Rehabilitation	4,131	4,122
Obstetrics/Gynecology	6,637	6,604
Breast surgery	496	493
Ophthalmology	4,373	4,352
Ear, Nose & Throat	4,387	4,372
Dermatology	5,736	5,704
Urology	4,403	4,393
Radiology	4,131	4,113
Anaesthesia	6,114	6,089
Palliative care	559	551
Emergency/ICU	5,159	5,131
STDs	90	90
Proctology	716	715
Preclinical Medicine	1,697	1,694
Pathology	536	529
Other	14,965	14,880

Marketing Report

Nikkei Medical ONLINE



■ October 2021 page views and unique browsers

◆ Monthly page views

22,627,502

Average page views per day
729,919.4

◆ Monthly unique browsers

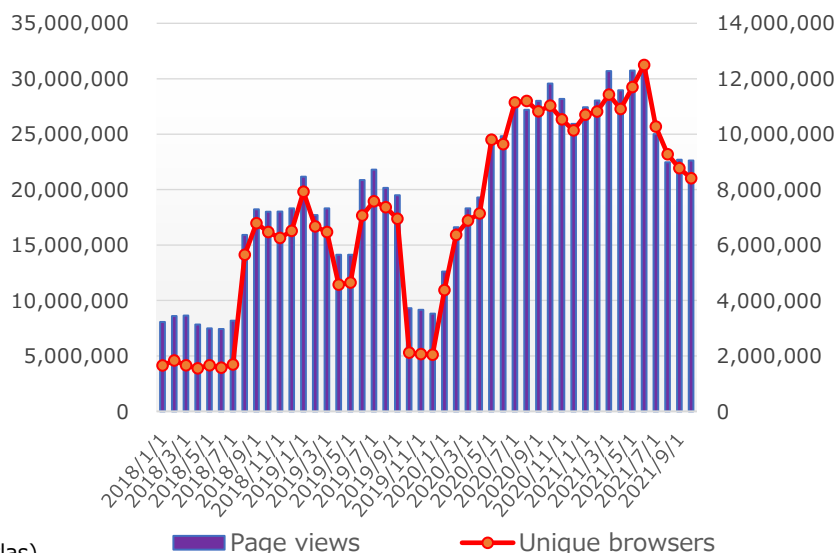
8,410,976

Average unique browsers per day
271,321.8

◆ Number of email delivery

626,806 (as of October 28)

(Source: Atlas)



Nikkei Drug Information



■ October 2021 page views and unique browsers

◆ Monthly page views

1,973,412

Average page views per day
63,658.4

◆ Monthly unique browsers

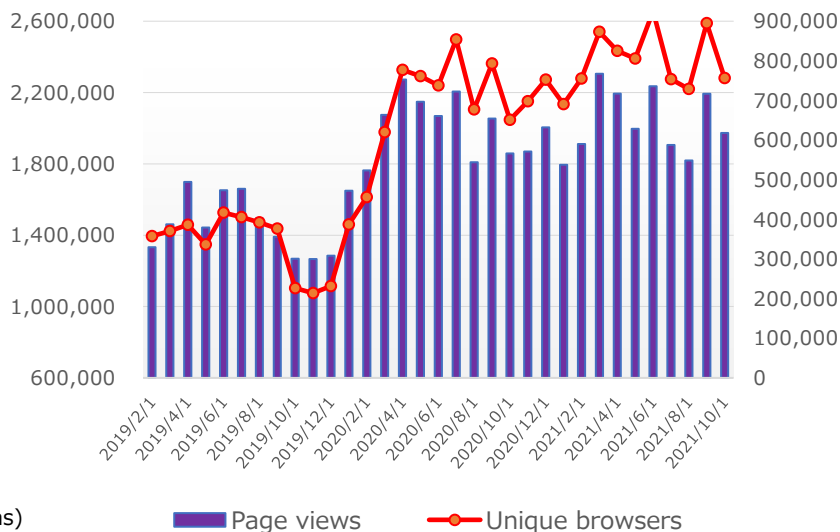
756,571

Average unique browsers per day
24,405.5

◆ Number of email delivery

132,928 (as of October 27)

