

# HEALTH CARE JOB SEEKERS

## are newspaper readers



According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, more than 6 in 10 health care workers who plan to change jobs in the next year read a newspaper each week.\*

**62% of health care professionals** who plan to change jobs in the next year read a newspaper each week.<sup>1</sup>

### HEALTH CARE PRACTITIONERS ARE AVID AND ENGAGED NEWSPAPER READERS

#### HEALTH CARE PRACTITIONERS ARE:

**13% more likely** than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**<sup>2</sup>

**12% more likely** than all U.S. adults to **read a newspaper six to seven days per week.**<sup>2</sup>

**More likely to respond to newspaper ads – More than 50% have taken action** in the past year as a result of a newspaper ad.<sup>2</sup>

Better job seekers are **17% more likely** than all U.S. adults to say that **newspapers are the most accurate, believable and trustworthy medium.**<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.



**MANSI Media**  
The Newspaper & Digital Advertising Authority

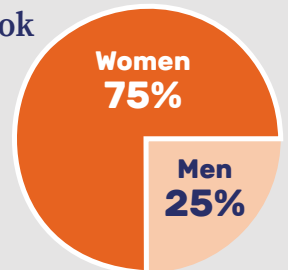
Get started today by contacting

**Rob Morgan**

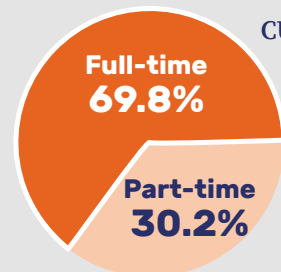
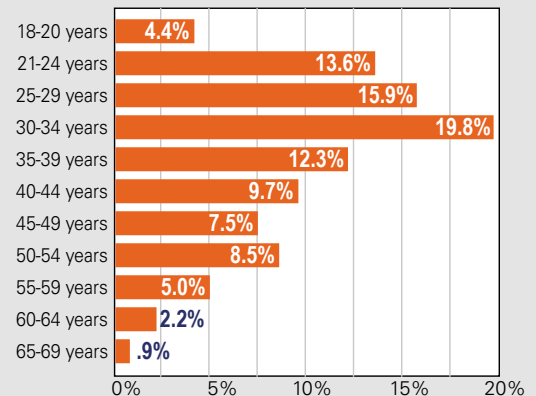
717-703-3056

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Demographic profile of health care workers who plan to look for a job in the next year.



#### BY AGE:



#### CURRENT EMPLOYMENT STATUS

Full-time employment = 35 hours or more.

Part-time employment = less than 35 hours.