

Marketing Report

Nikkei Medical ONLINE



January 2022 page views and unique browsers

◆ Monthly page views

16,156,159

Average page views per day
521,166.4

◆ Monthly unique browsers

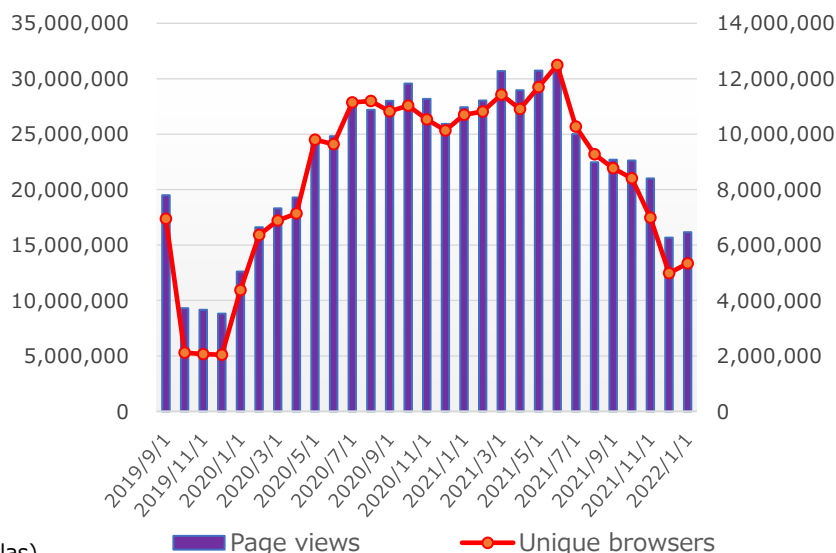
5,336,701

Average unique browsers per day
172,151.6

◆ Number of email delivery

627,391 (as of January 27)

(Source: Atlas)



Nikkei Drug Information



January 2022 page views and unique browsers

◆ Monthly page views

1,824,800

Average page views per day
58,864.5

◆ Monthly unique browsers

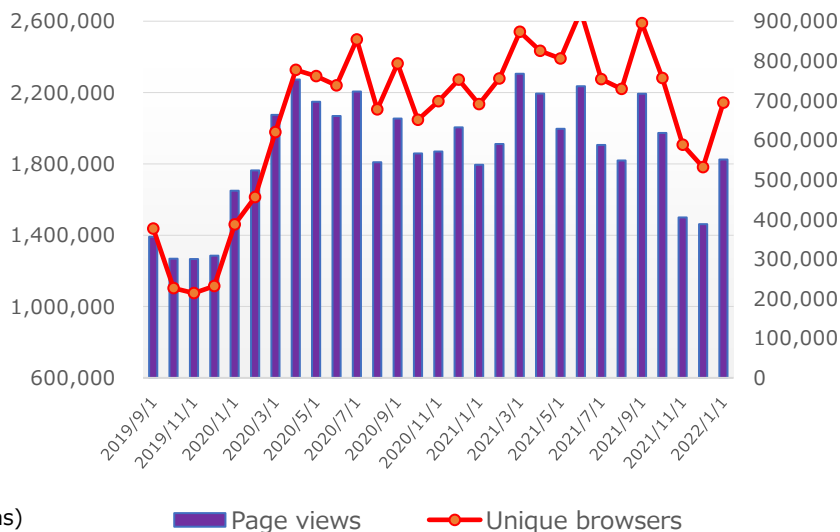
694,227

Average unique browsers per day
22,394.4

◆ Number of email delivery

134,489 (as of January 26)

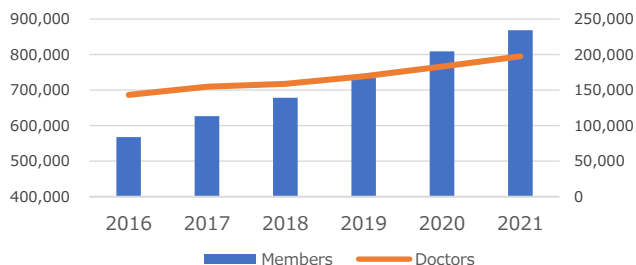
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	868,698
Doctors	143,323	154,821	158,868	169,557	183,234	197,508



Major User Attribute

January 31, 2022

Doctor	197,508	Dentist	9,213
Hospital Doctor	16,0709	Pharmacist	172,419
Hospital Administrator/Director	7,607	Nurse/Nursing Assistant	60,177
Clinical Administrator/Director	29,192	Health nurse	3,575
		Maternity nurse	1,913

User Attribute (Pharmacist)

Jan. 2022

Dec. 2021

Pharmacist (owns a drugstore)	8,543	8,553
Pharmacist at a drugstore	9,213	9,157
Hospital pharmacist	91,194	90,618
Pharmacist (pharmaceutical company employee)	30,090	29,932
Pharmacist (drug wholesaling employee)	8,802	8,768
Pharmacist (other)	2,133	2,126
Pharmacist (owns a drugstore)	22,444	22,285

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,468	Hospital (200-299 beds)	14,465
Clinic (1-19 beds)	2,984	Hospital (300-499 beds)	32,471
Hospital (20-99 beds)	6,981	Hospital (500 beds or more)	64,527
Hospital (100-199 beds)	13,802	Other	6,306

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 2022	December 2021
Internal Medicine	62,246	62,096
Respiratory Tract Medicine	7,493	7,471
Gastroenterology	14,224	14,177
Endocrine/Metabolic	5,467	5,443
Kidney	4,260	4,240
Haematology	2,435	2,424
Neurology	4,677	4,675
Medical oncology	666	648
Psychosomatic Medicine	2,043	2,038
Other Medicine	3,593	3,563
Cardiovascular Surgery	2,496	2,492
Respiratory Tract Surgery	1,786	1,783
Gastroenterological Surgery	7,906	7,877
Cranial Nerve Surgery	5,188	5,171
Pediatric Surgery	687	686
Surgery	11,793	11,782
Orthopedic Surgery	11,263	11,237
Plastic Surgery	1,843	1,841
Oral Surgery	165	165
Other Surgery	1,407	1,402
Cardiovascular Disease	13,734	13,697
Allergies	2,691	2,685
Rheumatism	3,025	3,012
Geriatrics	1,323	1,322
General practice	1,513	1,497
Psychiatry	8,213	8,184
Pediatrics	13,983	13,946
Rehabilitation	4,173	4,159
Obstetrics/Gynecology	6,726	6,711
Breast surgery	506	499
Ophthalmology	4,431	4,414
Ear, Nose & Throat	4,439	4,426
Dermatology	5,846	5,819
Urology	4,461	4,446
Radiology	4,165	4,161
Anaesthesia	6,196	6,182
Palliative care	573	568
Emergency/ICU	5,221	5,201
STDs	90	90
Proctology	718	717
Preclinical Medicine	1,708	1,708
Pathology	561	556
Other	15,306	15,222

Marketing Report

Nikkei Medical ONLINE



February 2022 page views and unique browsers

◆ Monthly page views

15,692,148

Average page views per day
560,433.9

◆ Monthly unique browsers

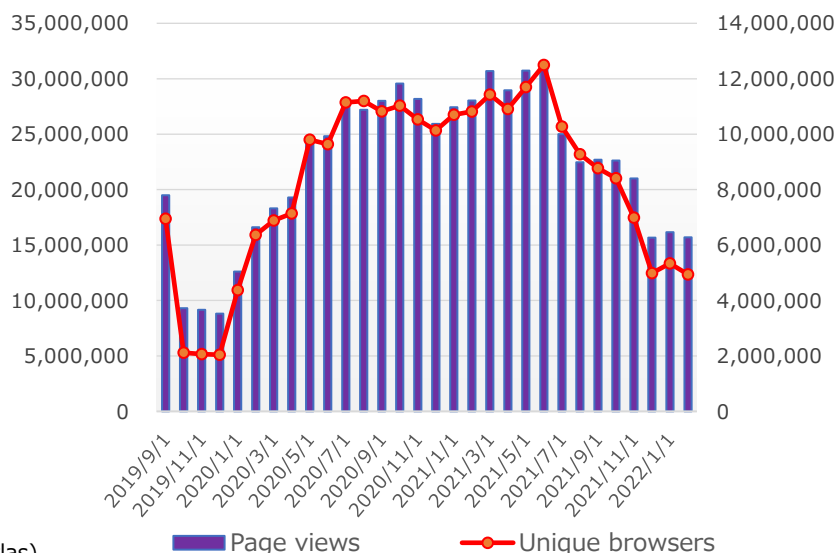
4,938,626

Average unique browsers per day
176,379.5

◆ Number of email delivery

626,876 (as of February 24)

(Source: Atlas)



Nikkei Drug Information



February 2022 page views and unique browsers

◆ Monthly page views

1,971,632

Average page views per day
70,415.4

◆ Monthly unique browsers

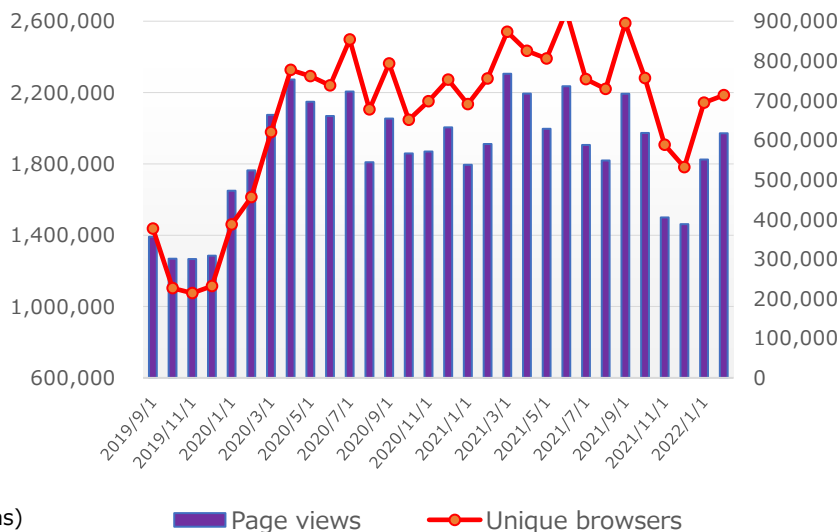
713,311

Average unique browsers per day
25,475.4

◆ Number of email delivery

134,693 (as of February 24)

