

Reaching the Massage Therapist Marketplace

Media Survey

Introduction

This survey was conducted by Lewis&Clark, an independent research organization. Its purpose was to learn about readership of professional publications in the massage therapy community. The magazines included:

- *MASSAGE Magazine*
- *Massage & Bodywork*
- *Massage Therapy Journal*
- *Massage Today*

Methodology

Email invitations to participate in an online survey were sent to a total of approximately 12,300 practicing massage therapists. An opportunity to enter a drawing for an Apple iPad was offered as an incentive to participate. Survey distribution and collection was handled by Lewis&Clark, and the survey sponsor was not identified in any of the materials distributed.

A total of 689 usable returns were received by the cut-off date. The margin of error for percentages based on 689 responses is within $\pm 3.6\%$ at the 95% confidence level.

This survey was conducted in accordance with accepted research standards and practices.

About Lewis&Clark

Lewis&Clark is an independent research firm founded in 1983. Serving a national clientele consisting chiefly of magazine publishers and associations, Lewis&Clark specializes in providing high quality quantitative and qualitative research, via focus groups, mail, telephone, and online based methodologies.

Clients have included Goodman Media Group, Lebhar-Friedman, Oxford University Press, Reed Business Information, and United Business Media.

This report was prepared by Lewis Copulsky, Principal, Lewis&Clark.

Highlights

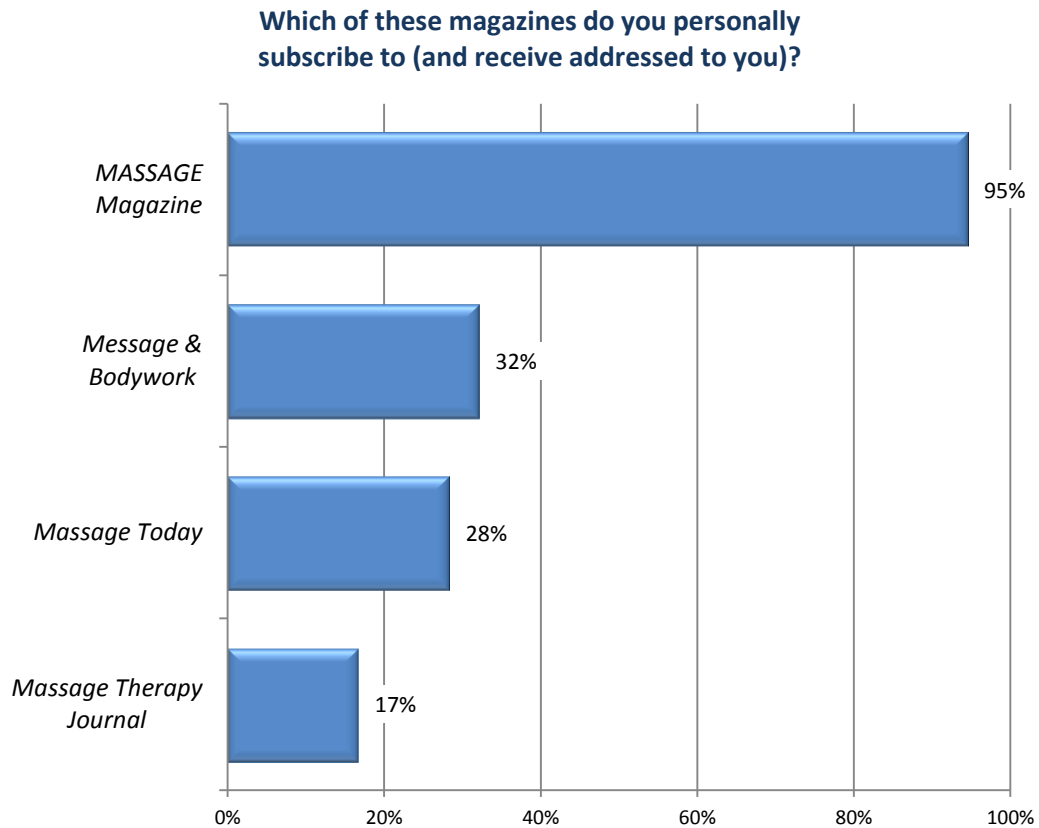
- More respondents subscribe to and receive **MASSAGE Magazine** addressed personally to them than any other publication studied. (PAGE 4)
- More respondents read **MASSAGE Magazine** monthly than any other publication studied. (PAGE 5)
- Respondents spend more time reading **MASSAGE Magazine** than any other publication studied. (PAGE 6)
- Respondents read **MASSAGE Magazine** more thoroughly than any other publication studied. (PAGE 7)
- More respondents save **MASSAGE Magazine** for at least two months than any other publication studied. (PAGE 8)
- Respondents share their issue of **MASSAGE Magazine** with more people than any other publication studied. (PAGE 9)
- In the last twelve months respondents are more likely to have filed an item for future reference, visited a publication's Web site, discussed an item or sought further information, used an idea, or passed an item along as a result of reading articles and columns in **MASSAGE Magazine** than as a result of reading any other publication studied. (PAGE 10)
- In the last twelve months respondents are more likely to have visited an advertiser's web site, made a purchase, called an advertiser or considered a product for retail sales, filed an ad for future reference, recommended a product/service, or discussed an ad as a result of reading advertisements in **MASSAGE Magazine** than as a result of reading advertisements in any other publication studied. (PAGE 11)
- Respondents say that of the publications studied, **MASSAGE Magazine**:
 - better helps them identify products they want to buy for practice use or retail sales,
 - has the highest quality appearance,
 - is the most useful to them in their practice,
 - has the most relevance to their profession,
 - is the one they trust the most for accurate information, and
 - has the most editorial integrity. (PAGE 12)
- If they had to choose to receive just one of the publications studied, respondents are most likely to select **MASSAGE Magazine**. (PAGE 13)
- If they had to choose to pay to receive just one of the publications studied, respondents are most likely to select **MASSAGE Magazine**. (PAGE 13)
- Just under one-half respondents use the Internet at least twice a month to do general research for their practice, and to research products, services, and continuing education opportunities. (PAGE 16)
- One-half or more of respondents use Facebook or LinkedIn for professional purposes, participating in social networking on at least a weekly basis. (PAGE 18)
- When it comes to accessing both websites and email, respondents are most likely to use a desktop or laptop computer. (PAGE 19)

Highlights

- Most respondents use a mobile device, with a fairly evenly split between iPhone users and Android users. (PAGE 20)
- More than one-half of respondents work in a solo practice, and close to two-thirds of respondents work less than thirty hours. (PAGE 21)
- Respondents plan to purchase a variety of products within the next twelve months. At least one-half of respondents indicate they plan to purchase hands-on continuing education and essential oils. (PAGE 22)
- More than one-quarter of respondents currently make retail sales of products to their massage therapy clients and more than one-third are interested in learning how to do so. Among those respondents who currently make retail sales, the most frequently sold products are analgesics and topicals, essential oils, and aromatherapy products. (PAGE 23)

