

McKnight's

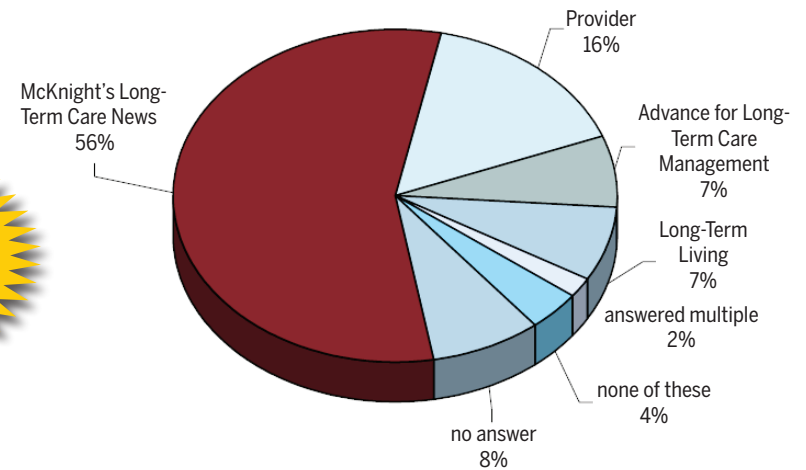
What your customers are saying



“As a marketing agency in long-term care and other healthcare sectors, I rely on strong and forward-thinking media partners to carry out our clients’ vision for the most effective and results-driven marketing programs. Time and time again, the team at *McKnight's Long-Term Care News* delivers on their promises through a high level of professionalism and perfection in the strategic programs they offer to this market. They service their readership with quality reporting, and they service their advertisers with flawless execution of key advertising and marketing programs.”

Pam Selker Rak, President, CommuniTech, LLC

Publication reader would select (if they could only choose one)*



Readex, an independent research company, conducts the industry’s “blind” reader survey. Here are some of the key findings:

More buyers in the \$150 billion long-term care industry prefer *McKnight's Long-Term Care News* over its top three competitors combined.

Purchasing involvement

- 78%** Involved in some way
- 42%** Approve/authorize
- 23%** Recommend/specify
- 13%** Involved in some other way

* 2011 Readex Reader Preference Survey

Whose site do your customers visit?