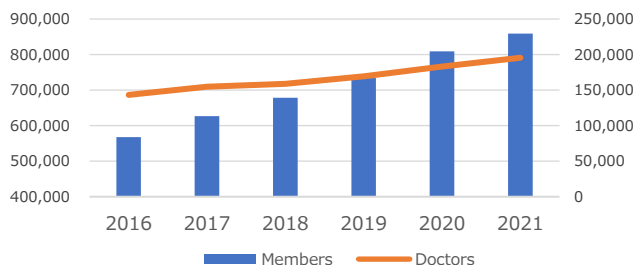
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	859,136
Doctors	143,323	154,821	158,868	169,557	183,234	195,519



Major User Attribute

October 31, 2021

Doctor	195,519	Dentist	9,126
Hospital Doctor	158,919	Pharmacist	170,099
Hospital Administrator/Director	7,551	Nurse/Nursing Assistant	59,220
Clinical Administrator/Director	29,049	Health nurse	3,537
		Maternity nurse	1,905

User Attribute (Pharmacist)

Oct. 2021

Sep. 2021

Pharmacist (owns a drugstore)	8,570	8,575
Pharmacist at a drugstore	9,109	9,058
Hospital pharmacist	90,124	89,599
Pharmacist (pharmaceutical company employee)	29,362	29,188
Pharmacist (drug wholesaling employee)	8,715	8,696
Pharmacist (other)	2,111	2,108
Pharmacist (owns a drugstore)	22,108	21,993

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,256	Hospital (200-299 beds)	14,304
Clinic (1-19 beds)	2,959	Hospital (300-499 beds)	32,050
Hospital (20-99 beds)	6,928	Hospital (500 beds or more)	63,770
Hospital (100-199 beds)	13,671	Other	6,273

Nikkei Medical Online Doctor Verification System

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Department

	October 2021	September 2021
Internal Medicine	61,789	61,629
Respiratory Tract Medicine	7,410	7,375
Gastroenterology	14,097	14,056
Endocrine/Metabolic	5,399	5,381
Kidney	4,200	4,183
Haematology	2,403	2,395
Neurology	4,638	4,626
Medical oncology	634	628
Psychosomatic Medicine	2,035	2,029
Other Medicine	3,527	3,496
Cardiovascular Surgery	2,486	2,478
Respiratory Tract Surgery	1,773	1,764
Gastroenterological Surgery	7,841	7,824
Cranial Nerve Surgery	5,143	5,117
Pediatric Surgery	679	676
Surgery	11,754	11,730
Orthopedic Surgery	11,161	11,130
Plastic Surgery	1,818	1,814
Oral Surgery	165	168
Other Surgery	1,390	1,382
Cardiovascular Disease	13,649	13,617
Allergies	2,680	2,669
Rheumatism	3,001	2,995
Geriatrics	1,319	1,314
General practice	1,471	1,452
Psychiatry	8,122	8,091
Pediatrics	13,873	13,840
Rehabilitation	4,140	4,131
Obstetrics/Gynecology	6,664	6,637
Breast surgery	497	496
Ophthalmology	4,383	4,373
Ear, Nose & Throat	4,411	4,387
Dermatology	5,768	5,736
Urology	4,417	4,403
Radiology	4,139	4,131
Anaesthesia	6,145	6,114
Palliative care	562	559
Emergency/ICU	5,169	5,159
STDs	89	90
Proctology	717	716
Preclinical Medicine	1,700	1,697
Pathology	544	536
Other	15,073	14,965

Marketing Report

Nikkei Medical ONLINE



November 2021 page views and unique browsers

◆ Monthly page views

21,015,969

Average page views per day
700,532.3

◆ Monthly unique browsers

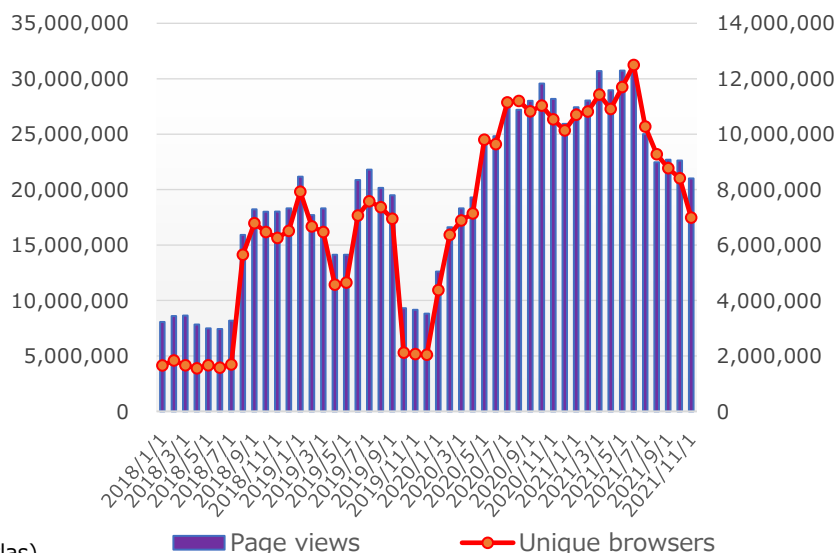
8,410,976

Average unique browsers per day
232,975.4

◆ Number of email delivery

627,944 (as of November 30)

(Source: Atlas)



Nikkei Drug Information



November 2021 page views and unique browsers

◆ Monthly page views

1,499,839

Average page views per day
49,994.6

◆ Monthly unique browsers

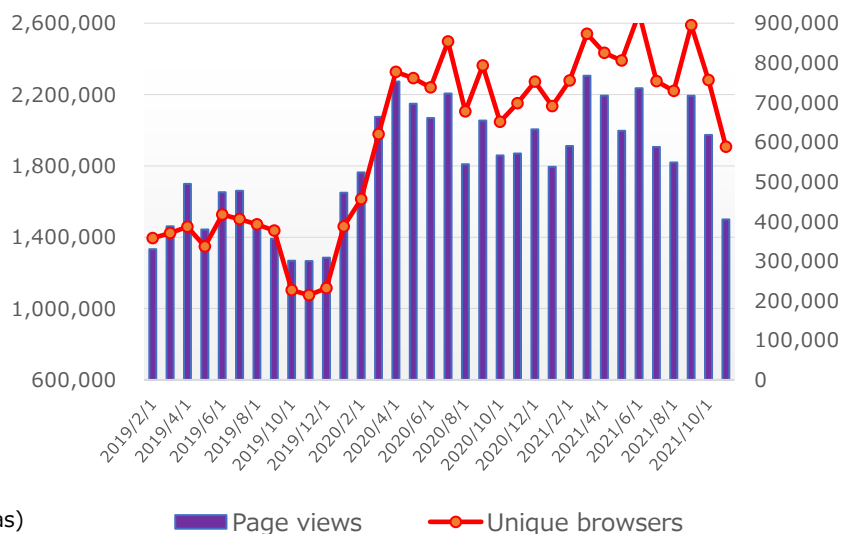
587,975

Average unique browsers per day
19,599.2

◆ Number of email delivery

133,892 (as of November 24)

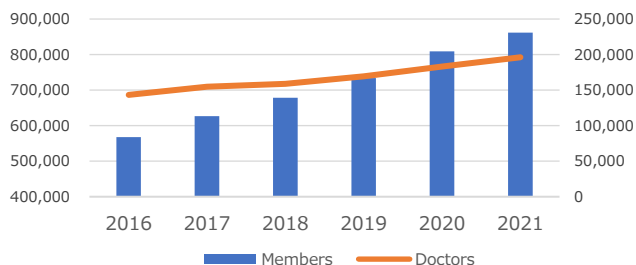
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	861,832
Doctors	143,323	154,821	158,868	169,557	183,234	196,224



Major User Attribute

November 30, 2021

Doctor	196,224	Dentist	9,145
Hospital Doctor	159,555	Pharmacist	170,601
Hospital Administrator/Director	7,572	Nurse/Nursing Assistant	59,583
Clinical Administrator/Director	29,097	Health nurse	3,552
		Maternity nurse	1,907

User Attribute (Pharmacist)

Nov. 2021

Oct. 2021

Pharmacist (owns a drugstore)	8,564	8,570
Pharmacist at a drugstore	9,131	9,109
Hospital pharmacist	90,393	90,124
Pharmacist (pharmaceutical company employee)	29,441	29,362
Pharmacist (drug wholesaling employee)	8,744	8,715
Pharmacist (other)	2,123	2,111
Pharmacist (owns a drugstore)	22,205	22,108

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,323	Hospital (200-299 beds)	14,361
Clinic (1-19 beds)	2,967	Hospital (300-499 beds)	32,209
Hospital (20-99 beds)	6,945	Hospital (500 beds or more)	64,045
Hospital (100-199 beds)	13,715	Other	6,283