Massage Therapist Publications Subscribed To and Received

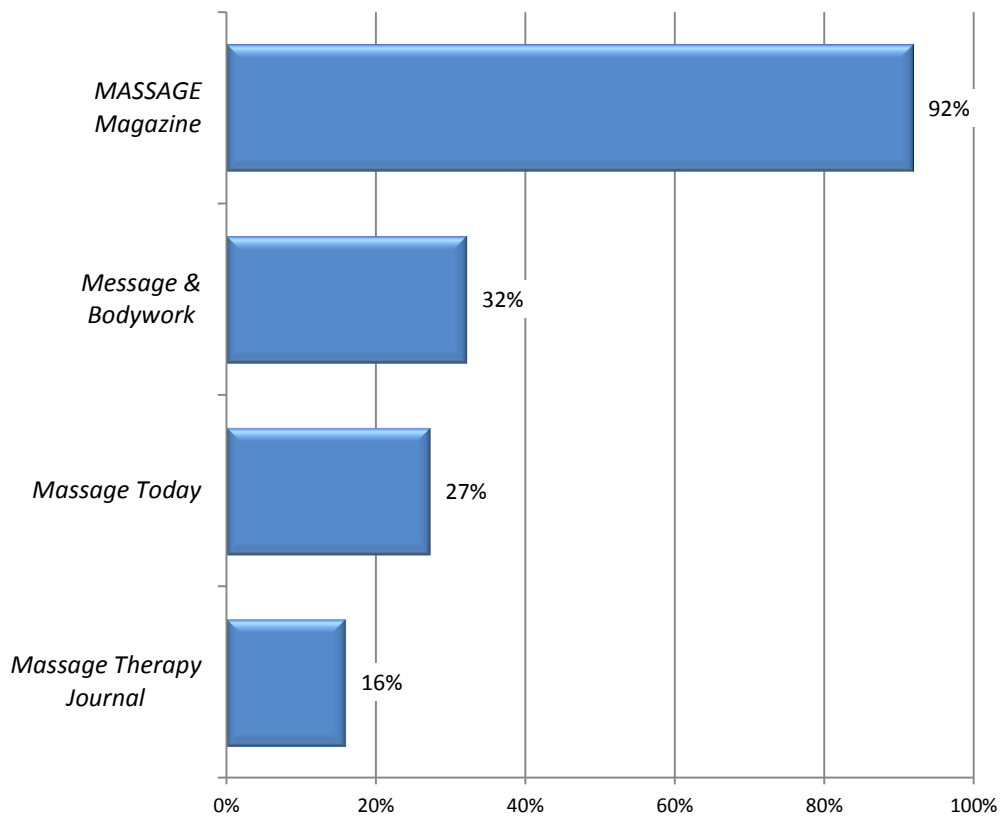
Nearly all respondents (95%) subscribe to and receive *MASSAGE Magazine* addressed personally to them, three times as many as the next publication, *Massage & Bodywork* (32%).



Massage Therapist Publications Read Regularly

Nearly all respondents (92%) indicate that they read *MASSAGE Magazine* on a monthly basis, almost three times as many as the next publication, *Message & Bodywork* (32%).

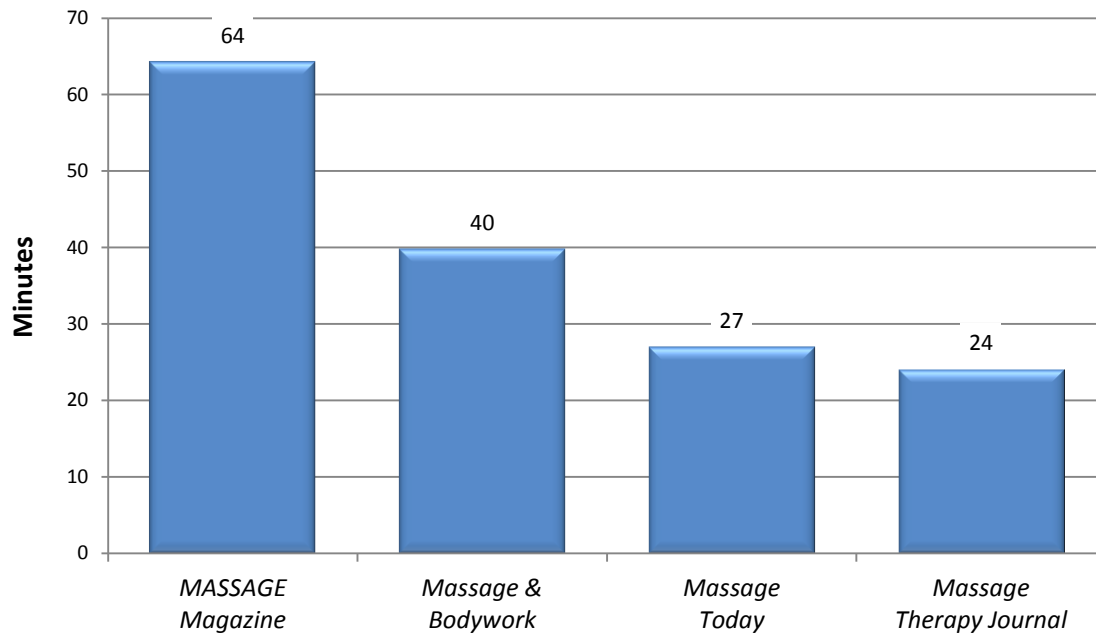
Which of these magazines do you read on a monthly basis?



