

## 65% Still Say Yes to Print: BioSpectrum India's Desk Power Is Undeniable

21 April 2025 | Views | By Ankit Kankar | [ankit.kankar@mmactiv.com](mailto: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.**

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### 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.

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### 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

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### **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.

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### **Ready to advertise in BioSpectrum India's print issue?**

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

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