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 2021	October 2021
Internal Medicine	61,946	61,789
Respiratory Tract Medicine	7,437	7,410
Gastroenterology	14,133	14,097
Endocrine/Metabolic	5,421	5,399
Kidney	4,222	4,200
Haematology	2,415	2,403
Neurology	4,661	4,638
Medical oncology	641	634
Psychosomatic Medicine	2,034	2,035
Other Medicine	3,541	3,527
Cardiovascular Surgery	2,487	2,486
Respiratory Tract Surgery	1,783	1,773
Gastroenterological Surgery	7,859	7,841
Cranial Nerve Surgery	5,156	5,143
Pediatric Surgery	682	679
Surgery	11,768	11,754
Orthopedic Surgery	11,191	11,161
Plastic Surgery	1,828	1,818
Oral Surgery	167	165
Other Surgery	1,397	1,390
Cardiovascular Disease	13,679	13,649
Allergies	2,684	2,680
Rheumatism	3,009	3,001
Geriatrics	1,320	1,319
General practice	1,484	1,471
Psychiatry	8,152	8,122
Pediatrics	13,904	13,873
Rehabilitation	4,154	4,140
Obstetrics/Gynecology	6,692	6,664
Breast surgery	499	497
Ophthalmology	4,401	4,383
Ear, Nose & Throat	4,417	4,411
Dermatology	5,793	5,768
Urology	4,428	4,417
Radiology	4,150	4,139
Anaesthesia	6,162	6,145
Palliative care	565	562
Emergency/ICU	5,185	5,169
STDs	90	89
Proctology	717	717
Preclinical Medicine	1,704	1,700
Pathology	551	544
Other	15,179	15,073

Marketing Report

Nikkei Medical ONLINE



December 2021 page views and unique browsers

◆ Monthly page views

15,669,941

Average page views per day
505,482.0

◆ Monthly unique browsers

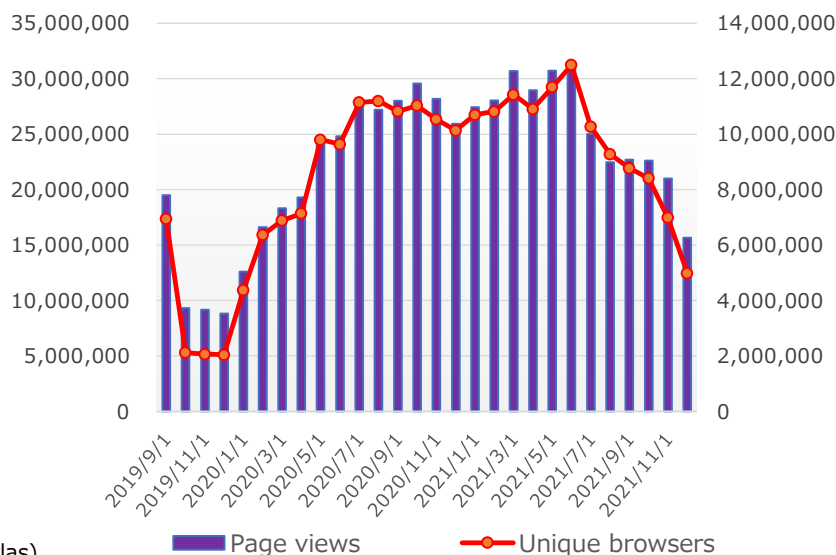
498,631

Average unique browsers per day
160,848.8

◆ Number of email delivery

628,471 (as of December 28)

(Source: Atlas)