Time Spent Reading Massage Therapist Publications

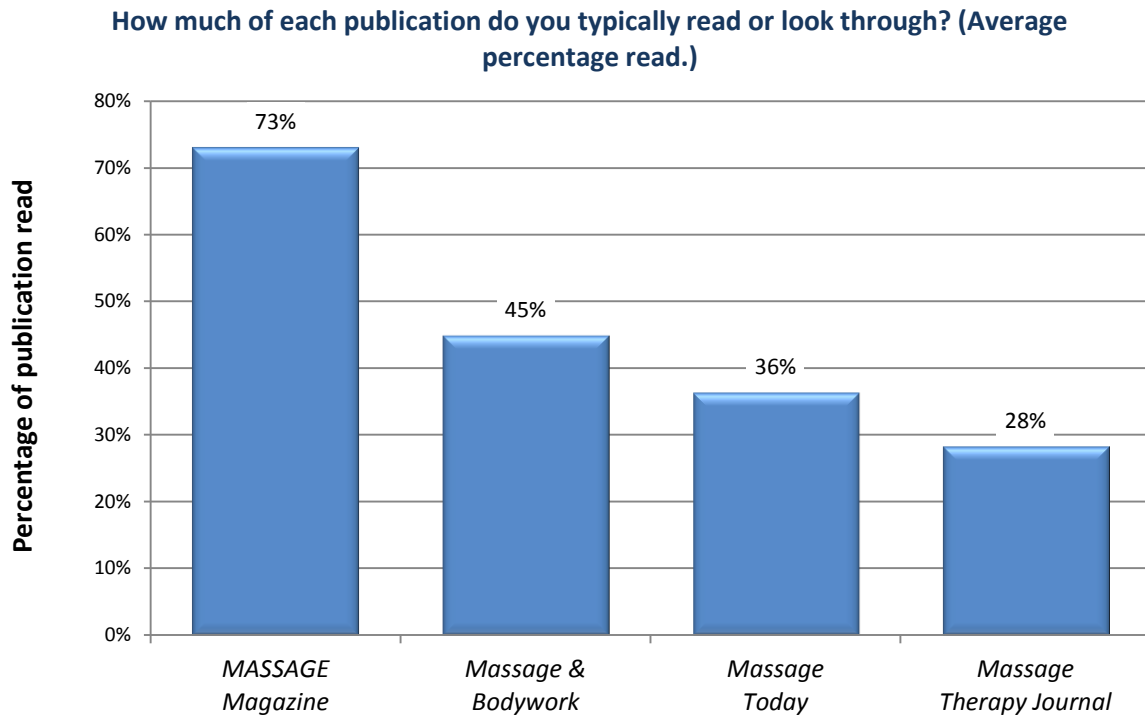
Respondents spend, on average, 64 minutes reading a typical issue of *MASSAGE Magazine*, compared to, on average, 40 minutes spent reading the next publication, *Massage & Bodywork*.

Including all of the times you pick it up, how much time do you spend reading or looking through a typical issue of each publication? (Average # of minutes.)



Percentage of Each Massage Therapist Publication Read

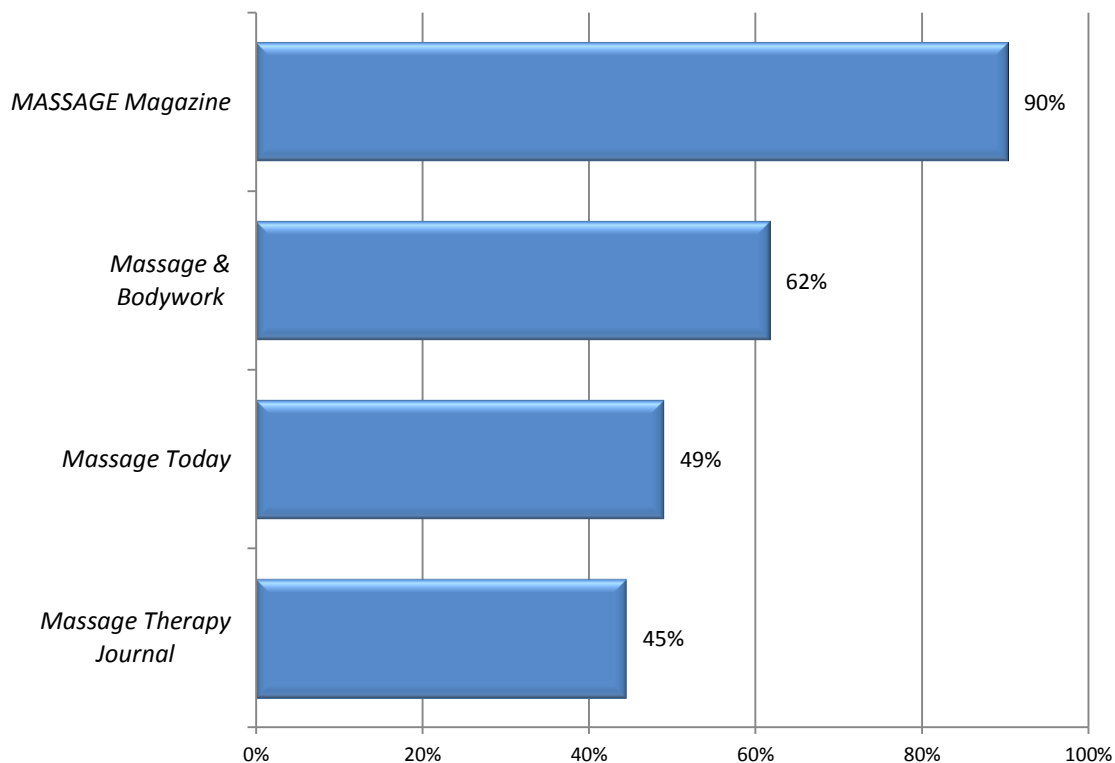
Respondents read or look at, on average, 73% of a typical issue of *MASSAGE Magazine*, compared to, on average, 45% of the next publication, *Massage & Bodywork*.



Length of Time Massage Therapist Publications Saved

Nearly all respondents (90%) keep their issue of *MASSAGE Magazine* for at least two months, compared to 62% of respondents who keep the next publication, *Massage & Bodywork*, for at least two months.

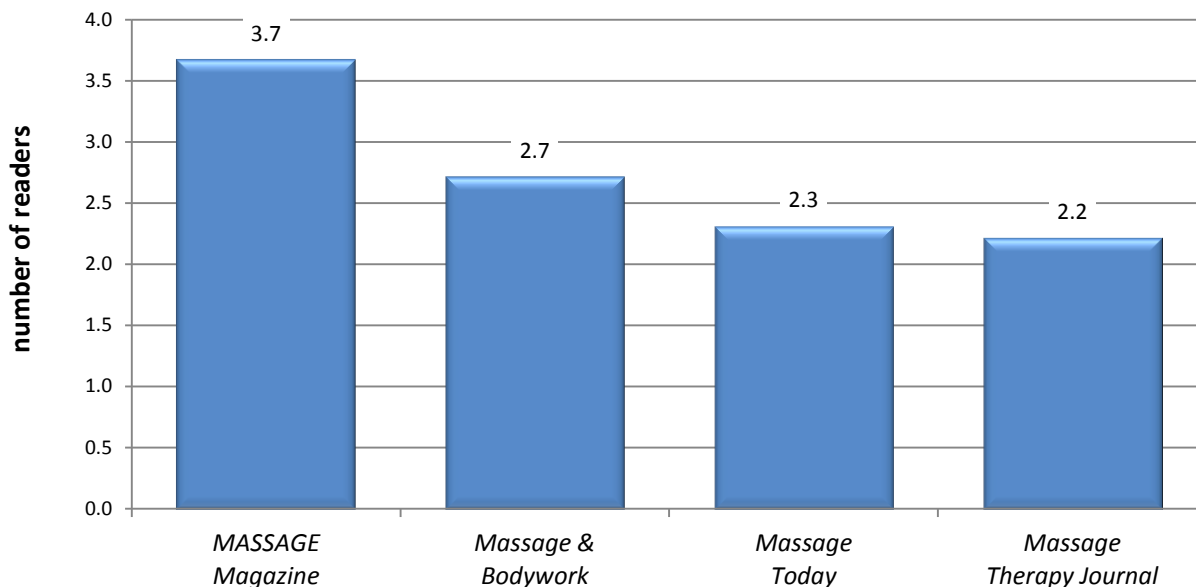
**How long do you normally keep each issue for future reference?
(% of respondents who keep issues at least two months.)**



Number of Readers of Each Massage Therapist Publication

On average, four people (including respondent) read a typical issue of *MASSAGE Magazine*, compared to an average of three people who read the next publication, *Massage & Bodywork*.

**How many people (beside yourself) typically read or look through your copy of each magazine?
TOTAL AVERAGE NUMBER OF READERS INCLUDING RESPONDENT**



Acting on Articles and Columns Read in Massage Therapist Publications

In the last twelve months respondents are more likely to have filed an item for future reference, visited a publication’s Web site, discussed an item or sought further information, used an idea, or passed an item along as a result of reading articles and columns in *Massage Magazine* than as a result of reading any other publication studied.

In the last 12 months, what actions have you taken as a result of reading articles or columns in each of the following magazines? (% of respondents who took specified action.)

	<i>MASSAGE Magazine</i>	<i>Message & Bodywork</i>	<i>Massage Today</i>	<i>Massage Therapy Journal</i>
Filed item for future reference	89%	36%	24%	21%
Visited the publication's Web site	88%	32%	20%	14%
Discussed item with others	87%	35%	27%	18%
Sought further information	87%	34%	23%	15%
Used/modified an idea	86%	36%	26%	17%
Passed item along to others	81%	33%	26%	17%

Acting on Advertisements Read in Massage Therapist Publications

In the last twelve months respondents are more likely to have visited an advertiser’s web site, made a purchase, called an advertiser or considered a product for retail sales, filed an ad for future reference, recommended a product/service, or discussed an ad as a result of reading advertisements in *MASSAGE Magazine* than as a result of reading advertisements in any other publication studied.

In the last 12 months, what actions have you taken as a result of reading advertisements in each of the following magazines? (% of respondents who took specified action.)

	<i>MASSAGE Magazine</i>	<i>Message & Bodywork</i>	<i>Massage Today</i>	<i>Massage Therapy Journal</i>
Visited an advertiser's Web site	94%	37%	23%	14%
Purchased/ordered a product or service	93%	34%	15%	12%
Called advertiser	92%	35%	16%	13%
Considered products for retail sales	92%	32%	19%	10%
Filed ad for future reference	91%	38%	23%	14%
Recommended product or service	89%	32%	18%	15%
Discussed ad with others	89%	33%	20%	17%

Comparing Massage Therapy Publications

Respondents are most likely to choose *MASSAGE Magazine* over other massage therapy publications studied when it comes to helping them to identify products for use or resale (72%), having the highest quality appearance (59%), being the most useful in their practice (58%), having the most relevance to their publication (55%), trusting the most for accurate information (53%), and having the most editorial integrity (48%).

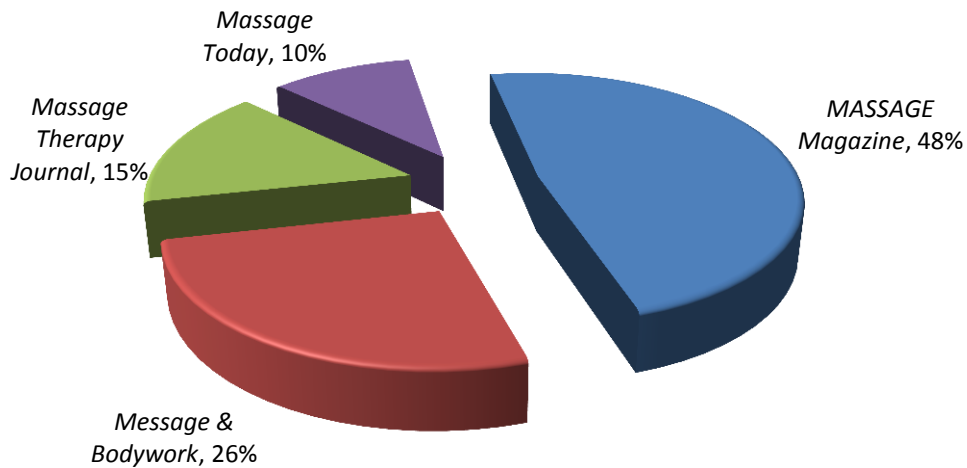
Which one of these magazines is best described by each of the following statements?

	<i>MASSAGE Magazine</i>	<i>Message & Bodywork</i>	<i>Massage Therapy Journal</i>	<i>Massage Today</i>
Helps identify products I want to buy for practice use or retail sales	72%	15%	5%	8%
Has the highest quality appearance	59%	28%	12%	2%
Is the most useful to me in my practice	58%	23%	9%	11%
Has the most relevance to my profession	55%	24%	10%	11%
I trust the most for accurate information	53%	25%	14%	8%
Has the most editorial integrity	48%	25%	17%	10%

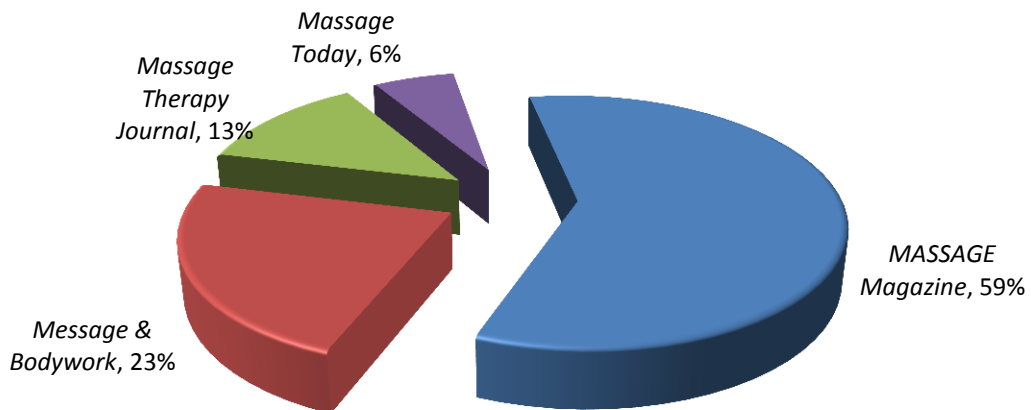
Comparing Massage Therapy Publications – Preferred Choices

If they had to choose to receive just one of the massage therapy publications studied, respondents are most likely to select *MASSAGE Magazine* (48%). If they had to choose to pay to receive just one of the massage therapy publications studied, respondents are also most likely to select *MASSAGE Magazine* (59%).