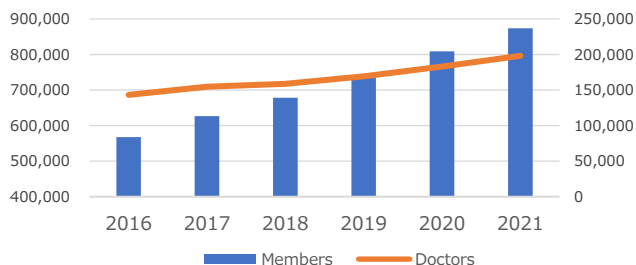
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	873,963
Doctors	143,323	154,821	158,868	169,557	183,234	198,228



Major User Attribute

February 28, 2022

Doctor	198,228	Dentist	9,260
Hospital Doctor	161,331	Pharmacist	173,703
Hospital Administrator/Director	7,636	Nurse/Nursing Assistant	60,727
Clinical Administrator/Director	29,261	Health nurse	3,596
		Maternity nurse	1,927

User Attribute (Pharmacist)

Feb. 2022

Jan. 2022

User Attribute (Pharmacist)	Feb. 2022	Jan. 2022
Pharmacist (owns a drugstore)	8,537	8,543
Pharmacist at a drugstore	9,336	9,213
Hospital pharmacist	91,981	91,194
Pharmacist (pharmaceutical company employee)	30,262	30,090
Pharmacist (drug wholesaling employee)	8,839	8,802
Pharmacist (other)	2,140	2,133
Pharmacist (owns a drugstore)	22,608	22,444

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,559	Hospital (200-299 beds)	14,503
Clinic (1-19 beds)	2,991	Hospital (300-499 beds)	32,621
Hospital (20-99 beds)	7,008	Hospital (500 beds or more)	64,776
Hospital (100-199 beds)	13,852	Other	6,317

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

	February 2022	January 2022
Internal Medicine	62,407	62,246
Respiratory Tract Medicine	7,526	7,493
Gastroenterology	14,261	14,224
Endocrine/Metabolic	5,497	5,467
Kidney	4,271	4,260
Haematology	2,449	2,435
Neurology	4,700	4,677
Medical oncology	675	666
Psychosomatic Medicine	2,053	2,043
Other Medicine	3,622	3,593
Cardiovascular Surgery	2,501	2,496
Respiratory Tract Surgery	1,791	1,786
Gastroenterological Surgery	7,930	7,906
Cranial Nerve Surgery	5,215	5,188
Pediatric Surgery	687	687
Surgery	11,816	11,793
Orthopedic Surgery	11,304	11,263
Plastic Surgery	1,849	1,843
Oral Surgery	166	165
Other Surgery	1,409	1,407
Cardiovascular Disease	13,759	13,734
Allergies	2,703	2,691
Rheumatism	3,029	3,025
Geriatrics	1,323	1,323
General practice	1,522	1,513
Psychiatry	8,253	8,213
Pediatrics	14,035	13,983
Rehabilitation	4,184	4,173
Obstetrics/Gynecology	6,750	6,726
Breast surgery	511	506
Ophthalmology	4,451	4,431
Ear, Nose & Throat	4,447	4,439
Dermatology	5,871	5,846
Urology	4,483	4,461
Radiology	4,178	4,165
Anaesthesia	6,227	6,196
Palliative care	578	573
Emergency/ICU	5,241	5,221
STDs	91	90
Proctology	719	718
Preclinical Medicine	1,711	1,708
Pathology	566	561
Other	15,370	15,306

Marketing Report

Nikkei Medical ONLINE



■ March 2022 page views and unique browsers

◆ Monthly page views

16,526,750

Average page views per day
533,121.0

◆ Monthly unique browsers

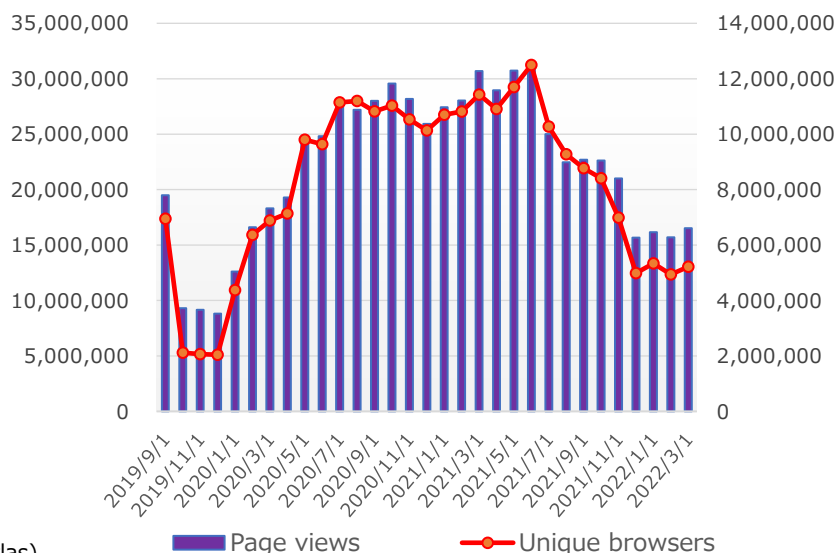
5,215,528

Average unique browsers per day
168,242.8

◆ Number of email delivery

625,271 (as of March 31)

(Source: Atlas)



Nikkei Drug Information



■ March 2022 page views and unique browsers

◆ Monthly page views

1,710,022

Average page views per day
55,162.0

◆ Monthly unique browsers

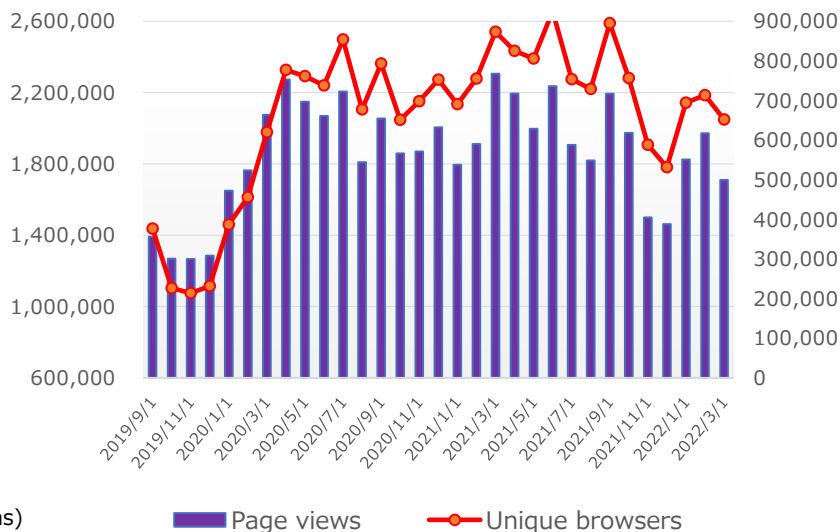
651,827

Average unique browsers per day
21,026.7

◆ Number of email delivery

134,797 (as of March 30)

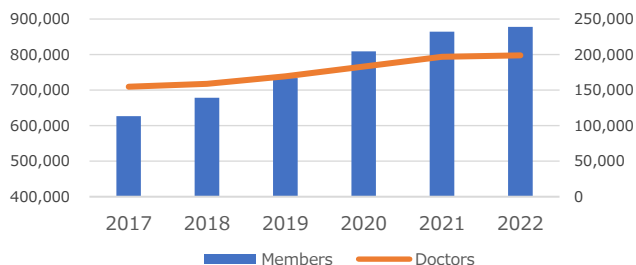
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	877,957
Doctors	143,323	154,821	158,868	169,557	196,847	198,990



Major User Attribute

March 31, 2022

Doctor	198,990	Dentist	9,287
Hospital Doctor	162,017	Pharmacist	174,692
Hospital Administrator/Director	7,647	Nurse/Nursing Assistant	61,140
Clinical Administrator/Director	29,326	Health nurse	3,614
		Maternity nurse	1,935

User Attribute (Pharmacist)	Mar. 2022	Feb. 2022
Pharmacist (owns a drugstore)	8,527	8,537
Pharmacist at a drugstore	9,390	9,336
Hospital pharmacist	92,571	91,981
Pharmacist (pharmaceutical company employee)	30,456	30,262
Pharmacist (drug wholesaling employee)	8,860	8,839
Pharmacist (other)	2,146	2,140
Pharmacist (owns a drugstore)	22,742	22,608

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,649	Hospital (200-299 beds)	14,558
Clinic (1-19 beds)	3,000	Hospital (300-499 beds)	32,786
Hospital (20-99 beds)	7,033	Hospital (500 beds or more)	65,057
Hospital (100-199 beds)	13,902	Other	6,329

Nikkei Medical Online Doctor Verification System

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Department

	March 2022	February 2022
Internal Medicine	62,582	62,407
Respiratory Tract Medicine	7,552	7,526
Gastroenterology	14,325	14,261
Endocrine/Metabolic	5,526	5,497
Kidney	4,293	4,271
Haematology	2,461	2,449
Neurology	4,716	4,700
Medical oncology	685	675
Psychosomatic Medicine	2,063	2,053
Other Medicine	3,635	3,622
Cardiovascular Surgery	2,506	2,501
Respiratory Tract Surgery	1,793	1,791
Gastroenterological Surgery	7,969	7,930
Cranial Nerve Surgery	5,233	5,215
Pediatric Surgery	685	687
Surgery	11,836	11,816
Orthopedic Surgery	11,341	11,304
Plastic Surgery	1,859	1,849
Oral Surgery	165	166
Other Surgery	1,419	1,409
Cardiovascular Disease	13,788	13,759
Allergies	2,706	2,703
Rheumatism	3,031	3,029
Geriatrics	1,325	1,323
General practice	1,540	1,522
Psychiatry	8,295	8,253
Pediatrics	14,076	14,035
Rehabilitation	4,192	4,184
Obstetrics/Gynecology	6,776	6,750
Breast surgery	516	511
Ophthalmology	4,470	4,451
Ear, Nose & Throat	4,464	4,447
Dermatology	5,895	5,871
Urology	4,498	4,483
Radiology	4,192	4,178
Anaesthesia	6,258	6,227
Palliative care	581	578
Emergency/ICU	5,258	5,241
STDs	93	91
Proctology	719	719
Preclinical Medicine	1,715	1,711
Pathology	571	566
Other	15,428	15,370

