

Medicare participants are **NEWSPAPER ENTHUSIASTS**

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, two-thirds of adults who have a Medicare Advantage or supplemental plan read a newspaper each week.*

Of those who have a Medicare Advantage or supplemental plan, **64% read a newspaper each week!**¹

HEALTH INSURANCE BUYERS ARE:

14% more likely than all U.S. adults to have **taken action in the past month as the result of an ad.**²

42% more likely than all U.S. adults to **read a newspaper 6-7 days** of the week.²

AVID AND ENGAGED newspaper readers who are:

40% more likely than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**²

51% more likely than all U.S. adults to visit their local newspaper's website.²

78% more likely than all U.S. adults to say that newspapers are a valuable source of content they cannot find elsewhere.²

FAVORITE SECTIONS OF THE NEWSPAPER FOR HEALTH INSURANCE BUYERS:

- Main News
- Local News
- Obituaries
- National News
- Food and Cooking



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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