Which one magazine would you select if you could receive only one?



Which one magazine would you select if you had to pay to receive it?



Interest in Learning About Massage Therapy Techniques

Respondents are interested in learning about a variety of massage therapy techniques, as shown in the following table.

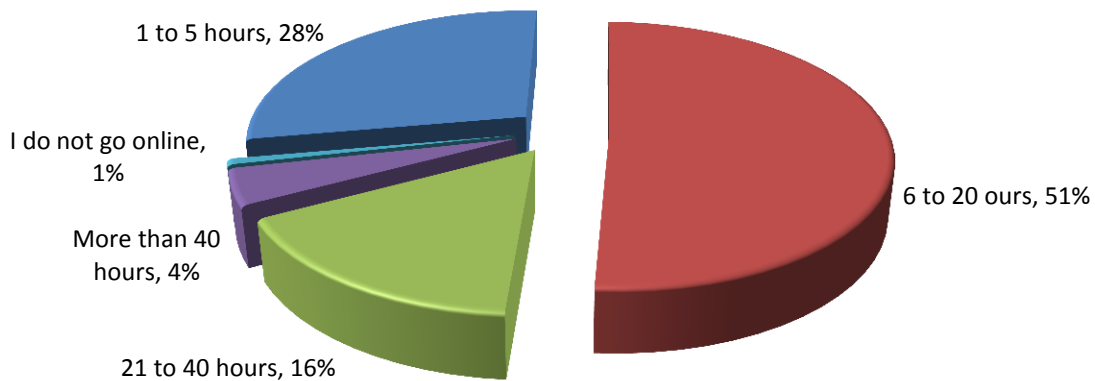
What techniques are you interested in learning in the near future?

Myofascial release	47%
Medical massage	46%
Lymphatic techniques	45%
Craniosacral techniques	43%
Deep-tissue techniques	42%
Assisted stretching	40%
Aromatherapy	39%
Connective tissue massage	38%
Kinesiology	36%
Acupressure	35%
Neuromuscular therapy	34%
Reflexology	34%
Emotional/trauma release	33%
Energy work	33%
Oncology massage	32%
Orthopedic massage	30%
Hospital massage	30%
Geriatric massage	29%
Facial massage	29%
Sports massage	27%
Structural integration	27%
Movement re-education	26%
Cupping	25%
Hot stone therapy	24%
Cold stone therapy	24%
Pregnancy massage	23%
Visceral manipulation	22%
Reiki	22%
Infant massage	21%
Spa techniques	21%
Seated massage	21%
Asian techniques	21%
Cellulite management/body sculpting	20%
Ayurveda	20%
Tapping	19%
Hands-free techniques	19%
Hospice management	19%
Hand-held tools techniques	18%
Shiatsu	18%
Onsite massage	14%
Laser therapy	12%

Internet Usage

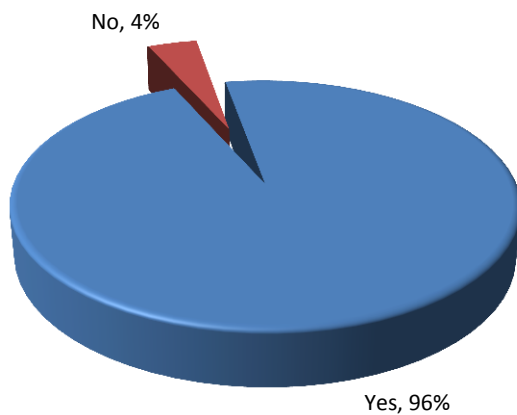
Almost all respondents (99%) go online, and more than two-thirds (71%) spend at least six hours per week doing so.

How much time do you currently spend online per week?



Nearly all respondents (96%) have used the Internet to research or purchase products or services for their practice.

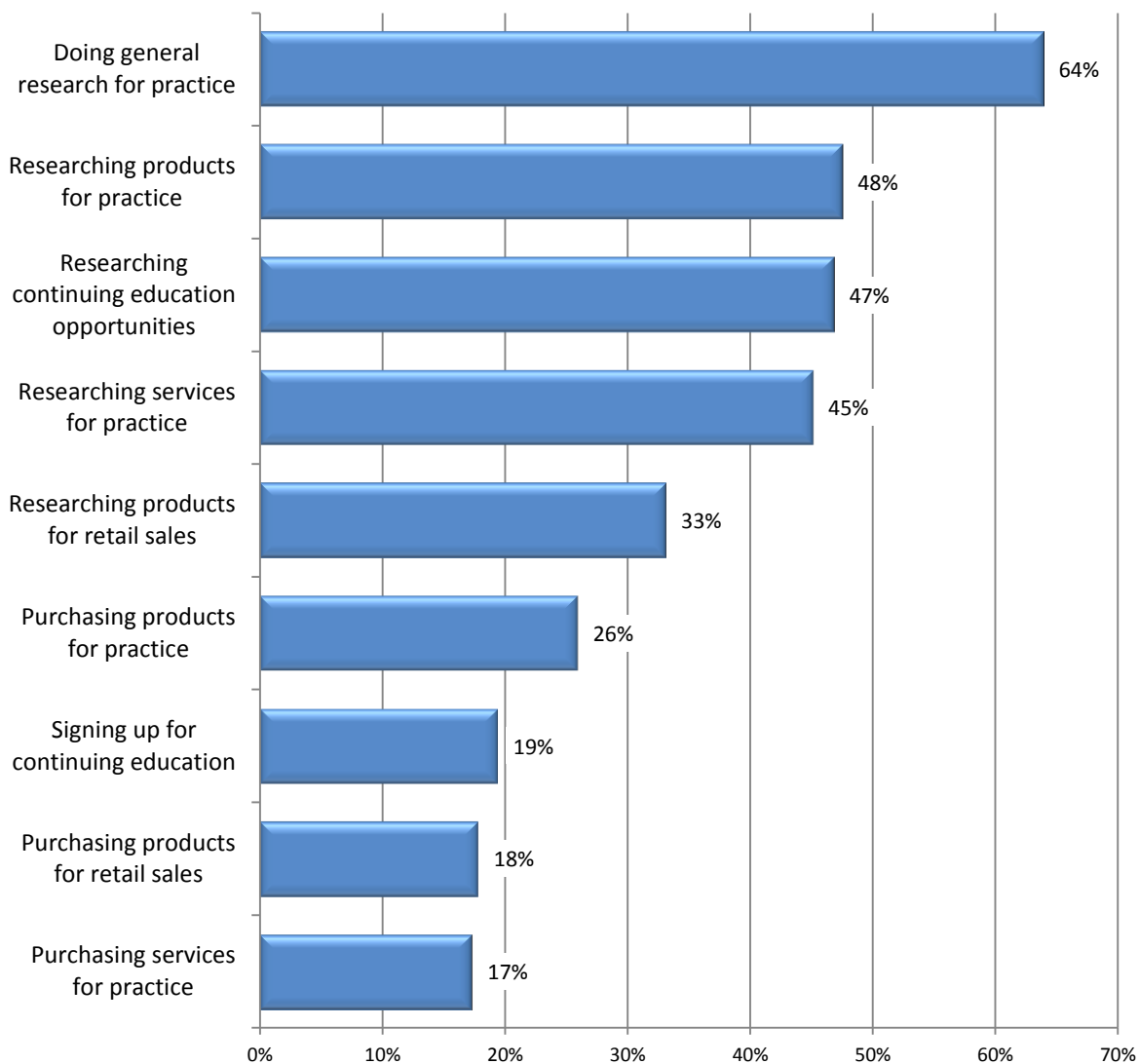
Have you ever used the Internet to research or purchase products or services you plan to use in your practice?