Marketing Report

Nikkei Medical ONLINE



■ April 2022 page views and unique browsers

◆ Monthly page views

15,636,812

Average page views per day
521,227.0

◆ Monthly unique browsers

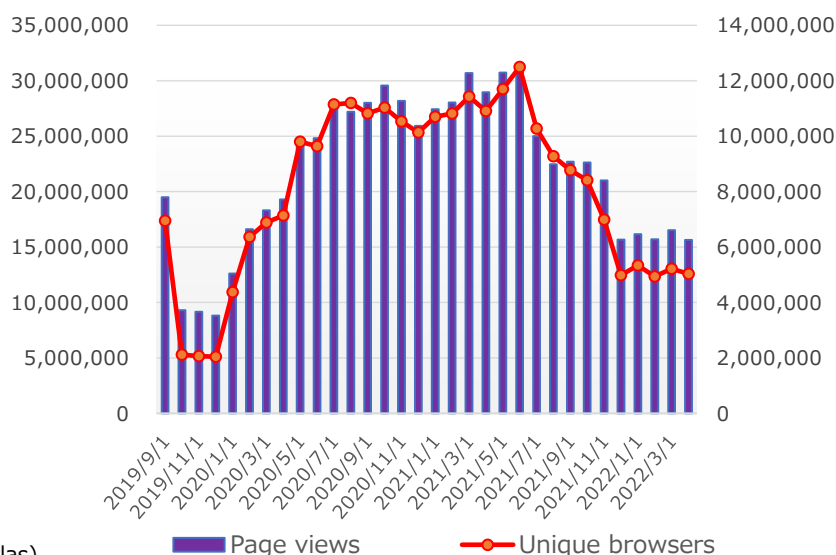
5,215,528

Average unique browsers per day
167,788.4

◆ Number of email delivery

623,785 (as of April 28)

(Source: Atlas)



Nikkei Drug Information



■ April 2022 page views and unique browsers

◆ Monthly page views

1,801,851

Average page views per day
60,061.7

◆ Monthly unique browsers

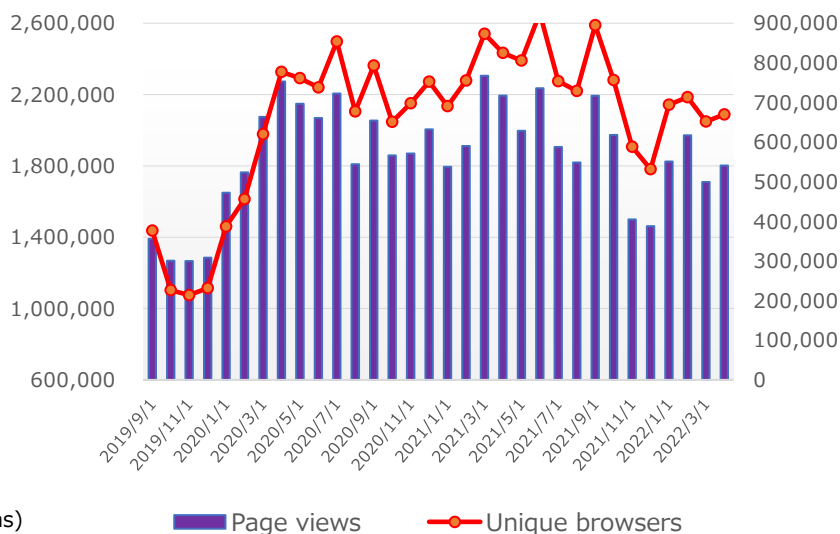
669,712

Average unique browsers per day
22,323.7

◆ Number of email delivery

134,984 (as of April 27)

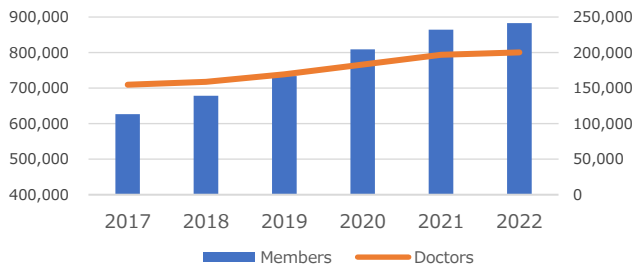
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	883,158
Doctors	143,323	154,821	158,868	169,557	196,847	200,299



Major User Attribute

April 30, 2022

Doctor	200,299	Dentist	9,315
Hospital Doctor	163,228	Pharmacist	175,998
Hospital Administrator/Director	7,667	Nurse/Nursing Assistant	61,636
Clinical Administrator/Director	29,404	Health nurse	3,629
		Maternity nurse	1,964

User Attribute (Pharmacist)

Apr. 2022

Mar. 2022

User Attribute (Pharmacist)	Apr. 2022	Mar. 2022
Pharmacist (owns a drugstore)	8,522	8,527
Pharmacist at a drugstore	9,449	9,390
Hospital pharmacist	93,388	92,571
Pharmacist (pharmaceutical company employee)	30,679	30,456
Pharmacist (drug wholesaling employee)	8,878	8,860
Pharmacist (other)	2,152	2,146
Pharmacist (owns a drugstore)	22,930	22,742

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,753	Hospital (200-299 beds)	14,661
Clinic (1-19 beds)	3,014	Hospital (300-499 beds)	33,083
Hospital (20-99 beds)	7,054	Hospital (500 beds or more)	65,603
Hospital (100-199 beds)	14,002	Other	6,357

Nikkei Medical Online Doctor Verification System

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Department

	April 2022	March 2022
Internal Medicine	62,868	62,582
Respiratory Tract Medicine	7,595	7,552
Gastroenterology	14,405	14,325
Endocrine/Metabolic	5,564	5,526
Kidney	4,318	4,293
Haematology	2,472	2,461
Neurology	4,743	4,716
Medical oncology	690	685
Psychosomatic Medicine	2,073	2,063
Other Medicine	3,674	3,635
Cardiovascular Surgery	2,515	2,506
Respiratory Tract Surgery	1,800	1,793
Gastroenterological Surgery	8,010	7,969
Cranial Nerve Surgery	5,253	5,233
Pediatric Surgery	685	685
Surgery	11,864	11,836
Orthopedic Surgery	11,418	11,341
Plastic Surgery	1,878	1,859
Oral Surgery	168	165
Other Surgery	1,433	1,419
Cardiovascular Disease	13,829	13,788
Allergies	2,707	2,706
Rheumatism	3,042	3,031
Geriatrics	1,330	1,325
General practice	1,563	1,540
Psychiatry	8,357	8,295
Pediatrics	14,133	14,076
Rehabilitation	4,204	4,192
Obstetrics/Gynecology	6,803	6,776
Breast surgery	523	516
Ophthalmology	4,495	4,470
Ear, Nose & Throat	4,498	4,464
Dermatology	5,945	5,895
Urology	4,520	4,498
Radiology	4,221	4,192
Anaesthesia	6,288	6,258
Palliative care	596	581
Emergency/ICU	5,294	5,258
STDs	94	93
Proctology	719	719
Preclinical Medicine	1,718	1,715
Pathology	578	571
Other	15,700	15,428

Marketing Report

Nikkei Medical ONLINE



■ May 2022 page views and unique browsers

◆ Monthly page views

16,911,628

Average page views per day
545,536.4

◆ Monthly unique browsers

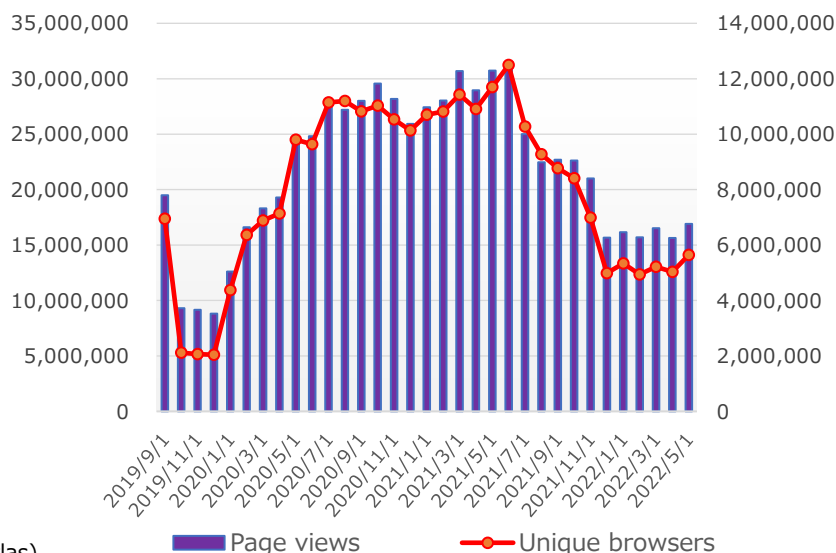
5,646,651

Average unique browsers per day
182,150.0

◆ Number of email delivery

622,195 (as of May 31)

(Source: Atlas)



Nikkei Drug Information



■ May 2022 page views and unique browsers

◆ Monthly page views

1,521,327

Average page views per day
49,075.1

◆ Monthly unique browsers

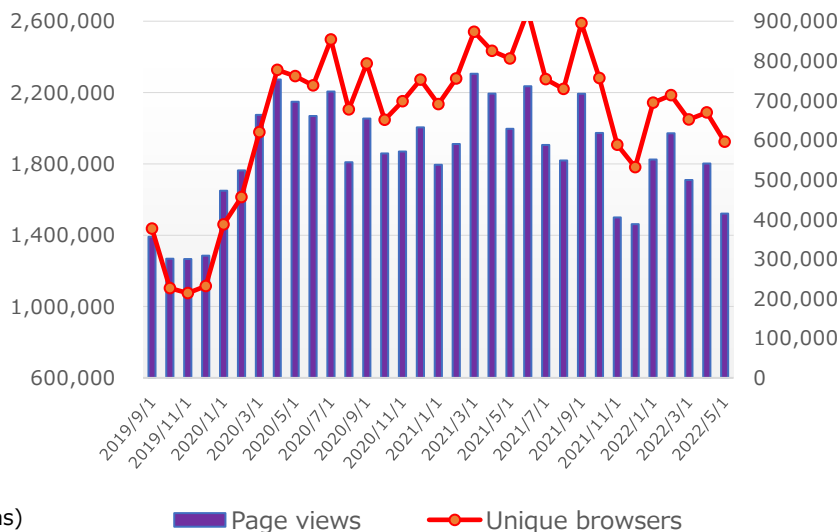
595,877

Average unique browsers per day
19,221.8

◆ Number of email delivery

134,765 (as of May 25)