Nikkei Drug Information



December 2021 page views and unique browsers

◆ Monthly page views

1,462,048

Average page views per day
47,162.8

◆ Monthly unique browsers

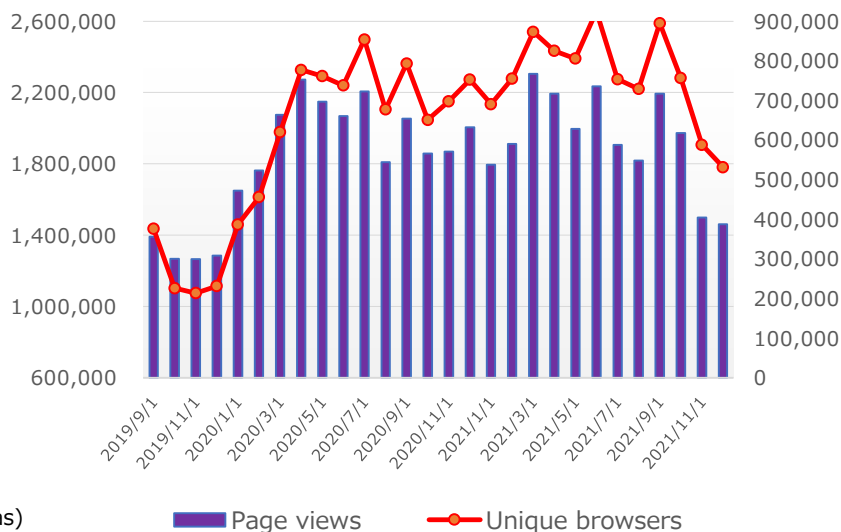
531,745

Average unique browsers per day
17,153.1

◆ Number of email delivery

134,177 (as of December 28)

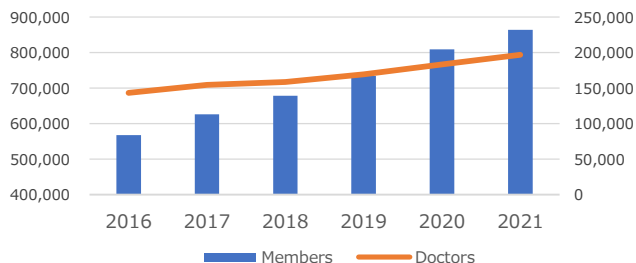
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	864,490
Doctors	143,323	154,821	158,868	169,557	183,234	196,847



Major User Attribute

December 31, 2021

Doctor	196,847	Dentist	9,161
Hospital Doctor	160,117	Pharmacist	171,439
Hospital Administrator/Director	7,588	Nurse/Nursing Assistant	59,774
Clinical Administrator/Director	29,142	Health nurse	3,562
		Maternity nurse	1,905

User Attribute (Pharmacist)

Dec. 2021

Nov. 2021

Pharmacist (owns a drugstore)	8,553	8,564
Pharmacist at a drugstore	9,157	9,131
Hospital pharmacist	90,618	90,393
Pharmacist (pharmaceutical company employee)	29,932	29,441
Pharmacist (drug wholesaling employee)	8,768	8,744
Pharmacist (other)	2,126	2,123
Pharmacist (owns a drugstore)	22,285	22,205

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,390	Hospital (200-299 beds)	14,412
Clinic (1-19 beds)	2,977	Hospital (300-499 beds)	32,339
Hospital (20-99 beds)	6,960	Hospital (500 beds or more)	64,281
Hospital (100-199 beds)	13,755	Other	6,296

Nikkei Medical Online Doctor Verification System

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Department

	December 2021	November 2021
Internal Medicine	62,096	61,946
Respiratory Tract Medicine	7,471	7,437
Gastroenterology	14,177	14,133
Endocrine/Metabolic	5,443	5,421
Kidney	4,240	4,222
Haematology	2,424	2,415
Neurology	4,675	4,661
Medical oncology	648	641
Psychosomatic Medicine	2,038	2,034
Other Medicine	3,563	3,541
Cardiovascular Surgery	2,492	2,487
Respiratory Tract Surgery	1,783	1,783
Gastroenterological Surgery	7,877	7,859
Cranial Nerve Surgery	5,171	5,156
Pediatric Surgery	686	682
Surgery	11,782	11,768
Orthopedic Surgery	11,237	11,191
Plastic Surgery	1,841	1,828
Oral Surgery	165	167
Other Surgery	1,402	1,397
Cardiovascular Disease	13,697	13,679
Allergies	2,685	2,684
Rheumatism	3,012	3,009
Geriatrics	1,322	1,320
General practice	1,497	1,484
Psychiatry	8,184	8,152
Pediatrics	13,946	13,904
Rehabilitation	4,159	4,154
Obstetrics/Gynecology	6,711	6,692
Breast surgery	499	499
Ophthalmology	4,414	4,401
Ear, Nose & Throat	4,426	4,417
Dermatology	5,819	5,793
Urology	4,446	4,428
Radiology	4,161	4,150
Anaesthesia	6,182	6,162
Palliative care	568	565
Emergency/ICU	5,201	5,185
STDs	90	90
Proctology	717	717
Preclinical Medicine	1,708	1,704
Pathology	556	551
Other	15,222	15,179