Internet Usage

One-third or more of respondents indicate that they use the Internet at least twice a month to do general research for their practice (64%), research products for their practice (45%), research continuing education opportunities (47%), research services (45%), and research products for retail sales (33%).

**How often do you use the Internet for each of the following activities?
(% of respondents who use at least twice a month)**



Comparing Massage Therapy Websites

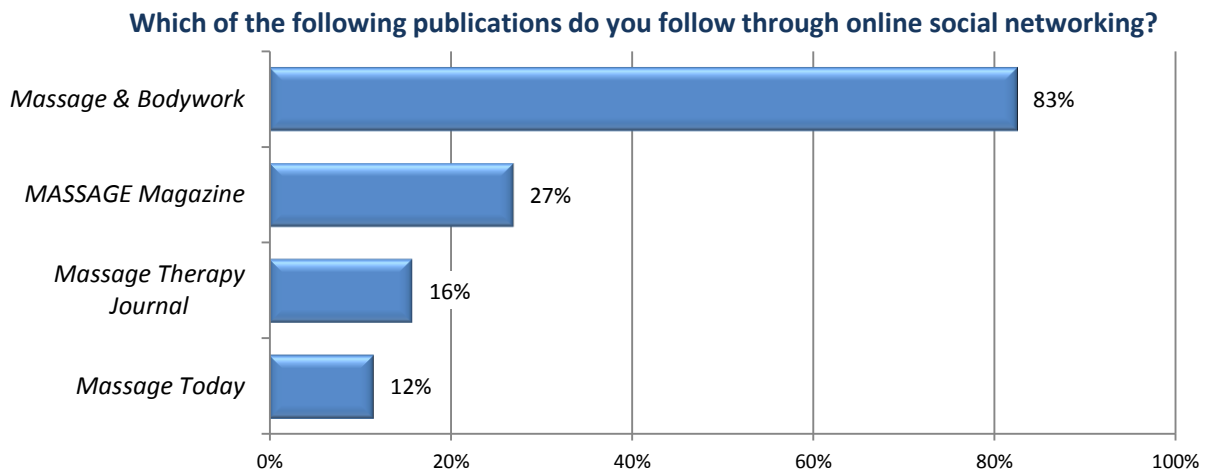
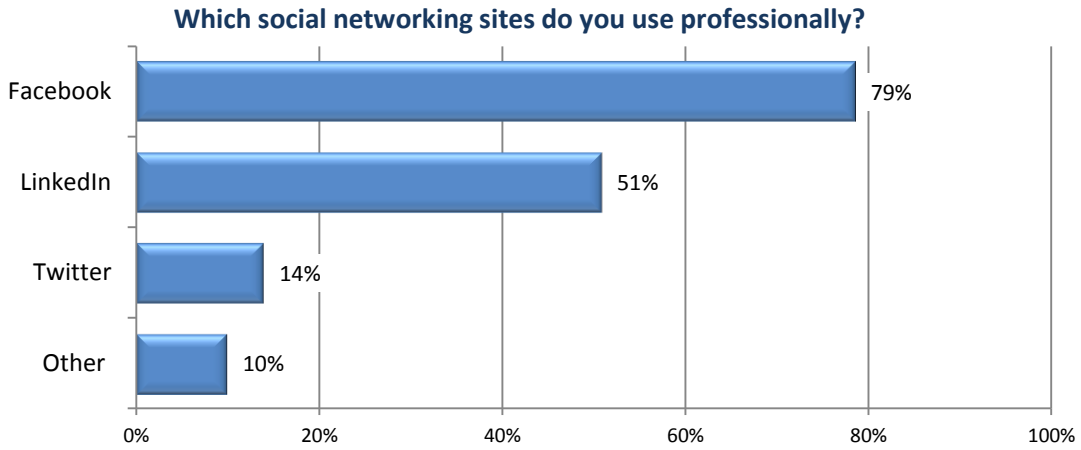
Respondents are more likely to have visited massageandbodywork.com (73%) than any other massage therapy website, and they are most likely to have accessed that website for a variety of different types of information.

