



**Hammock**

Customer Media & Marketing Content

# Why and How Print Magazines Work for Healthcare Consumers



# Why and How Print Magazines Work

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As marketers, we focus on reaching people who make decisions. We want to be where they are, in the manner and medium they prefer. We need to be able to measure each medium's ROI—particularly as more of the content is delivered digitally.

**But print shouldn't be forgotten.**

Print can be a valuable asset for healthcare marketers who want to engage consumers who make decisions about health care for themselves and their families. Print, in combination with other mediums, can have a multiplying effect on brand recognition.

Following are some highlights of research into the media consumption habits of consumers, and how print can be a powerful medium for reaching customers. The first section is general information about print consumption, followed by answers to specific health and wellness questions.

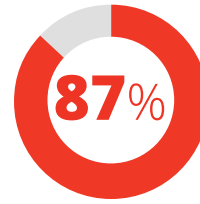


Reading on paper is slower and deeper; paper readers remember more. And print magazine readers are deeply absorbed in their reading, spending an average of

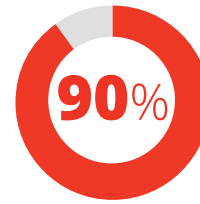


**51** minutes per issue

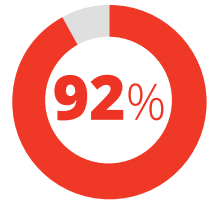
Americans of all ages read print magazines:



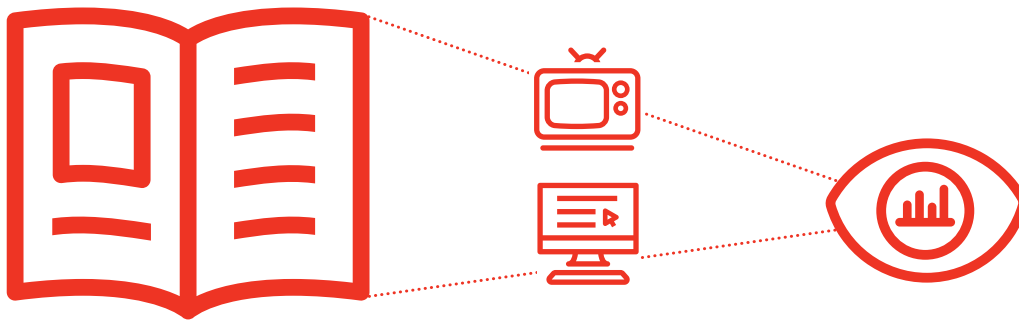
of all adults



of those under 35



of those under 25



Print's impact on brand **favorability** is strongest at all levels of exposure, compared to TV and online:

- 250 percent more impact on brand favorability than online with 1 to 4 exposures; 240 percent more impact on brand favorability than online with 5-plus exposures.
- 47 percent more impact on brand favorability than TV with 1 to 2 exposures; 130 percent more impact with 3 to 4 exposures, 100 percent more effective with 5-plus exposures.

Print's impact on brand **awareness** is strongest at all levels of exposure, compared to TV and online:

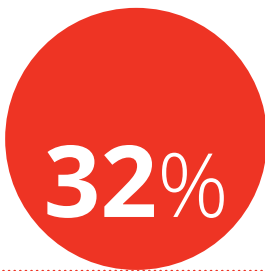
- 187 percent more impact on brand awareness than online with 1 to 2 exposures; 140 percent more impact on brand favorability than online with 5-plus exposures.
- 117 percent more impact on brand awareness than TV with 1 to 2 exposures; 150 percent more impact with 3 to 4 exposures, 100 percent more effective than TV with 5-plus exposures.



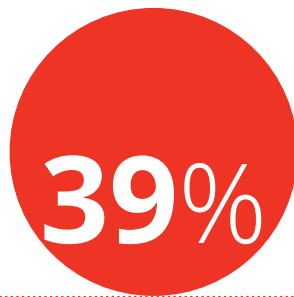
**Purchase intent is higher** due to exposure to print, versus online and TV.

