

sales opportunities

fourth quarter

november

Election Day

Election Day is a legally established day for the election of public officials, and is observed as a legal holiday in many states, including Pennsylvania.

Newspaper readers are more likely than the average person to:

- Contribute money to political organizations.
- Be registered to vote in their district of residence.

Active voters are more likely to:

- Attend a symphony, jazz or orchestra concert.
- Visit a winery or vineyard.
- Play golf.
- Shop at small, family-owned or independently owned businesses.
- Purchase prescription glasses/sunglasses in the next year.
- Visit a museum.
- Secure financial/retirement planning services within the next year.
- Buy American whenever possible.

Top Advertising Prospects:

Concert venues • Financial planners • Golf courses • Museums • Political action committees
Political candidates • SMBs • Wineries



8 in 10 adults who read a newspaper vote in local, statewide, and presidential elections.

Veterans Day

This public holiday is held annually on Nov. 11, the day the Armistice was signed to end fighting in World War I. Any store can offer discounts to war veterans, or those currently serving in the military, during a tie-in sale.

In the next year, veterans are more likely than the average person to:

- Shop for eldercare/nursing home facilities.
- Purchase golf clubs/golf apparel.
- Buy guns/ammunition.
- Acquire season tickets to a college or professional sports team.
- Pay for funeral expenses.
- Obtain an investment property.
- Take a trip to a ski resort.
- Have physical therapy.



Newspaper readers are more likely than the average person to contribute money to a military/veterans organization.

Top Advertising Prospects:

Auto dealership service departments • Bars/Nightclubs • Billiard halls • Bowling centers • Camping/Outdoor stores • Coin shops
Collectible & Memorabilia shops • Funeral services • Nonprofit civic/social organizations • Physical therapists • Racetracks • Realtors
Retirement communities • Ski resorts • Sporting goods stores • Sports teams • Technical/trade schools

Thanksgiving

The last Thursday in November is the legal holiday in the United States set aside to give thanks. Also, it is one of the busiest shopping days of the year – as it kicks off a four-day shopping weekend. All retailers can tie into promotions for this holiday.

Newspaper readers are more likely than the average person to:

- Eat at a restaurant five or more times each month
- Shop at card/gift shops.
- Purchase at department stores.
- Buy at home accessory stores.
- Stay at a bed-and-breakfast.

Top Advertising Prospects:

Bakeries • Bed & Breakfast Inns • Butcher shops • Catering/Chef services
 Cleaning services • Department stores • Fish/Seafood markets • Florists • Gift shops
 Hotels/Motels • Kitchen supply/Cookware/Gourmet stores • Linen/Housewares stores
 Restaurants • Specialty food stores • Supermarkets/Grocery stores • Travel agents



Newspaper readers are more likely than the average person to spend \$150-\$199 per week on groceries.

Black Friday

Black Friday is the day following Thanksgiving in the United States, traditionally the beginning of the holiday shopping season.

Research shows that newspapers are rated the most trusted source for advertising.

Newspaper readers are more likely than the average person to:

- Purchase children's or infants' clothing.
- Spend \$500 or more on athletic clothing in a year.
- Buy electronics.
- Purchase furniture.
- Shop at discount/dollar stores.
- Buy games/toys.
- Purchase shoes.
- Buy men's and women's apparel.

Top Advertising Prospects:

Athletic footwear/apparel stores • Camping/Outdoor stores • Casual clothing stores • Children's/Infants' clothing stores
 Department stores • Electronics and accessories stores • Furniture stores • Jewelry stores • Linen and housewares stores
 Men's apparel stores • Shoe stores • Sporting goods stores • Toy stores/Hobby shops • Variety/Dollar stores
 Video game dealers • Warehouse clubs/Superstores • Women's apparel stores



Sixty-three percent of consumers rate newspapers' Black Friday editions as "The Ultimate Holiday Shopping Guide."