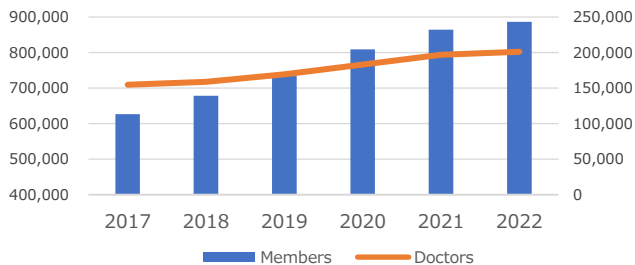
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	886,850
Doctors	143,323	154,821	158,868	169,557	196,847	201,190



Major User Attribute

May 31, 2022

Doctor	201,190	Dentist	9,337
Hospital Doctor	164,051	Pharmacist	176,775
Hospital Administrator/Director	7,681	Nurse/Nursing Assistant	62,099
Clinical Administrator/Director	29,458	Health nurse	3,658
		Maternity nurse	1,972

User Attribute (Pharmacist)

May 2022

Apr. 2022

Pharmacist (owns a drugstore)	8,513	8,522
Pharmacist at a drugstore	9,475	9,449
Hospital pharmacist	93,840	93,388
Pharmacist (pharmaceutical company employee)	30,847	30,679
Pharmacist (drug wholesaling employee)	8,899	8,878
Pharmacist (other)	2,154	2,152
Pharmacist (owns a drugstore)	23,047	22,930

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,837	Hospital (200-299 beds)	14,742
Clinic (1-19 beds)	3,023	Hospital (300-499 beds)	33,296
Hospital (20-99 beds)	7,073	Hospital (500 beds or more)	65,944
Hospital (100-199 beds)	14,057	Other	6,378

Nikkei Medical Online Doctor Verification System

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Department

	May 2022	April 2022
Internal Medicine	63,052	62,868
Respiratory Tract Medicine	7,629	7,595
Gastroenterology	14,460	14,405
Endocrine/Metabolic	5,595	5,564
Kidney	4,344	4,318
Haematology	2,482	2,472
Neurology	4,760	4,743
Medical oncology	694	690
Psychosomatic Medicine	2,078	2,073
Other Medicine	3,701	3,674
Cardiovascular Surgery	2,517	2,515
Respiratory Tract Surgery	1,805	1,800
Gastroenterological Surgery	8,023	8,010
Cranial Nerve Surgery	5,267	5,253
Pediatric Surgery	685	685
Surgery	11,893	11,864
Orthopedic Surgery	11,459	11,418
Plastic Surgery	1,888	1,878
Oral Surgery	166	168
Other Surgery	1,441	1,433
Cardiovascular Disease	13,854	13,829
Allergies	2,715	2,707
Rheumatism	3,051	3,042
Geriatrics	1,336	1,330
General practice	1,581	1,563
Psychiatry	8,403	8,357
Pediatrics	14,167	14,133
Rehabilitation	4,216	4,204
Obstetrics/Gynecology	6,814	6,803
Breast surgery	523	523
Ophthalmology	4,502	4,495
Ear, Nose & Throat	4,516	4,498
Dermatology	5,966	5,945
Urology	4,533	4,520
Radiology	4,236	4,221
Anaesthesia	6,322	6,288
Palliative care	603	596
Emergency/ICU	5,318	5,294
STDs	95	94
Proctology	720	719
Preclinical Medicine	1,726	1,718
Pathology	585	578
Other	15,876	15,700

Marketing Report

Nikkei Medical ONLINE



■ June 2022 page views and unique browsers

◆ Monthly page views

23,256,097

Average page views per day
775,203.2

◆ Monthly unique browsers

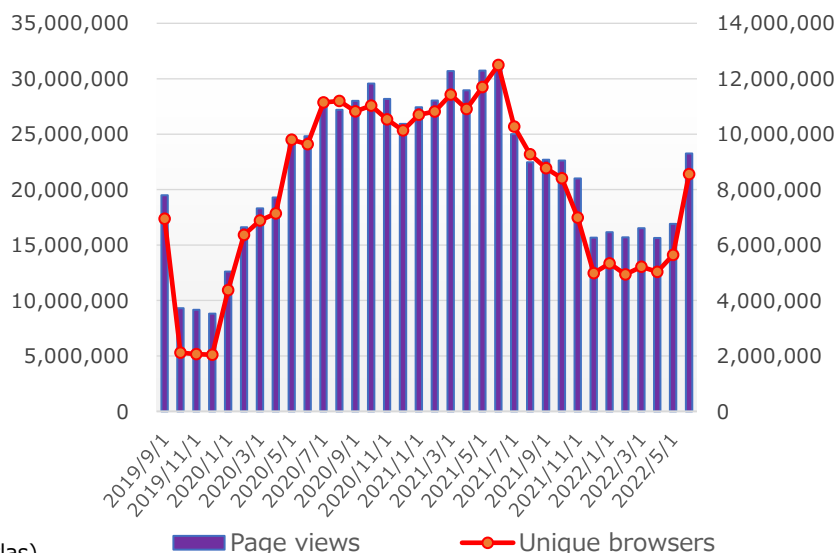
8,560,955

Average unique browsers per day
285,365.2

◆ Number of email delivery

621,220 (as of June 30)

(Source: Atlas)



Nikkei Drug Information



■ June 2022 page views and unique browsers

◆ Monthly page views

1,963,771

Average page views per day
65,459.0

◆ Monthly unique browsers

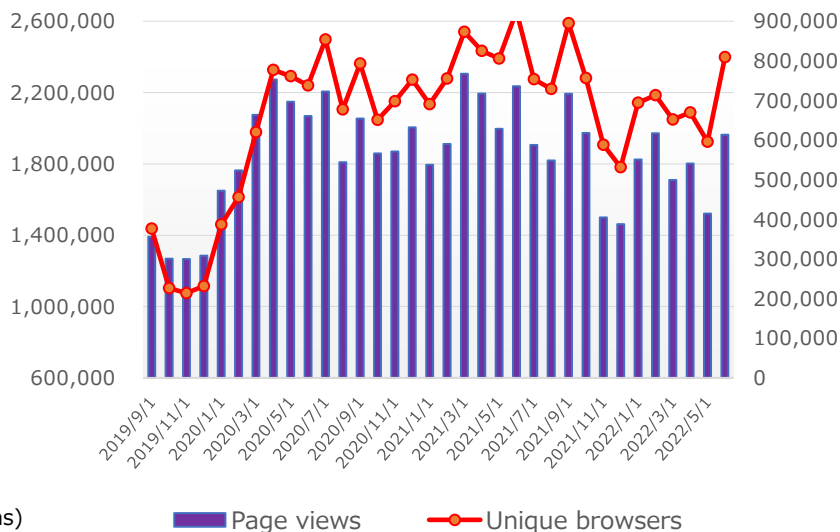
809,507

Average unique browsers per day
26,983.6

◆ Number of email delivery

134,736 (as of June 29)

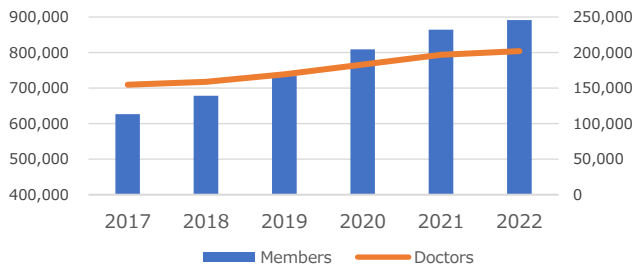
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	891,779
Doctors	143,323	154,821	158,868	169,557	196,847	202,097



Major User Attribute

June 30, 2022

Doctor	202,097	Dentist	9,379
Hospital Doctor	164,855	Pharmacist	177,734
Hospital Administrator/Director	7,694	Nurse/Nursing Assistant	62,677
Clinical Administrator/Director	29,548	Health nurse	3,681
		Maternity nurse	1,983

User Attribute (Pharmacist)

June 2022

May 2022

Pharmacist (owns a drugstore)	8,505	8,513
Pharmacist at a drugstore	9,515	9,475
Hospital pharmacist	94,386	93,840
Pharmacist (pharmaceutical company employee)	31,037	30,847
Pharmacist (drug wholesaling employee)	8,936	8,899
Pharmacist (other)	2,158	2,154
Pharmacist (owns a drugstore)	23,197	23,047

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,942	Hospital (200-299 beds)	14,801
Clinic (1-19 beds)	3,033	Hospital (300-499 beds)	33,483
Hospital (20-99 beds)	7,096	Hospital (500 beds or more)	66,289
Hospital (100-199 beds)	14,107	Other	6,404

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 2022	May 2022
Internal Medicine	63,246	63,052
Respiratory Tract Medicine	7,667	7,629
Gastroenterology	14,507	14,460
Endocrine/Metabolic	5,622	5,595
Kidney	4,367	4,344
Haematology	2,497	2,482
Neurology	4,782	4,760
Medical oncology	706	694
Psychosomatic Medicine	2,082	2,078
Other Medicine	3,725	3,701
Cardiovascular Surgery	2,532	2,517
Respiratory Tract Surgery	1,808	1,805
Gastroenterological Surgery	8,054	8,023
Cranial Nerve Surgery	5,284	5,267
Pediatric Surgery	688	685
Surgery	11,910	11,893
Orthopedic Surgery	11,502	11,459
Plastic Surgery	1,896	1,888
Oral Surgery	167	166
Other Surgery	1,447	1,441
Cardiovascular Disease	13,872	13,854
Allergies	2,717	2,715
Rheumatism	3,062	3,051
Geriatrics	1,340	1,336
General practice	1,599	1,581
Psychiatry	8,446	8,403
Pediatrics	14,203	14,167
Rehabilitation	4,226	4,216
Obstetrics/Gynecology	6,842	6,814
Breast surgery	530	523
Ophthalmology	4,515	4,502
Ear, Nose & Throat	4,539	4,516
Dermatology	5,992	5,966
Urology	4,561	4,533
Radiology	4,255	4,236
Anaesthesia	6,338	6,322
Palliative care	609	603
Emergency/ICU	5,331	5,318
STDs	96	95
Proctology	722	720
Preclinical Medicine	1,730	1,726
Pathology	588	585
Other	16,013	15,876

