

NEWSPAPER READERS are senior living shoppers

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, nearly 7 in 10 senior living shoppers read a newspaper each week.*

68% of those who plan to shop for a retirement facility, assisted living or nursing home read a newspaper each week.¹

Elder care/nursing home shoppers are avid and engaged newspaper readers.



ELDER CARE/ NURSING HOME SHOPPERS ARE:

107% more likely than all U.S. adults to read a newspaper six to seven days per week.²

95% more likely than all U.S. adults to say that newspapers are a valuable source of content they cannot find elsewhere.²

36% more likely than all U.S. adults to visit the website of their local newspaper.²

28% more likely than all U.S. adults to prefer reading a local daily or Sunday newspaper.²

MORE LIKELY TO RESPOND TO NEWSPAPER ADS:

71% of elder care/nursing home shoppers have taken action in the past year as a result of a newspaper ad.²

Target senior living shoppers by advertising in the newspaper sections they read the most:¹

- Main News
- Local News
- International News
- Food and Cooking
- Entertainment



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.



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