

HEARING AD SHOPPERS

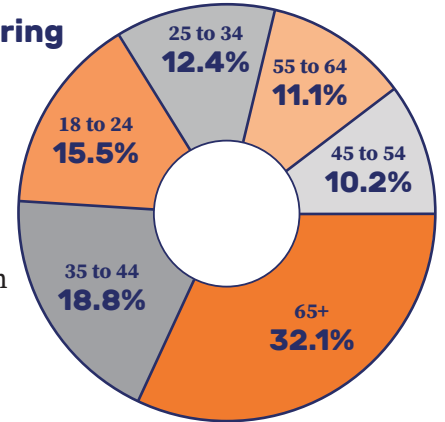
are actively engaged with print and digital newspapers



One-third of all hearing aid shoppers

are adults age 65+.

They are **102% more likely** than the average person to purchase a hearing aid in the next year.



Nearly two-thirds of adults (62.6%) age 65+ read a print or digital newspaper each week.

Half of adults 65+ read a print newspaper each week.

One-third of adults 65+ read a digital newspaper each week.

MANSI Media is here to simplify all of your print and digital newspaper ad planning and placement needs. From market research and rate negotiation to flawless execution of multi-market campaigns, we streamline the media buying process to ensure that your campaign successfully reaches your target audience.

Get started today by contacting

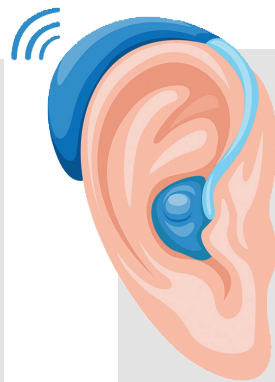
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MANSI Media
The Newspaper & Digital Advertising Authority



Hearing aid shoppers are:

115% more likely to read a newspaper 6-7 days per week.

63% more likely to have responded to a newspaper ad in the past 30 days.

57% more likely to have reacted to an advertising circular inserted into a Sunday newspaper.

52% more likely to read the local newspaper via their website or app.

TOP 5 FAVORITE NEWSPAPER SECTIONS FOR HEARING AID SHOPPERS:

Local News
Food and Cooking
Sports

Political
Health and Wellness