Which of the following publication Web sites have you visited in the last 3 months, and which do you access to find information about:

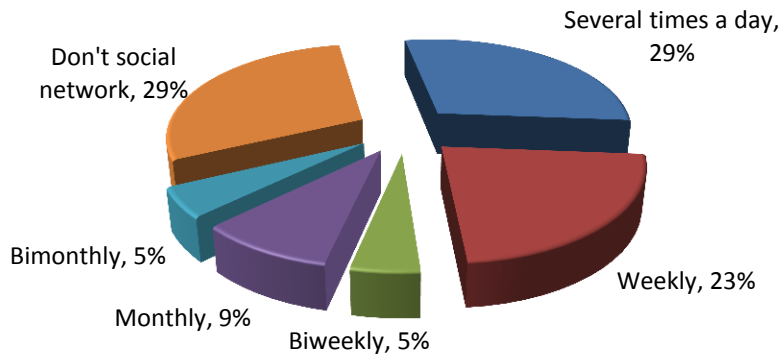
	Associated Bodywork & Massage Professionals (massageandbodywork.com)	American Massage Therapy Association (amtamassage.org)	MASSAGE Magazine (massagemag.com)	Massage Today (massagetoday.com)
Have visited	73%	46%	40%	28%
TYPE OF INFORMATION SOUGHT:				
Continuing education	62%	41%	35%	16%
Techniques and training	66%	42%	28%	17%
Products and services	78%	13%	29%	19%
Industry news and events	68%	35%	31%	21%
Practice building	69%	14%	38%	25%
Self-care	75%	34%	22%	13%
Massage research	69%	18%	37%	31%
Marketing your business	67%	39%	27%	14%

Professional Use of Social Networking Sites

More than three-quarters of respondents (79%) use Facebook professionally, and more than one-half (51%) use LinkedIn professionally. While respondents are most likely (83%) to follow *Massage & Bodywork* through online social networking, more than one-quarter (27%) do so for *MASSAGE Magazine*. Over one-half of respondents (52%) participate in social networking on at least a weekly basis.



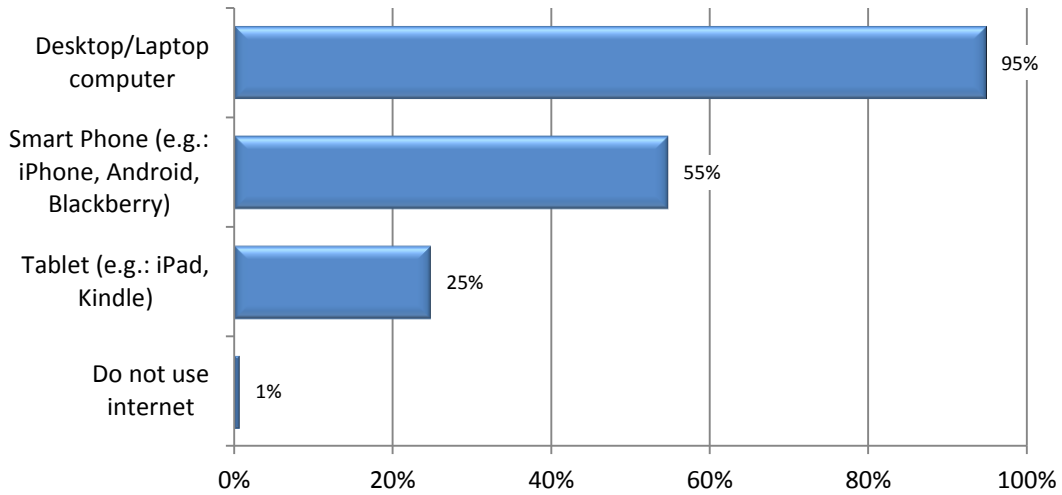
How many times a month do you participate in social networking?



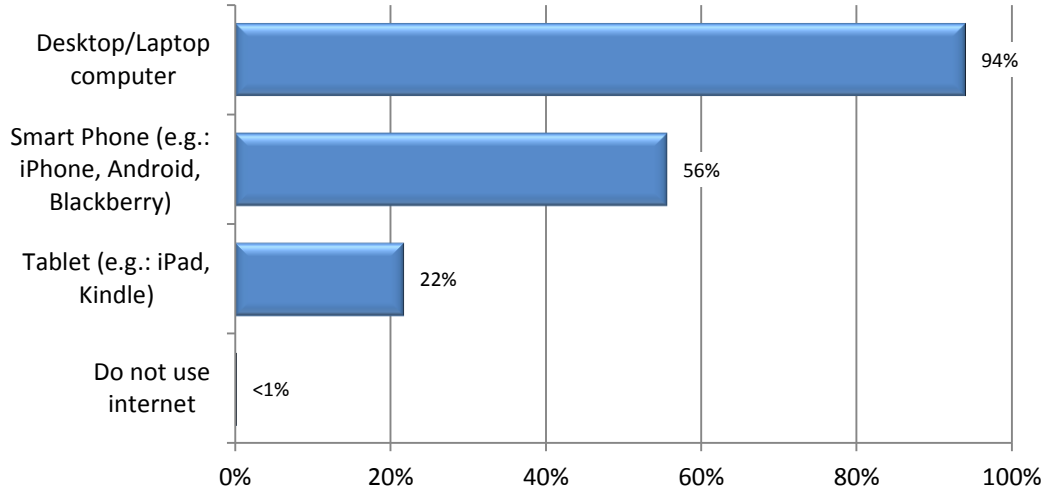
Accessing the Internet and Email

When it comes to accessing both websites and email, respondents are most likely to use a desktop/laptop computer (95% and 94%, respectively).

With which devices do you access the internet?



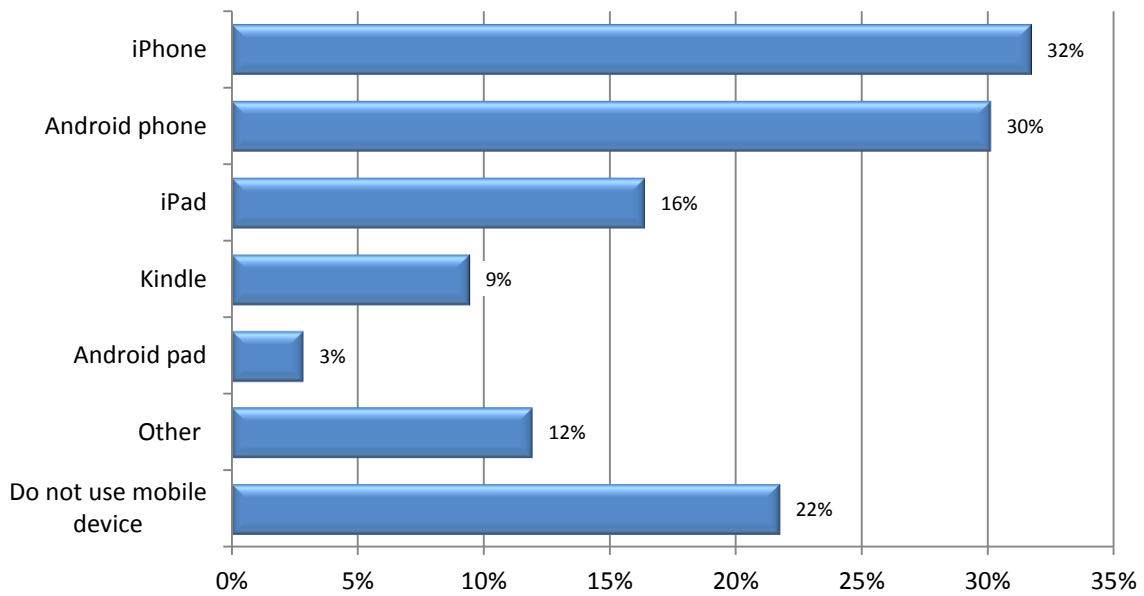
With which devices do you access your email?



