



Hospital Patients Favor Newspapers

68.6% of hospital patients have taken action in the past year as a result of a newspaper ad.

Hospital patients are **44%** more likely than the average person to read a newspaper 6 to 7 days a week.

Peak sales months for hospitals:
october • november • december

Used a hospital in the past 3 years



top 5 attention grabbers

Attract more attention to your ad by including details about:

- 1 JCAHO accredited
- 2 Birthing center
- 3 Outpatient services
- 4 Support groups/crisis counseling
- 5 Women's health services

marketing strategies

- ▶ Most customers are drawn from a 25-mile radius; target those areas.
- ▶ Schedule advertising to coincide with national event tie-ins, including:
 - Mental Illness Awareness Week
 - National Mammography Day
 - Health Literacy Month
 - National Donor Day
 - American Heart Month
 - World Health Day



for more information, contact: