

Massage Today's
MASSAGE THERAPISTS'
READING HABITS AND PREFERENCES

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on April 13, 2010 and completed on April 20, 2010 by MPA Media, publishers of *Massage Today*. This survey was sent out to 10,977 massage therapists, the majority of which are *Massage Today* print readers. A small percentage of respondents were recipients of *Massage Today* New Update, the electronic version. The response rate was 3 percent.

DISCUSSION:

This survey was created to establish *Massage Today* readers' reading habits and preferences. Asking respondents to select all that apply, we ask which publications they receive personally addressed to them. 93 percent of readers receive the print version of *Massage Today* personally addressed to them. A May 2006 nationwide survey of 482 massage therapists conducted by Research USA for MPA Media/*Massage Today* indicated that 37.6 percent of respondents received a personally addressed copy of *Massage Today*, the highest percentage of all the top massage therapy industry journals. Another 75.7 percent indicated that they received one or more publication. This data shows us that even when therapists receive more than one publication, *Massage Today* is still the publication of choice.

Next, we ask massage therapists which publication they read the most. Here, *Massage Today* still comes out on top. 65 percent of *Massage Today* readers say they read *Massage Today* the most. The 2006 survey determined that more than one-fourth of all respondents (27.8 percent) were regular readers of *Massage Today*. Though still the top publication for massage therapists in 2006, *Massage Today* has captured more of the massage therapy audience in four years than other massage therapy publications.

When asked to describe the ideal industry journal format, 76 percent of *Massage Today* readers say they prefer the *Massage Today's* current newspaper/tabloid format or they have no preference. Here, it is clear that *Massage Today* readers want to stick with the publication's current newspaper/tabloid format.



61 percent of *Massage Today* readers say that headlines and news articles are the most important features and further suggesting that readers prefer a publication that is headline and news line article focused, such as *Massage Today*.

Next, we examine our readers' view on the most important topics for a massage therapy publication. *Massage Today* readers want to see massage and bodywork techniques (59 percent), profession news (48 percent), massage modalities (43 percent) and self care (37 percent) articles in the publication. With a focus on self-care, up-to-date massage therapy news and articles on the latest treatments and techniques, *Massage Today* is covering what readers want.

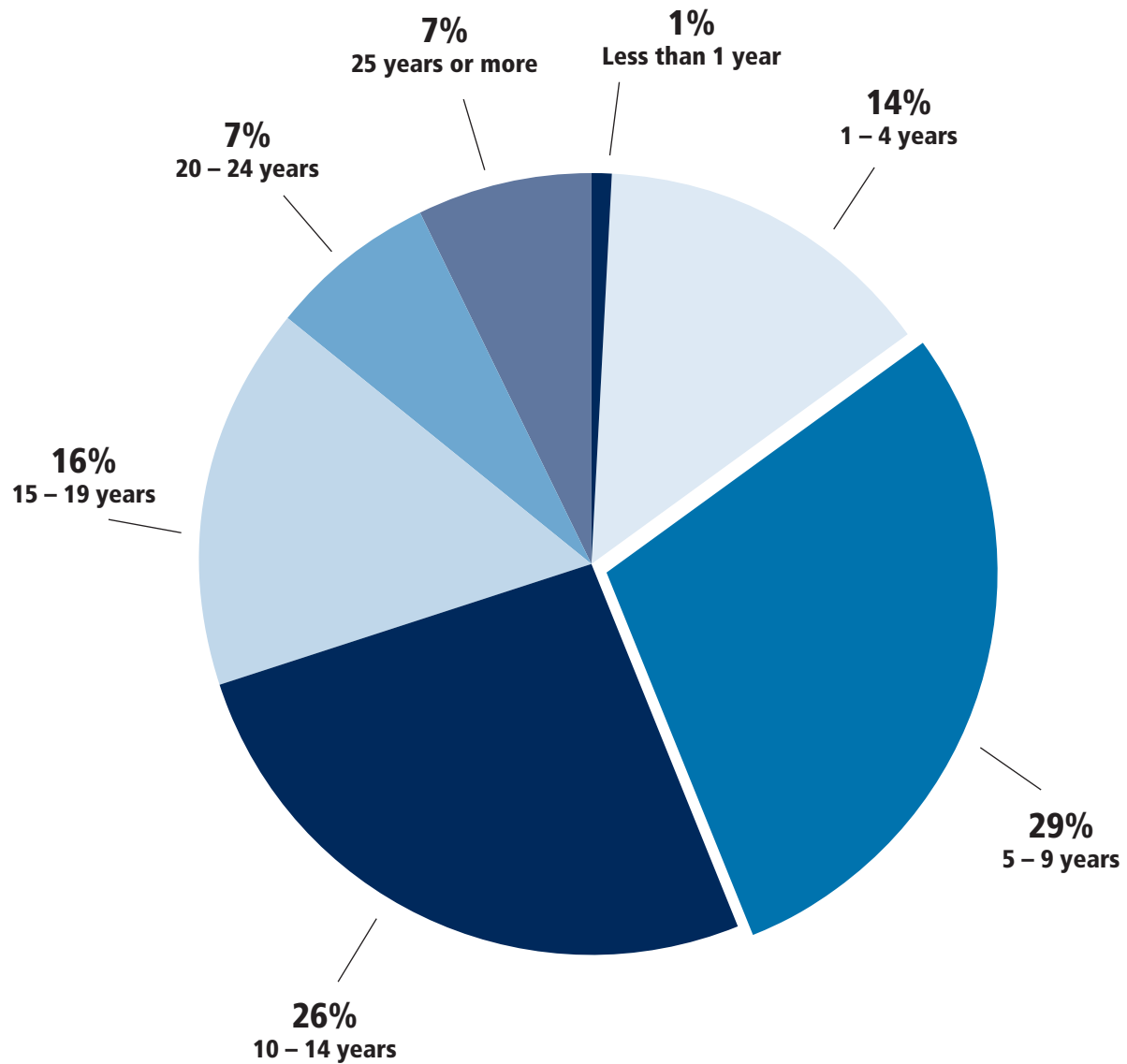
The 2006 survey indicated that the majority of massage therapists conduct their practice solo in an office (34.3 percent). This is followed by a clinic setting (14.7 percent), home-based (13.6 percent) and multidisciplinary setting (11.7 percent). This survey also reveals that 44.4 percent of the massage therapists sell products to their clients. Here, almost 75 percent of massage therapists have the ability to sell to the client, while only 44.4 percent do. Clearly, these massage therapists need assistance in selling products.

From 2006 to 2010, the demographic characteristics of massage therapists have not changed drastically. In 2006, nearly all respondents (98.5 percent) were currently practicing massage therapists. The majority of massage therapists has been in practice for 10 through 14 years. In 2010, the number of massage therapists currently practicing has dropped slightly, to 92 percent, while the majority of massage therapists have been practicing between five and nine years.