- Print exposure lifts purchase intent by 11 percent, versus 8 percent lift from TV and 4 percent lift from online.
- Print magazine readers are the **most health-conscious consumers**. They are more likely to agree to these statements than consumers of other forms of media:

### I. Exercise is important to my diet and nutrition plan.



more likely than Internet users



more likely than TV viewers



more likely than radio listeners



more likely than newspaper readers

### II. I believe that vitamins and nutritional supplements make a difference in long-term health.



more likely than Internet users



more likely than TV viewers



more likely than radio listeners



more likely than newspaper readers

### III. I always try to eat health foods and maintain a healthy diet.



more likely than Internet users



more likely than TV viewers



more likely than radio listeners







more likely than newspaper readers







Print magazine readers **take action to maintain their health**. They were more likely to do the following, after seeing medical professionals in the past 12 months, than consumers of other forms of media:





### I. Conducted an online search about a drug or treatment options

-  **12%** more likely than internet users
-  **81%** more likely than TV viewers
-  **36%** more likely than radio listeners
-  **26%** more likely than newspaper readers





### II. Conducted an online search about a condition

-  **3%** more likely than internet users
-  **28%** more likely than TV viewers
-  **28%** more likely than radio listeners
-  **23%** more likely than newspaper readers

### III. Made an effort to eat healthier or exercise more

-  **26%** more likely than internet users
-  **33%** more likely than TV viewers
-  **16%** more likely than radio listeners
-  **24%** more likely than newspaper readers

### IV. Went to see a specialist

-  **31%** more likely than internet users
-  **19%** more likely than TV viewers
-  **38%** more likely than radio listeners
-  **21%** more likely than newspaper readers



Devoted print readers are the **most informed and engaged healthcare/pharma customers**, with print magazines outperforming internet, TV, radio and newspapers on the following indicators of engagement for healthcare consumers:

- Friends come to me for advice about healthcare and medications.
- I typically conduct research online prior to a doctor's appointment.
- I research healthcare information so that I am better informed about different healthcare treatment options.
- I would be willing to use a mobile app offered by my health insurance plan.
- I trust pharmaceutical companies that advertise the medications I take.
- I often discuss new prescription medications with my doctor.
- I research treatment options on my own and then ask my doctor about them.
- I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised.
- Pharmaceutical advertisements make me more knowledgeable about medicines.
- I am better informed about my health than most people.
- It's worth paying more for branded prescription medications rather than generic.

Print magazines excel in reaching **super-influential consumers in healthcare and health living** in the following categories:



Dieting



Prescription  
drugs



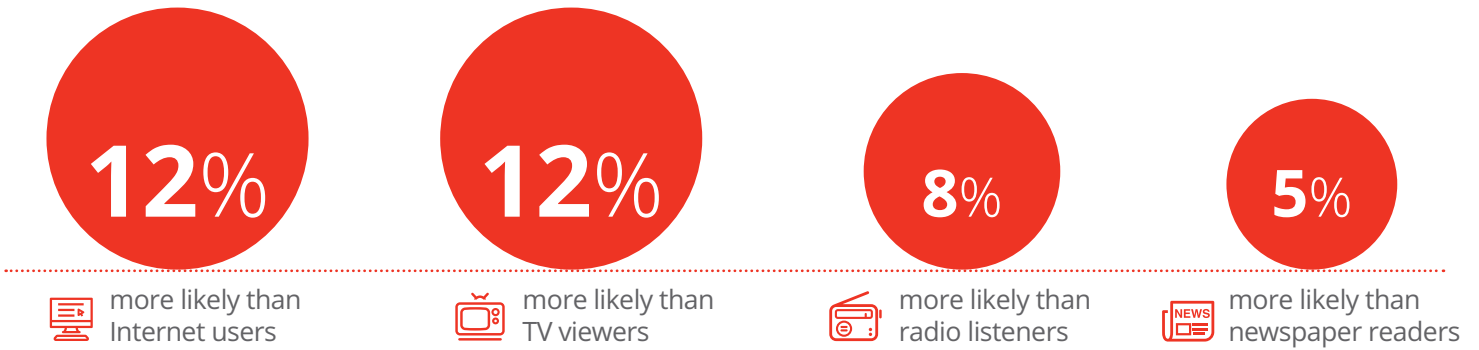
Healthcare



Healthy lifestyle



**Trusted recommenders of healthcare services and products** are more likely to be devoted magazine readers, than consumers of other media types.



Print, in combination with other forms of media, has a multiplier effect. Average brand favorability and purchase intent lifts when print exposure is added to online and TV.





**To discuss putting customer media and content to work for your organization,**  
Contact **Steve Sullivan**, National Sales Director | [ssullivan@hammock.com](mailto:ssullivan@hammock.com) | 615.690.3427  
[Hammock.com](http://Hammock.com) | 210 25th Ave., N., Suite 900, Nashville, TN 37203 | 615.690.3400