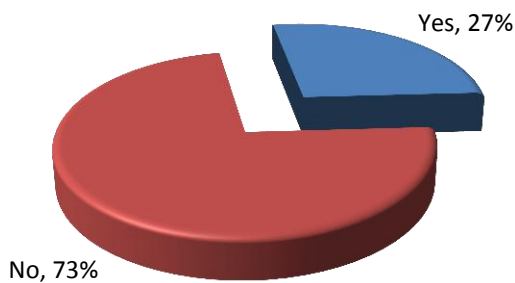
Use of Mobile Devices

Four-fifths of respondents (78%) use a mobile device. Respondents are fairly evenly split between iPhone (32%) and Android phone (30%) users. More than one-quarter of mobile device users (27%) use their device to access magazine content, and close to one-half of respondents (45%) say they would read a condensed version of a massage magazine that was formatted for their device.

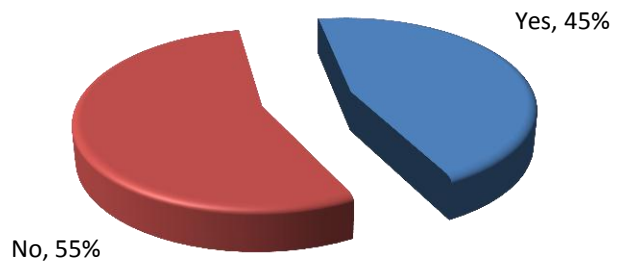
What type of mobile device do you use?



Do you use the mobile device to access magazine content?



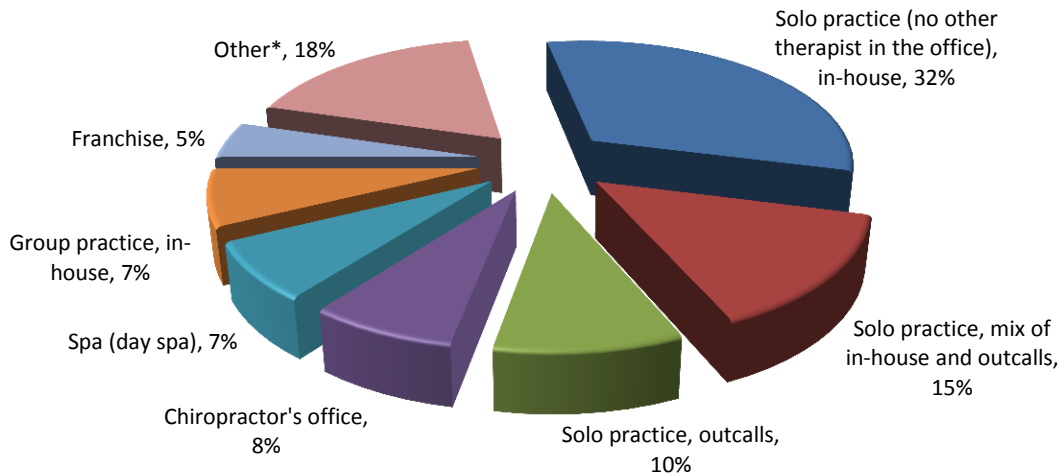
Would you read a condensed version of a massage magazine if it were formatted for your mobile device?



Type of Massage Therapy Practice/Venue

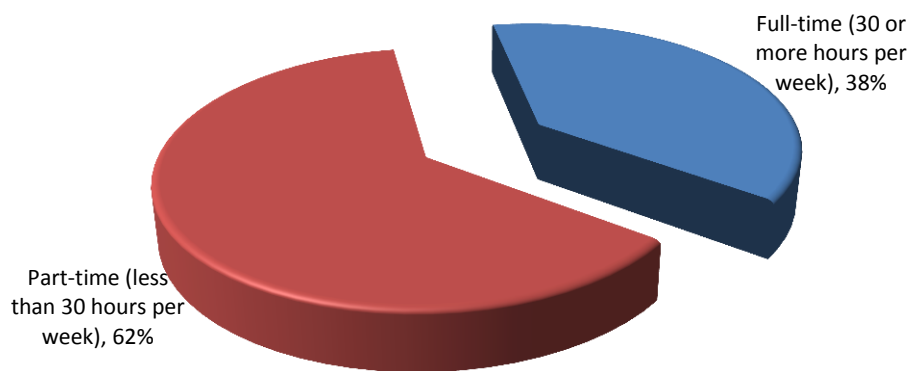
More than one-half of respondents (57%) work in a solo practice – either in-house (32%), outcalls (10%), or a mixture (15%). A majority of respondents (62%) work less than thirty hours per week.

In what type of venue do you practice?



* Other includes Integrated health care clinic, group practice - mix of in-house and outcalls, gym or health club, and destination/resort spa (2%); hospital (1%); and group practice – outcalls and sporting venue(s) (<1% each); plus write-in others.

Is your practice . . .



Purchasing Plans for Massage Therapy Products

Respondents are planning to purchase a variety of products for their practice in the next twelve months, as shown in the following table.

Which of the following types of products do you plan or expect to purchase for your practice in the next twelve months?

Continuing education (hands-on)	55%
Essential oils	51%
Sheets and linens	47%
Aromatherapy products	46%
Continuing education (online)	46%
Lotions	45%
Creams	42%
Oils	41%
Books	41%
Insurance	41%
Analgesics and topicals	39%
DVDs	28%
Charts	25%
Candles	24%
Massage table accessories	24%
Marketing material	23%
Pillows/bolsters	20%
Wholesale products for retail	19%
Natural cleaning products	17%
Hot therapy products	16%
Cold therapy products	15%
Scrubs (salt or sugar)	13%
Herbs/herbal supplements	13%
Software	13%
Facial massage products	12%
Website development	12%
Homeopathic products	11%
Massage chair	10%
Body wraps	10%
Retreat (educational)	9%
Nutritional supplements	9%
Retreat (personal)	8%
Rehabilitation products	8%
Massage table	7%
Nutritional bars	6%
Muds	5%
Laser/LED hand held	5%
Water treatment purifier	5%
Massage franchise	1%

Retail Sales of Products to Massage Therapy Clients

More than one-quarter of respondents (29%) currently make retail sales of products to their massage therapy clients and 37% are interested in learning how to do so. Among those respondents who currently make retail sales, the most frequently sold products are analgesics and topicals (62%), followed by essential oils and aromatherapy products (43% each).