Marketing Report

Nikkei Medical ONLINE



July 2022 page views and unique browsers

◆ Monthly page views

24,127,440

Average page views per day
778,304.5

◆ Monthly unique browsers

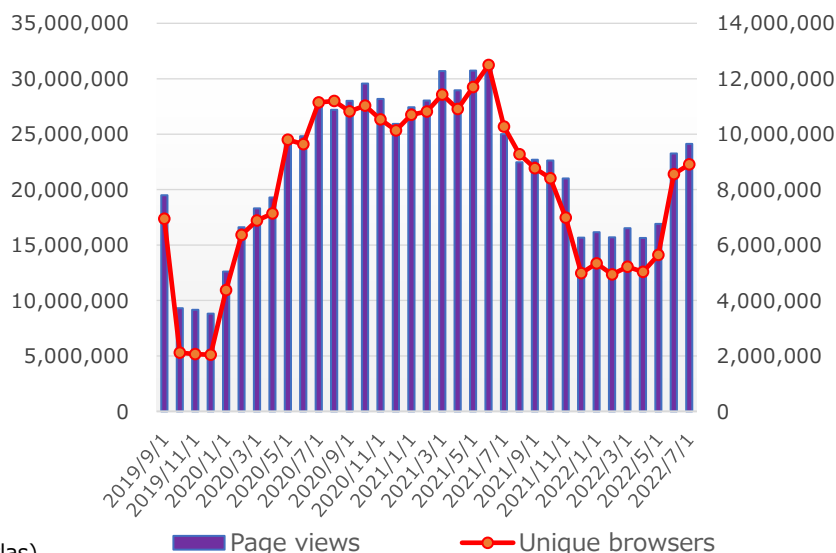
8,914,434

Average unique browsers per day
287,562.4

◆ Number of email delivery

622,721 (as of July 28)

(Source: Atlas)



Nikkei Drug Information



July 2022 page views and unique browsers

◆ Monthly page views

1,799,435

Average page views per day
58,046.3

◆ Monthly unique browsers

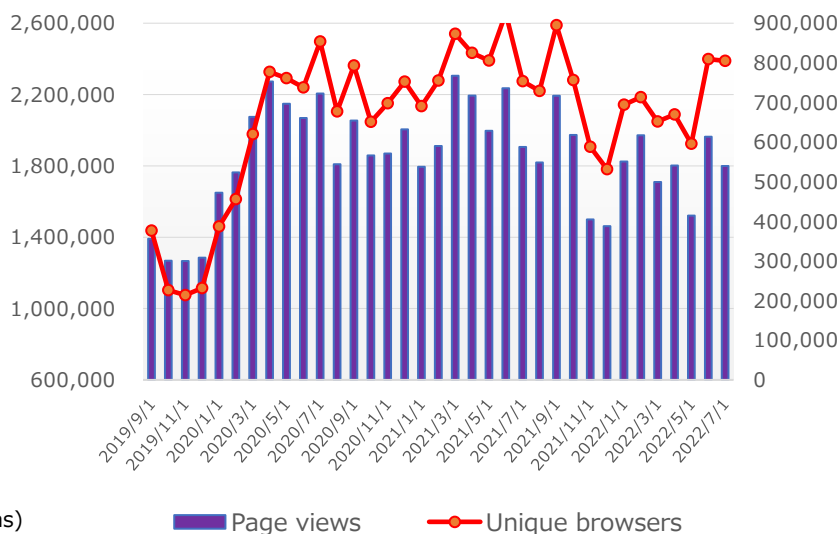
804,929

Average unique browsers per day
25,965.5

◆ Number of email delivery

135,214 (as of July 27)

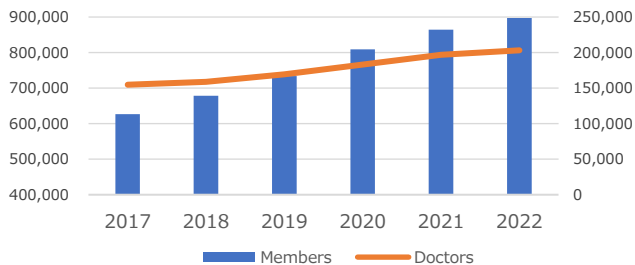
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	897,455
Doctors	143,323	154,821	158,868	169,557	196,847	203,163



Major User Attribute

July 31, 2022

Doctor	203,163	Dentist	9,431
Hospital Doctor	165,803	Pharmacist	179,082
Hospital Administrator/Director	7,726	Nurse/Nursing Assistant	63,209
Clinical Administrator/Director	29,634	Health nurse	3,715
		Maternity nurse	1,996

User Attribute (Pharmacist)

July 2022

June 2022

User Attribute (Pharmacist)	July 2022	June 2022
Pharmacist (owns a drugstore)	8,505	8,505
Pharmacist at a drugstore	9,573	9,515
Hospital pharmacist	95,177	94,386
Pharmacist (pharmaceutical company employee)	31,287	31,037
Pharmacist (drug wholesaling employee)	8,998	8,936
Pharmacist (other)	2,173	2,158
Pharmacist (owns a drugstore)	23,369	23,197

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,062	Hospital (200-299 beds)	14,867
Clinic (1-19 beds)	3,048	Hospital (300-499 beds)	33,723
Hospital (20-99 beds)	7,132	Hospital (500 beds or more)	66,647
Hospital (100-199 beds)	14,200	Other	6,425

Nikkei Medical Online Doctor Verification System

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By this double checking through detailed registration input by doctors themselves and confirmation of location, Nikkei Medical Online is able to bring together active member doctors with a strong awareness of information gathering.

Department

	July 2022	June 2022
Internal Medicine	63,504	63,246
Respiratory Tract Medicine	7,711	7,667
Gastroenterology	14,568	14,507
Endocrine/Metabolic	5,664	5,622
Kidney	4,400	4,367
Haematology	2,517	2,497
Neurology	4,810	4,782
Medical oncology	717	706
Psychosomatic Medicine	2,087	2,082
Other Medicine	3,753	3,725
Cardiovascular Surgery	2,538	2,532
Respiratory Tract Surgery	1,815	1,808
Gastroenterological Surgery	8,094	8,054
Cranial Nerve Surgery	5,306	5,284
Pediatric Surgery	692	688
Surgery	11,933	11,910
Orthopedic Surgery	11,555	11,502
Plastic Surgery	1,910	1,896
Oral Surgery	166	167
Other Surgery	1,457	1,447
Cardiovascular Disease	13,913	13,872
Allergies	2,724	2,717
Rheumatism	3,070	3,062
Geriatrics	1,344	1,340
General practice	1,615	1,599
Psychiatry	8,474	8,446
Pediatrics	14,260	14,203
Rehabilitation	4,231	4,226
Obstetrics/Gynecology	6,873	6,842
Breast surgery	533	530
Ophthalmology	4,543	4,515
Ear, Nose & Throat	4,551	4,539
Dermatology	6,026	5,992
Urology	4,580	4,561
Radiology	4,267	4,255
Anaesthesia	6,369	6,338
Palliative care	612	609
Emergency/ICU	5,352	5,331
STDs	96	96
Proctology	724	722
Preclinical Medicine	1,734	1,730
Pathology	592	588
Other	16,109	16,013

Marketing Report

Nikkei Medical ONLINE



■ August 2022 page views and unique browsers

◆ Monthly page views

22,128,522

Average page views per day
713,823.2

◆ Monthly unique browsers

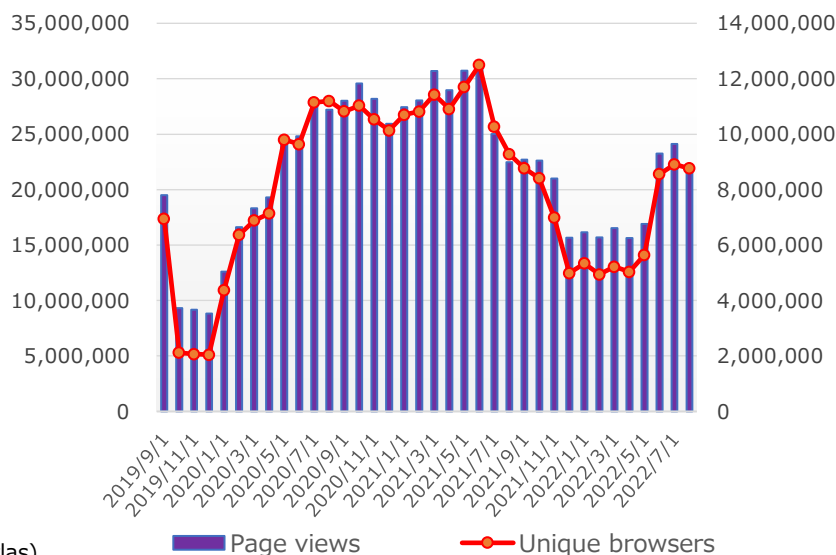
8,767,806

Average unique browsers per day
282,832.5

◆ Number of email delivery

624,015 (as of August 30)

(Source: Atlas)



Nikkei Drug Information



■ August 2022 page views and unique browsers

◆ Monthly page views

1,892,386

Average page views per day
61,044.7

◆ Monthly unique browsers

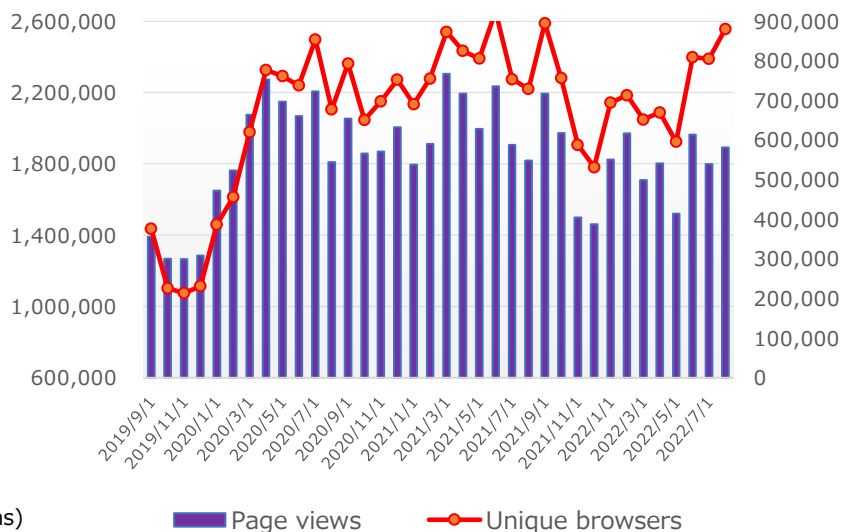
880,493

Average unique browsers per day
28,403.0

◆ Number of email delivery

135,723 (as of August 31)

