BioSpectrum the business of Bi

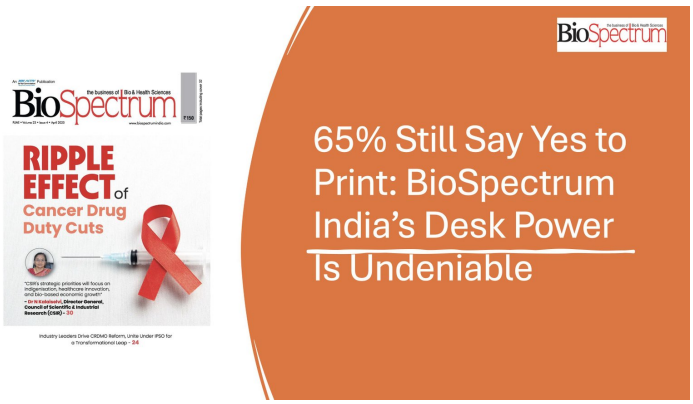
24 years of leveraging the business of Bio

www.biospectrumindia.co

65% Still Say Yes to Print: BioSpectrum Indiaâ??s Desk Power Is Undeniable

21 April 2025 | Views | By Ankit Kankar | ankit.kankar@mmactiv.com

Decision-makers across biotech, pharma, and life sciences still prefer flipping pages over scrolling screensâ??hereâ??s why your ad belongs in print.



Print is Still King: Why BioSpectrum India's Print Edition Deserves a Spot in Your 2025 Media Plan

Survey reveals 65% of biotech and pharma leaders still prefer print magazines on their desks—marketers, are you paying attention?

In a time when everything is just a click away, print media might seem like a relic of the past—until you step into a biotech boardroom.

A recent **BioSpectrum India survey**, conducted among 100 decision-makers across the **biotech, pharma, life sciences, CROs, and MedTech sectors**, has sent a clear message:

Print is not only alive—it's thriving where it matters most.

Key Findings You Can't Ignore

65% of decision-makers actively read print magazines

Despite the rise of digital, the physical presence of a print copy on the desk still commands attention. It's tangible, credible, and distraction-free—something email can't match.

70% say print ads are more credible and memorable

Decision-makers view print ads with **higher trust**. The tactile experience of flipping pages fosters more focus—and more action.

???? 35% have taken action after seeing a print ad

Yes, real ROI. Readers clicked, called, and converted after engaging with print content. This isn't passive awareness; it's actionable marketing.

45% recommend continuing print advertising

In a media environment flooded with noise, these respondents support brands that take the time to show up in a serious, long-form format like print.

Why Print in BioSpectrum India Works

- **Deskside Visibility:** With decision-makers placing copies on their desks, your ad gets daily eyeballs—not fleeting digital impressions.
- **High Editorial Trust:** BioSpectrum India is a 23 year-old brand trusted by India's top biopharma leaders, researchers, and policy influencers.
- **Longevity:** Unlike digital ads that disappear in seconds, print issues **linger in labs, boardrooms, and libraries for months.**

Perfect for These Goals:

- Product Launches

- Brand Repositioning
- Thought Leadership Campaigns
- Partner or Distributor Outreach
- Government or Policy Visibility

Integrated? Absolutely.

Want to go hybrid? Combine your print ad with:

- **Native content** on BioSpectrumIndia.com
- **Targeted emailers** to R&D and procurement heads
- **LinkedIn retargeting** for deeper engagement

It's Time to Be Seen Where It Counts

Your competitors are battling for pixels—**you could own the page.**

The next edition of BioSpectrum India is closing ad bookings soon.
Don’t miss the chance to land right on the desks of India’s biotech decision-makers.

Ready to advertise in BioSpectrum India’s print issue?

contact : ankit.kankar@mmactiv.com

Explore Media Pack 2025 : https://biospectrumindia.com/media-kit/BioSpectrum-India-Media-Kit-2025.pdf

Access E-Magazine : https://biospectrumindia.com/e-magazine