

# sales opportunities

fourth quarter

## october

### New Automobile Release

NADA (National Automobile Dealers Association) reports that the average advertising expense on a per-vehicle basis is **\$608**.

#### Newspaper readers are more likely than the average person to:

- Spend between \$30,000 and \$34,999 on a new car.
- Spend more than \$45,000 on a new car.
- Purchase a compact car or mini-van.
- Purchase a luxury vehicle.

#### Top Advertising Prospects:

Auto dealerships • Day spas • Dentists • Doctors • Dry cleaners  
Financial/Retirement planning services • Men's clothing stores  
Travel planning services • Truck dealers • Weight loss services  
Women's clothing stores



*Of households planning to purchase a new vehicle in the next year, **94.5%** prefer the newspaper over other media sources.*

### Major League Baseball World Series

The Major League Baseball regular season play begins in April, and postseason takes place during October, culminating with the World Series from the end of October through the beginning of November.

#### Newspaper readers are more likely than the average person to:

- Attend one or more MLB games each year.
- Watch MLB on television, or listen to it on the radio.
- Play baseball.
- Read the sports section of the newspaper.

#### Top Advertising Prospects:

Athletic footwear/Apparel stores • Bars/Nightclubs • Collectibles and Memorabilia shops • Cable and Satellite programming providers • Event promoters  
Family entertainment centers • Sporting goods stores • Sports instruction and clubs  
Sports teams • Television/Electronics stores



*More than 8 in 10 adults, who are interested in Major League Baseball, read a newspaper each week.*

## Breast Cancer Awareness Month

This annual event is designed to raise awareness about the importance of early detection and treatment of breast cancer.

### Newspaper readers are more likely than the average person to:

- Be a woman.
- Attend a health or wellness expo.
- Contribute money to a health care/medical organization.
- Spend **\$500 or more** per year on:
  - Women's business clothing
  - Women's casual clothing
  - Cosmetics/perfumes
  - Women's shoes
  - Jewelry



*More than 8 in 10 adults, who received cancer care in the past year, read a newspaper each week.*

### Top Advertising Prospects:

Cosmetics/Skin care shops • Day spas • Diagnostic Imaging Centers • Doctors  
Fitness centers • Hair salons/Stylists • Hospitals • Jewelry stores  
Organic food stores • Vitamin stores • Women's apparel stores

## Halloween

### Newspaper readers are more likely than the average person to:

- Purchase candy.
- Visit a theme park (think Hersheypark in the Dark, Happy Hauntings, etc.).
- Be the parent of a child under age 18.

### Candy shoppers are more likely to:

- Be interested in home decorating.
- Purchase fine art/antiques.
- Enjoy crafts/scrapbooking.
- Participate in yoga/Pilates/aerobics.

### Top Advertising Prospects:

Antique stores • Banquet/Party centers • Bars/Nightclubs • Beer retailers • Candy shops  
Card/Gift shops • Discount stores • Drug stores/Pharmacies • Fabric/Sewing/Craft stores  
Fitness centers • Grocery stores • Home decorating stores • Liquor stores  
Party/Event planners • Party supply stores • Theme parks



*Candy shoppers are **32% more likely** to take action after seeing a newspaper ad.*

## National Pizza Month

To celebrate our love of pizza, October is National Pizza Month across most of North America.

### Newspaper readers are more likely, than the average person, to:

- Eat pizza for lunch.
- Eat frozen pizza at home.

### Pizza lovers are more likely to make the following purchases in the next year:

- |                               |                               |
|-------------------------------|-------------------------------|
| • Boat or personal watercraft | • Lawn tractor                |
| • Baby/Nursery furniture      | • Hair restoration/transplant |
| • Tattoo/piercings            | • Cosmetic surgery            |
| • Summer camp enrollment      | • Tutoring services           |

### Top Advertising Prospects:

Boat/watercraft dealers • Children's furniture retailers • Cosmetic surgeons  
Day care centers • Hair restoration services • Pizza restaurants • Pizza delivery providers  
Outdoor power equipment retailers • Summer camps • Take and bake pizza retailers  
Tattoo parlors • Tutoring services



*55% of pizza lovers think shops that advertise are typically better than those that do not advertise.*