

# Trust Is Essential



Just as your health insurance organization strives to earn the trust of your Medicare plan beneficiaries, **MANSI Media will work tirelessly to earn yours.**

We have decades of experience planning and placing print and digital advertising on behalf of health care clients and their advertising agencies.



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

# Trust your print and digital campaign to MANSI Media

MANSI Media will place your Medicare-related advertising on the most trusted media platforms. In print or online, newspapers are the most trusted source of news and information among all age groups.<sup>1</sup>

**82% OF NEWS MEDIA CONSUMERS TRUST PRINT ADS.<sup>2</sup>**



**84% OF BABY BOOMERS HAVE TAKEN ACTION**

as a result of seeing an ad in a print newspaper in the past 30 days.<sup>2</sup>

Potential health insurance switchers are **45% MORE LIKELY** than the average person to visit the website of a local newspaper.<sup>3</sup>

Advertising served on premium news media properties **DELIVERS 3X THE LIFT** offered by nonpremium digital outlets.<sup>4</sup>



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**CONTACT US TODAY TO GET STARTED!**

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Sources: <sup>1</sup>Coda Ventures; <sup>2</sup>News/Media Alliance; <sup>3</sup>AudienceSCAN®; <sup>4</sup>Comscore