

65% Still Say Yes to Print: BioSpectrum India'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 screens—here's why your ad belongs in print.



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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**.
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Perfect for These Goals:

- Product Launches
 - Brand Repositioning
 - Thought Leadership Campaigns
 - Partner or Distributor Outreach
 - Government or Policy Visibility
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Integrated? Absolutely.

Want to go hybrid? Combine your print ad with:

- **Native content** on BioSpectrumIndia.com
- **Targeted emailers** to R&D and procurement heads
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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>