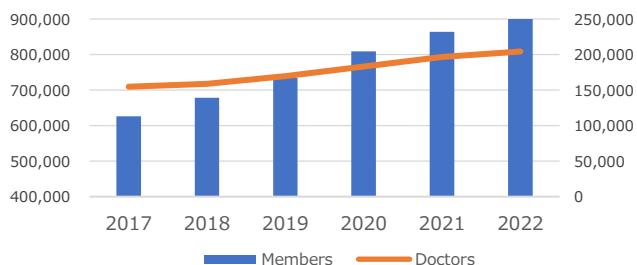
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	902,750
Doctors	143,323	154,821	158,868	169,557	196,847	204,254



Major User Attribute

August 31, 2022

Doctor	204,254	Dentist	9,488
Hospital Doctor	166,765	Pharmacist	180,297
Hospital Administrator/Director	7,761	Nurse/Nursing Assistant	63,773
Clinical Administrator/Director	29,728	Health nurse	3,750
		Maternity nurse	2,023

User Attribute (Pharmacist)

August 2022

July 2022

Pharmacist (owns a drugstore)	8,496	8,505
Pharmacist at a drugstore	9,627	9,573
Hospital pharmacist	95,858	95,177
Pharmacist (pharmaceutical company employee)	31,556	31,287
Pharmacist (drug wholesaling employee)	9,048	8,998
Pharmacist (other)	2,188	2,173
Pharmacist (owns a drugstore)	23,524	23,369

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,158	Hospital (200-299 beds)	14,956
Clinic (1-19 beds)	3,058	Hospital (300-499 beds)	33,944
Hospital (20-99 beds)	7,174	Hospital (500 beds or more)	67,044
Hospital (100-199 beds)	14,280	Other	6,453

Nikkei Medical Online Doctor Verification System

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Department

	August 2022	July 2022
Internal Medicine	63,709	63,504
Respiratory Tract Medicine	7,766	7,711
Gastroenterology	14,650	14,568
Endocrine/Metabolic	5,704	5,664
Kidney	4,439	4,400
Haematology	2,528	2,517
Neurology	4,838	4,810
Medical oncology	726	717
Psychosomatic Medicine	2,095	2,087
Other Medicine	3,778	3,753
Cardiovascular Surgery	2,553	2,538
Respiratory Tract Surgery	1,827	1,815
Gastroenterological Surgery	8,130	8,094
Cranial Nerve Surgery	5,332	5,306
Pediatric Surgery	692	692
Surgery	11,968	11,933
Orthopedic Surgery	11,598	11,555
Plastic Surgery	1,925	1,910
Oral Surgery	167	166
Other Surgery	1,470	1,457
Cardiovascular Disease	13,970	13,913
Allergies	2,728	2,724
Rheumatism	3,082	3,070
Geriatrics	1,348	1,344
General practice	1,636	1,615
Psychiatry	8,514	8,474
Pediatrics	14,305	14,260
Rehabilitation	4,243	4,231
Obstetrics/Gynecology	6,909	6,873
Breast surgery	536	533
Ophthalmology	4,558	4,543
Ear, Nose & Throat	4,575	4,551
Dermatology	6,059	6,026
Urology	4,597	4,580
Radiology	4,283	4,267
Anaesthesia	6,404	6,369
Palliative care	620	612
Emergency/ICU	5,385	5,352
STDs	96	96
Proctology	724	724
Preclinical Medicine	1,740	1,734
Pathology	597	592
Other	16,221	16,109

Marketing Report

Nikkei Medical ONLINE



September 2022 page views and unique browsers

◆ Monthly page views

21,306,205

Average page views per day
710,206.8

◆ Monthly unique browsers

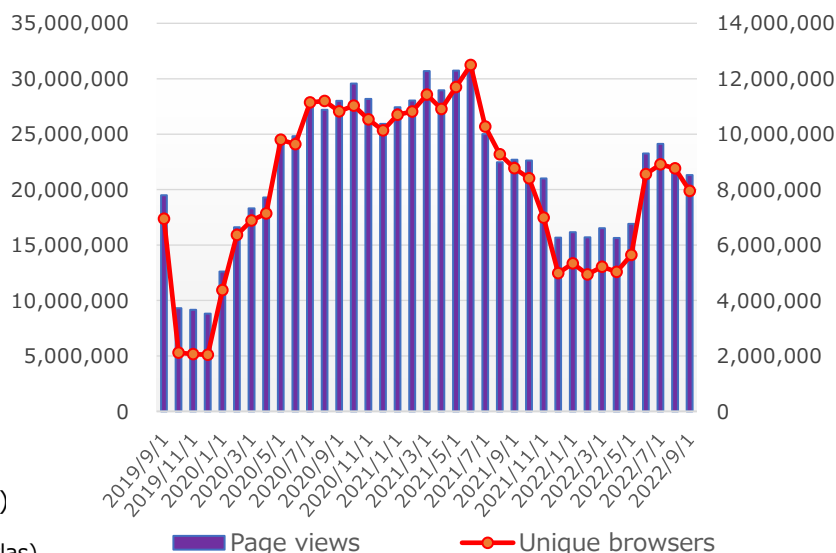
7,952,202

Average unique browsers per day
265,073.4

◆ Number of email delivery

624,597 (as of September 29)

(Source: Atlas)



Nikkei Drug Information



September 2022 page views and unique browsers

◆ Monthly page views

1,642,899

Average page views per day
54,763.3

◆ Monthly unique browsers

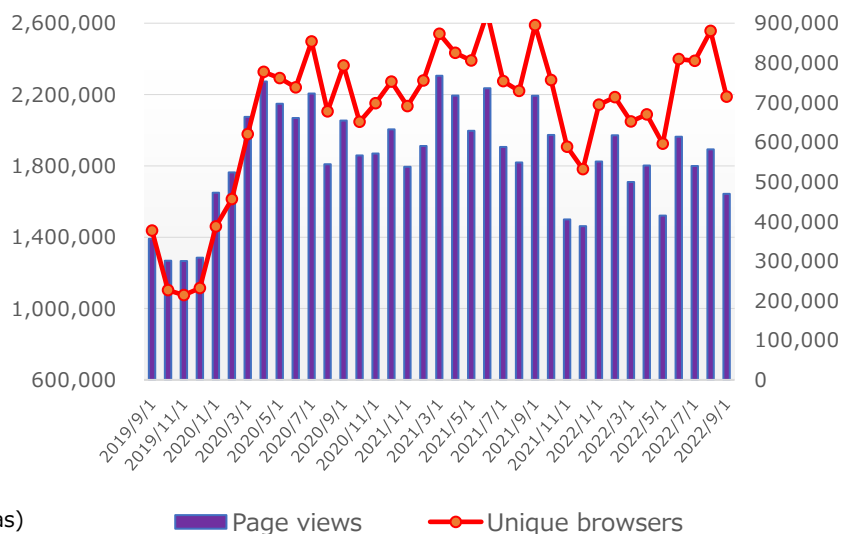
714,401

Average unique browsers per day
23,813.4

◆ Number of email delivery

136,030 (as of September 28)

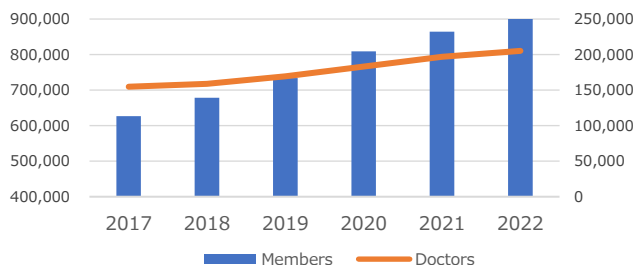
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	907,330
Doctors	143,323	154,821	158,868	169,557	196,847	205,221



Major User Attribute

September 30, 2022

Doctor	205,221	Dentist	9,523
Hospital Doctor	167,616	Pharmacist	181,322
Hospital Administrator/Director	7,790	Nurse/Nursing Assistant	64,253
Clinical Administrator/Director	29,815	Health nurse	3,772
		Maternity nurse	2,034

User Attribute (Pharmacist) September 2022 August 2022

Pharmacist (owns a drugstore)	8,489	8,496
Pharmacist at a drugstore	9,685	9,627
Hospital pharmacist	96,403	95,858
Pharmacist (pharmaceutical company employee)	31,772	31,556
Pharmacist (drug wholesaling employee)	9,084	9,048
Pharmacist (other)	2,197	2,188
Pharmacist (owns a drugstore)	23,692	23,524

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,260	Hospital (200-299 beds)	15,018
Clinic (1-19 beds)	3,071	Hospital (300-499 beds)	34,123
Hospital (20-99 beds)	7,199	Hospital (500 beds or more)	67,422
Hospital (100-199 beds)	14,358	Other	6,470

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Department

	September 2022	August 2022
Internal Medicine	63,928	63,709
Respiratory Tract Medicine	7,815	7,766
Gastroenterology	14,707	14,650
Endocrine/Metabolic	5,733	5,704
Kidney	4,474	4,439
Haematology	2,545	2,528
Neurology	4,866	4,838
Medical oncology	737	726
Psychosomatic Medicine	2,110	2,095
Other Medicine	3,799	3,778
Cardiovascular Surgery	2,559	2,553
Respiratory Tract Surgery	1,833	1,827
Gastroenterological Surgery	8,156	8,130
Cranial Nerve Surgery	5,356	5,332
Pediatric Surgery	693	692
Surgery	11,993	11,968
Orthopedic Surgery	11,646	11,598
Plastic Surgery	1,929	1,925
Oral Surgery	166	167
Other Surgery	1,474	1,470
Cardiovascular Disease	14,016	13,970
Allergies	2,733	2,728
Rheumatism	3,093	3,082
Geriatrics	1,350	1,348
General practice	1,658	1,636
Psychiatry	8,566	8,514
Pediatrics	14,335	14,305
Rehabilitation	4,258	4,243
Obstetrics/Gynecology	6,935	6,909
Breast surgery	539	536
Ophthalmology	4,569	4,558
Ear, Nose & Throat	4,630	4,575
Dermatology	6,087	6,059
Urology	4,623	4,597
Radiology	4,296	4,283
Anaesthesia	6,428	6,404
Palliative care	633	620
Emergency/ICU	5,408	5,385
STDs	96	96
Proctology	725	724
Preclinical Medicine	1,744	1,740
Pathology	604	597
Other	16,306	16,221

Marketing Report

Nikkei Medical ONLINE



■ October 2022 page views and unique browsers

◆ Monthly page views

23,780,101

Average page views per day
710,206.8

◆ Monthly unique browsers

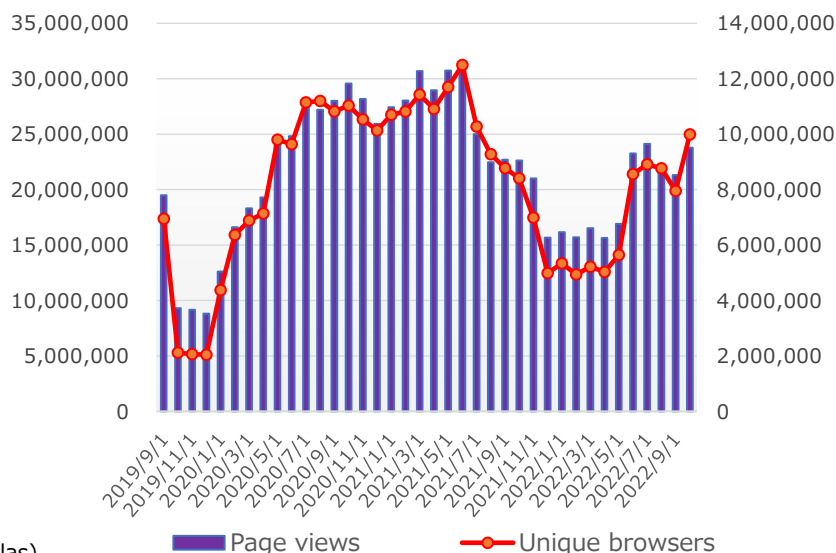
9,989,942

Average unique browsers per day
322,256.2

◆ Number of email delivery

621,728 (as of October 28)

(Source: Atlas)



Nikkei Drug Information



■ October 2022 page views and unique browsers

◆ Monthly page views

4,029,727

Average page views per day
129,991.2

◆ Monthly unique browsers

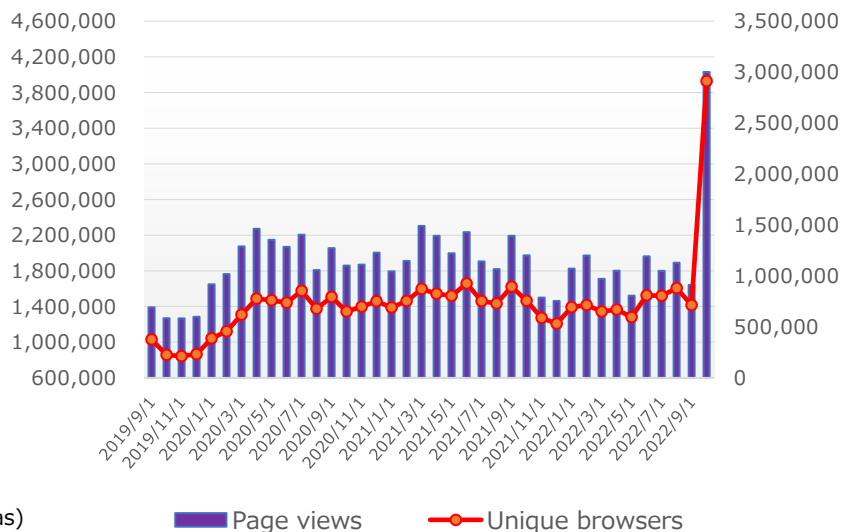
2,912,092

Average unique browsers per day
93,938.5

◆ Number of email delivery

135,864 (as of October 26)

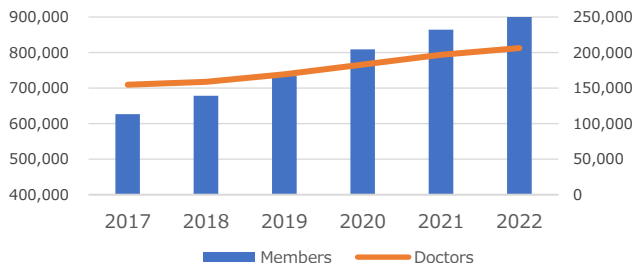
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	912,264
Doctors	143,323	154,821	158,868	169,557	196,847	206,298



Major User Attribute

October 31, 2022

Doctor	206,298	Dentist	9,577
Hospital Doctor	168,500	Pharmacist	182,618
Hospital Administrator/Director	7,826	Nurse/Nursing Assistant	64,757
Clinical Administrator/Director	29,972	Health nurse	3,785
		Maternity nurse	2,043

User Attribute (Pharmacist) October 2022 September 2022

Pharmacist (owns a drugstore)	8,484	8,489
Pharmacist at a drugstore	9,763	9,685
Hospital pharmacist	97,083	96,403
Pharmacist (pharmaceutical company employee)	32,104	31,772
Pharmacist (drug wholesaling employee)	9,126	9,084
Pharmacist (other)	2,211	2,197
Pharmacist (owns a drugstore)	23,847	23,692

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,390	Hospital (200-299 beds)	15,083
Clinic (1-19 beds)	3,084	Hospital (300-499 beds)	34,333
Hospital (20-99 beds)	7,228	Hospital (500 beds or more)	67,749
Hospital (100-199 beds)	14,444	Other	6,495

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Department

	October 2022	September 2022
Internal Medicine	64,244	63,928
Respiratory Tract Medicine	7,873	7,815
Gastroenterology	14,770	14,707
Endocrine/Metabolic	5,763	5,733
Kidney	4,493	4,474
Haematology	2,554	2,545
Neurology	4,884	4,866
Medical oncology	744	737
Psychosomatic Medicine	2,119	2,110
Other Medicine	3,828	3,799
Cardiovascular Surgery	2,566	2,559
Respiratory Tract Surgery	1,845	1,833
Gastroenterological Surgery	8,196	8,156
Cranial Nerve Surgery	5,379	5,356
Pediatric Surgery	700	693
Surgery	12,022	11,993
Orthopedic Surgery	11,698	11,646
Plastic Surgery	1,940	1,929
Oral Surgery	168	166
Other Surgery	1,485	1,474
Cardiovascular Disease	14,047	14,016
Allergies	2,744	2,733
Rheumatism	3,100	3,093
Geriatrics	1,352	1,350
General practice	1,674	1,658
Psychiatry	8,610	8,566
Pediatrics	14,386	14,335
Rehabilitation	4,269	4,258
Obstetrics/Gynecology	6,976	6,935
Breast surgery	546	539
Ophthalmology	4,596	4,569
Ear, Nose & Throat	4,645	4,630
Dermatology	6,117	6,087
Urology	4,641	4,623
Radiology	4,319	4,296
Anaesthesia	6,457	6,428
Palliative care	640	633
Emergency/ICU	5,430	5,408
STDs	98	96
Proctology	729	725
Preclinical Medicine	1,746	1,744
Pathology	612	604
Other	16,406	16,306

Marketing Report

Nikkei Medical ONLINE



■ November 2022 page views and unique browsers

◆ Monthly page views

22,063,822

Average page views per day
735,460.7

◆ Monthly unique browsers

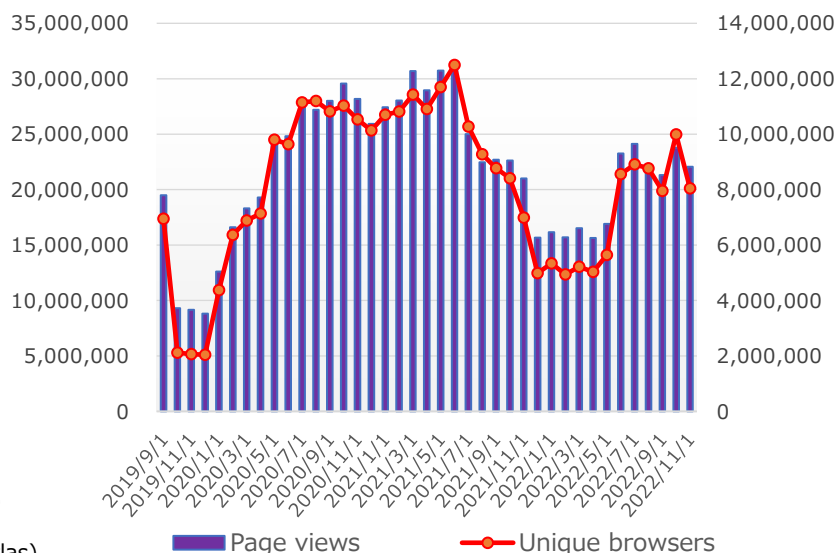
8,044,749

Average unique browsers per day
268,158.3

◆ Number of email delivery

621,510 (as of November 29)

(Source: Atlas)



Nikkei Drug Information



■ November 2022 page views and unique browsers

◆ Monthly page views

2,191,489

Average page views per day
129,991.2

◆ Monthly unique browsers

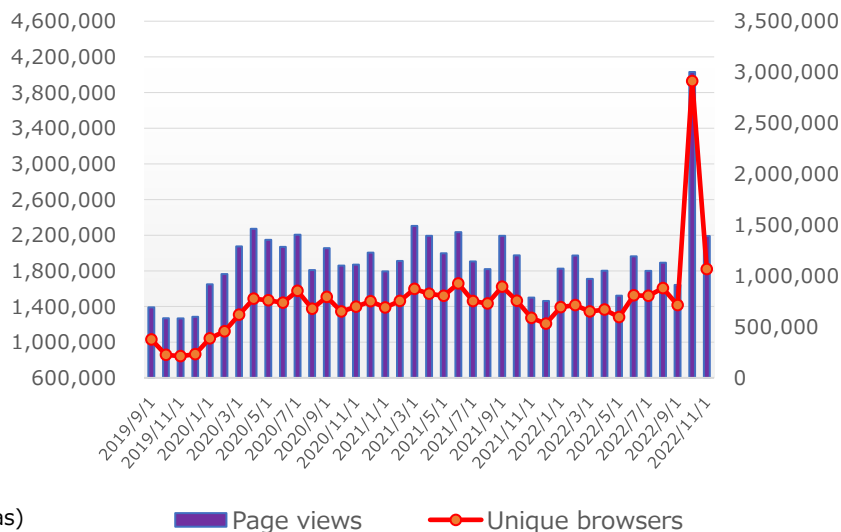
1,067,028

Average unique browsers per day
35,567.6

◆ Number of email delivery

135,816 (as of November 30)

