

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.¹

82% OF NEWS MEDIA CONSUMERS TRUST PRINT ADS.²



84% OF BABY BOOMERS HAVE TAKEN ACTION

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

Potential health insurance switchers are

45% MORE LIKELY

than the average person to visit the website of a local newspaper.³

Advertising served on premium news media properties

DELIVERS 3X THE LIFT

offered by nonpremium digital outlets.⁴



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CONTACT US TODAY TO GET STARTED!

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