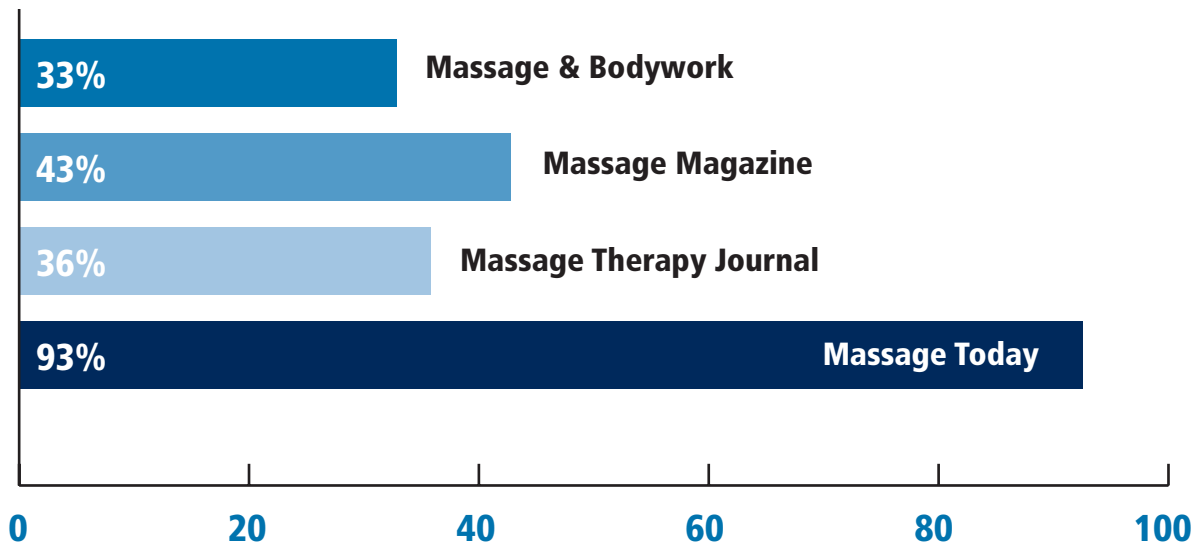
Overall, massage therapists still prefer *Massage Today* above all the top massage therapy publications. *Massage Today* readers are interested in topics that *Massage Today* readily covers, such as self care and profession news. *Massage Today* readers also want to stick with the publication's newspaper/tabloid format, citing that headlines and news-driven articles tend to draw them to read the publication. This information should be used to better understand the demographic characteristics of massage therapists and to determine what these groups prefer to see in their massage therapy publications.



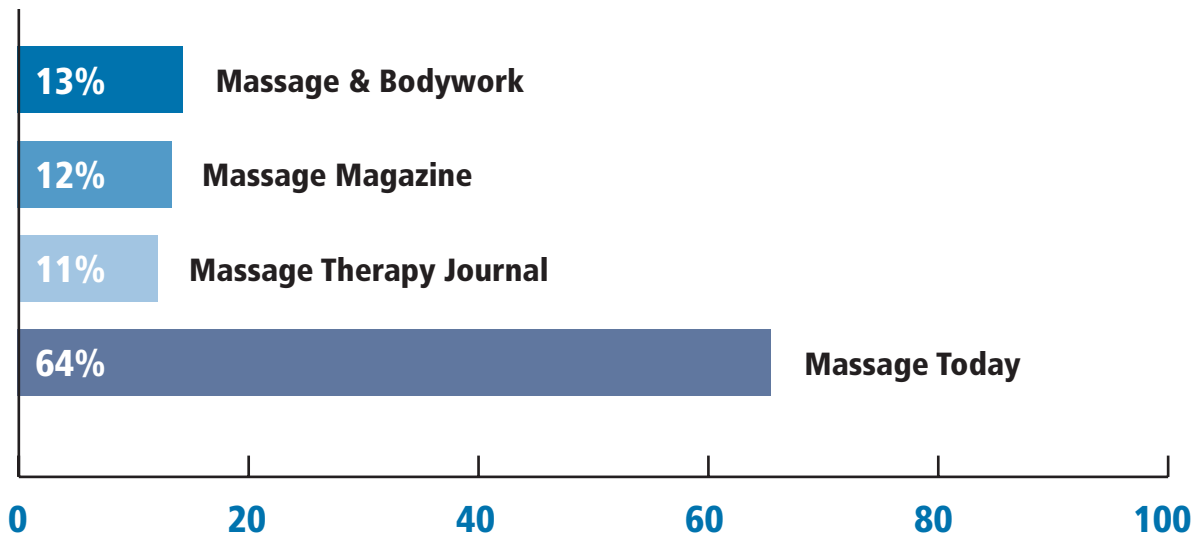
1. How long have you been a practicing massage therapist?



