

# Newspaper readers **ACTIVELY RESPOND** to Pharmaceutical Ads

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey<sup>1</sup>, newspaper enthusiasts\* take action as a result of reading healthcare advertisements in a variety of ways.

**69%** of those who discuss healthcare ads with their friends and relatives read a newspaper.

**63%** of those who asked their doctor to prescribe a specific drug read a newspaper.



**66%** of those who purchase a non-prescription drug read a newspaper.

**61%** of those who make an appointment to see a doctor read a newspaper.

Pharmaceutical ad responders are **48% MORE LIKELY** than the average person to respond to a newspaper ad in the past month.<sup>2</sup>

Pharmaceutical ad responders are **33% MORE LIKELY** than the average person to read a newspaper 6-7 days per week.<sup>2</sup>

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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The Newspaper & Digital Advertising Authority



Newspaper readers are more likely than the average person to **purchase medication for the following conditions**.<sup>1</sup>

- Allergies
- Anxiety/Depression
- Asthma
- Cholesterol
- Digestive disorders
- Hair loss
- High blood pressure

Sources: <sup>1</sup>2021 Release 1 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved. <sup>2</sup>2021 AudienceSCAN®. \*Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.