

Newspaper readers **ACTIVELY RESPOND** to Pharmaceutical Ads

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey¹, 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.²

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

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



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

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

65% OF MEN AGES 50+

who have received cancer treatment in the past 3 years, read a newspaper each week.¹

Sources: ¹2021 Release 1 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved. ²2021 AudienceSCAN®. *Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.