2. Which of these publications do you receive personally addressed to you?

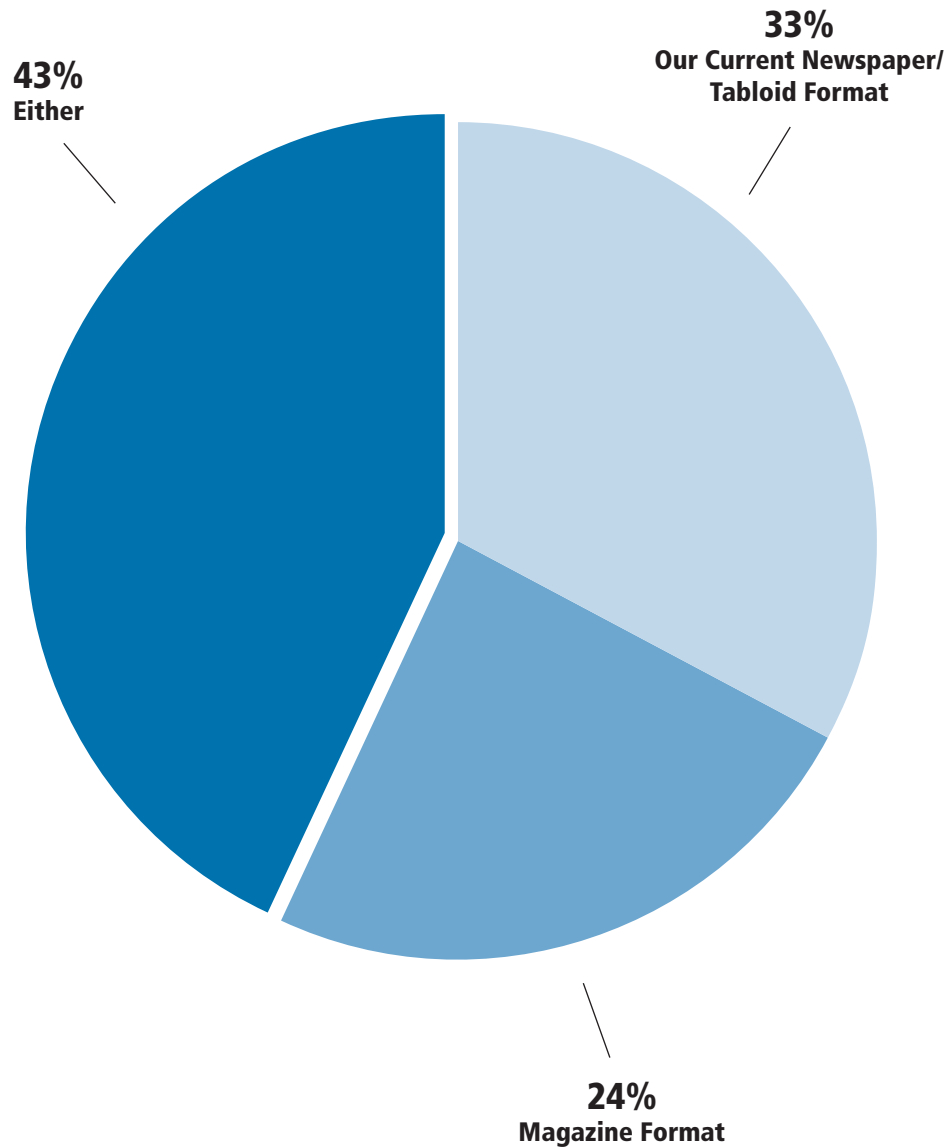


3. Which publication do you read most?



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4. As a reader of *Massage Today* in what format would you like to see the publication?



5. What are the most important topics for a massage therapy publication?

	Most Important	2	3	4	Least Important
Profession News	48%	20%	21%	6%	4%
Practice Building	24%	30%	27%	12%	7%
Business Management	21%	32%	27%	14%	6%
Practice Marketing	20%	32%	25%	16%	7%
Massage & Bodywork Techniques	59%	19%	7%	4%	10%
Philosophy/Opinion	14%	25%	36%	17%	9%
Massage Modalities	43%	24%	17%	7%	9%
General Health News	24%	30%	27%	13%	6%
Self Care	37%	27%	20%	10%	7%



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6. What on the cover of a massage therapy publication most encourages you to read it?

