

sales opportunities

fourth quarter

december

Holiday

Shopping for gifts and food for the December holidays is a big draw for consumers.

Holiday shoppers are more likely than the average person to:

- Shop where sales people are helpful and friendly.
- Shop at a different store to support an important cause or charity.
- Purchase fashion accessories.
- Pay more for healthy or organic food products.
- Purchase family portraits/high school senior pictures.
- Secure child care/day care services.
- Take a trip to a ski resort.
- Purchase sporting goods/equipment.
- Spend at least \$500 on children's apparel and shoes.



Two-thirds of holiday shoppers have taken action after seeing a newspaper ad.

Top Advertising Prospects:

Beer distributors • Bookstores • Candy shops • Catering/Chef services • Childcare services • Children's/Infants' clothing stores
Churches/Religious organizations • Cleaning services • Copy/Mailing/Packaging services • Entertainment services
Fish/Seafood markets • Game/Toy stores • Gift shops • Jewelry stores • Liquor stores • Malls/Shopping centers
Men's apparel stores • Organic food stores • Photographers • Ski resorts • SMBs • Specialty food stores • Sporting goods stores
Travel agents • Video game stores • Women's apparel stores

New Year's Eve

Any business may wish to promote an anti-drunk driving/safe driving message. Hotels, bars, and nightclubs should begin promoting their New Year's Eve parties in late November. Grocery stores can promote party trays and supplies. Department stores, and women's apparel stores can advertise party dresses and shoes. Hair and nail salons can promote their services in advance of the holidays.



New Year's Eve celebrations are among the most popular of the year.

New Year's Eve celebrators are more likely than the average person to purchase the following in the next year:

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| • Stereo/Home audio | • Cosmetic surgery |
| • Antiques | • Smartwatch |
| • Motorcycle | • Sports memorabilia |
| • Boat or personal watercraft | • Investment property |
| • Day spa services | |

Top Advertising Prospects:

Bars/Nightclubs • Beer distributors • Disc jockeys/Party entertainers • Event promoters • Fish/Seafood markets • Gift shops
Grocery stores • Hair/Nail salons • Hotels/Motels • Limousine companies • Liquor stores • Party supply stores • Restaurants
Shoe stores • Taxi companies • Women's apparel stores