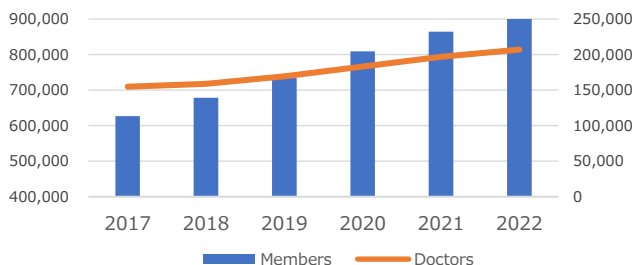
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	916,706
Doctors	143,323	154,821	158,868	169,557	196,847	207,123



Major User Attribute

November 30, 2022

Doctor	207,123	Dentist	9,627
Hospital Doctor	169,211	Pharmacist	183,630
Hospital Administrator/Director	7,848	Nurse/Nursing Assistant	65,192
Clinical Administrator/Director	30,064	Health nurse	3,807
		Maternity nurse	2,056

User Attribute (Pharmacist)

	November 2022	October 2022
Pharmacist (owns a drugstore)	8,481	8,484
Pharmacist at a drugstore	9,818	9,763
Hospital pharmacist	97,644	97,083
Pharmacist (pharmaceutical company employee)	32,350	32,104
Pharmacist (drug wholesaling employee)	9,160	9,126
Pharmacist (other)	2,216	2,211
Pharmacist (owns a drugstore)	23,961	23,847

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,481	Hospital (200-299 beds)	15,133
Clinic (1-19 beds)	3,098	Hospital (300-499 beds)	34,477
Hospital (20-99 beds)	7,247	Hospital (500 beds or more)	68,057
Hospital (100-199 beds)	14,514	Other	6,510

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 2022	October 2022
Internal Medicine	64,421	64,244
Respiratory Tract Medicine	7,915	7,873
Gastroenterology	14,822	14,770
Endocrine/Metabolic	5,801	5,763
Kidney	4,513	4,493
Haematology	2,565	2,554
Neurology	4,895	4,884
Medical oncology	757	744
Psychosomatic Medicine	2,122	2,119
Other Medicine	3,854	3,828
Cardiovascular Surgery	2,574	2,566
Respiratory Tract Surgery	1,850	1,845
Gastroenterological Surgery	8,218	8,196
Cranial Nerve Surgery	5,399	5,379
Pediatric Surgery	702	700
Surgery	12,039	12,022
Orthopedic Surgery	11,734	11,698
Plastic Surgery	1,951	1,940
Oral Surgery	167	168
Other Surgery	1,495	1,485
Cardiovascular Disease	14,079	14,047
Allergies	2,748	2,744
Rheumatism	3,104	3,100
Geriatrics	1,352	1,352
General practice	1,693	1,674
Psychiatry	8,644	8,610
Pediatrics	14,425	14,386
Rehabilitation	4,275	4,269
Obstetrics/Gynecology	6,993	6,976
Breast surgery	552	546
Ophthalmology	4,608	4,596
Ear, Nose & Throat	4,673	4,645
Dermatology	6,141	6,117
Urology	4,663	4,641
Radiology	4,334	4,319
Anaesthesia	6,478	6,457
Palliative care	644	640
Emergency/ICU	5,446	5,430
STDs	99	98
Proctology	731	729
Preclinical Medicine	1,748	1,746
Pathology	619	612
Other	16,499	16,406

Marketing Report

Nikkei Medical ONLINE



December 2022 page views and unique browsers

◆ Monthly page views

19,599,154

Average page views per day
632,230.8

◆ Monthly unique browsers

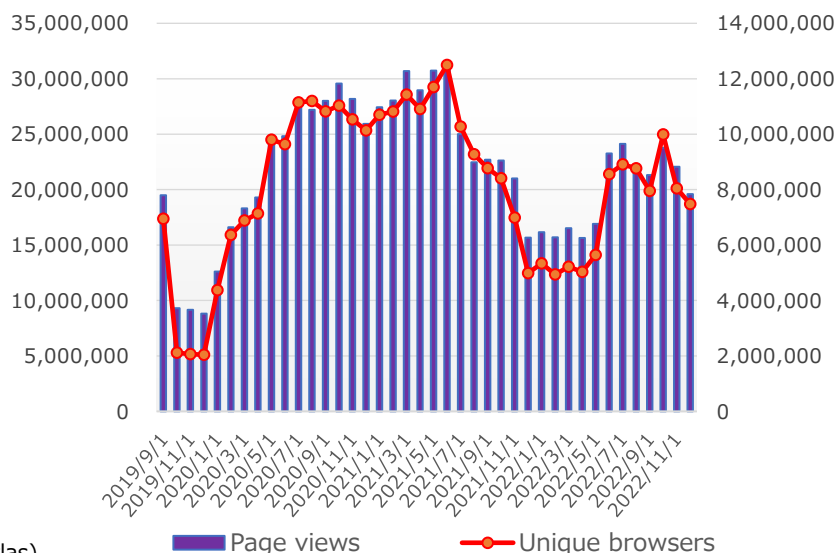
7,480,333

Average unique browsers per day
241,301.1

◆ Number of email delivery

620,851 (as of December 27)

(Source: Atlas)



Nikkei Drug Information



December 2022 page views and unique browsers

◆ Monthly page views

1,532,599

Average page views per day
49,438.7

◆ Monthly unique browsers

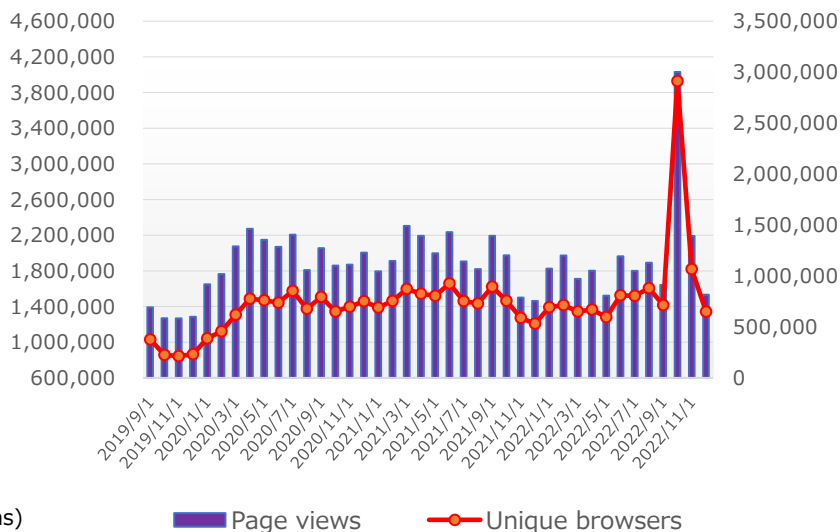
649,753

Average unique browsers per day
20,959.8

◆ Number of email delivery

135,754 (as of December 28)

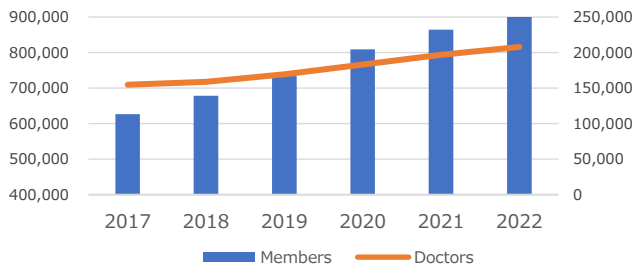
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	920,498
Doctors	143,323	154,821	158,868	169,557	196,847	207,945



Major User Attribute

December 31, 2022

Doctor	207,945	Dentist	9,673
Hospital Doctor	169,910	Pharmacist	184,358
Hospital Administrator/Director	7,873	Nurse/Nursing Assistant	65,581
Clinical Administrator/Director	30,162	Health nurse	3,822
		Maternity nurse	2,071

User Attribute (Pharmacist) December 2022 November 2022

Pharmacist (owns a drugstore)	8,465	8,481
Pharmacist at a drugstore	9,860	9,818
Hospital pharmacist	98,045	97,644
Pharmacist (pharmaceutical company employee)	32,494	32,350
Pharmacist (drug wholesaling employee)	9,193	9,160
Pharmacist (other)	2,229	2,216
Pharmacist (owns a drugstore)	24,072	23,961

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,602	Hospital (200-299 beds)	15,170
Clinic (1-19 beds)	3,114	Hospital (300-499 beds)	34,647
Hospital (20-99 beds)	7,276	Hospital (500 beds or more)	68,293
Hospital (100-199 beds)	14,591	Other	6,523

Nikkei Medical Online Doctor Verification System

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Department

	December 2022	November 2022
Internal Medicine	64,652	64,421
Respiratory Tract Medicine	7,941	7,915
Gastroenterology	14,866	14,822
Endocrine/Metabolic	5,830	5,801
Kidney	4,543	4,513
Haematology	2,576	2,565
Neurology	4,912	4,895
Medical oncology	763	757
Psychosomatic Medicine	2,135	2,122
Other Medicine	3,879	3,854
Cardiovascular Surgery	2,577	2,574
Respiratory Tract Surgery	1,853	1,850
Gastroenterological Surgery	8,239	8,218
Cranial Nerve Surgery	5,423	5,399
Pediatric Surgery	703	702
Surgery	12,066	12,039
Orthopedic Surgery	11,779	11,734
Plastic Surgery	1,963	1,951
Oral Surgery	168	167
Other Surgery	1,505	1,495
Cardiovascular Disease	14,124	14,079
Allergies	2,752	2,748
Rheumatism	3,116	3,104
Geriatrics	1,353	1,352
General practice	1,709	1,693
Psychiatry	8,680	8,644
Pediatrics	14,465	14,425
Rehabilitation	4,283	4,275
Obstetrics/Gynecology	7,037	6,993
Breast surgery	561	552
Ophthalmology	4,618	4,608
Ear, Nose & Throat	4,688	4,673
Dermatology	6,164	6,141
Urology	4,679	4,663
Radiology	4,344	4,334
Anaesthesia	6,498	6,478
Palliative care	653	644
Emergency/ICU	5,459	5,446
STDs	100	99
Proctology	732	731
Preclinical Medicine	1,746	1,748
Pathology	630	619
Other	16,560	16,499