

sales opportunities

second quarter

april

Community Banking Month

Community banks are relationship lenders who want their customers to understand their finances so they can be smart consumers who are in control of their financial well-being.

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

- Have Certificates of Deposit (CDs).*
- Invest in stocks and bonds.*
- Hold a home equity or home improvement loan.*
- Own a checking and savings account.*
- Possess an auto loan.*

Top Advertising Prospects:

Auto dealers • Colleges/Universities • Community banks • Credit unions
Financial planners • Home builders • Realtors • SMBs • Senior living facilities



More than 7 in 10 adults in Michigan who use a bank, read a newspaper each week.

Income Tax Filing Deadline - April 15, 2019

Local advertisers can create a sale where they offer a discount equal to the state sales tax for selected purchases incorporating the theme, "Ax the Tax Sale," or "You've Paid Enough Taxes Sale."

Accounting/Tax service clients are more likely, than the average person, to:

- Read a newspaper 6-7 days a week.**
- Enjoy the business/money/finance section of the newspaper.**
- Take action as a result of a newspaper ad.**
- Donate at least \$100 to a charity in the next year.**
- Be pro-active about planning for retirement in the next year.**
- Purchase life insurance in the next year.**

Top Advertising Prospects:

Accountants • Attorneys • Bars/Nightclubs • Charitable organizations • Computer/Software stores • Financial planners • Grocery stores • Insurance providers • Pizza delivery services • Restaurants • SMBs • Tax preparation services



Nearly 7 in 10 adults in Michigan who use a tax preparation service read a newspaper each week..*

Easter – April 21, 2019

There are a lot of promotional opportunities surrounding Easter for a variety of advertisers. Grocery stores can highlight their eggs, candy, and dinner items. Restaurants may focus on dinner specials. Children's apparel retailers can feature suits, shoes and accessories. Dry cleaners can advertise cleanings of their customer's Sunday bests. Book stores can push religious books and other related-items.

Church/Religious group members are more likely than the average person to:

- Take action after seeing a newspaper ad.**
- Shop at locally-owned businesses.**
- Make an effort to buy American whenever possible.**
- Pay more for higher quality items.**
- Shop where salespeople are friendly and helpful.**

Top Advertising Prospects:

Bakeries • Banquet/Party centers • Bookstores • Candy shops • Card/Gift shops • Casual clothing stores • Catering/ Chef services • Children's and Infants' clothing stores • Churches/Religious organizations • Convenience stores • Department stores • Dry cleaners • Fish/Seafood markets • Florists • Grocery stores • Malls/Shopping centers • Party supply stores • Photographers • Religious book stores • Restaurants • Specialty food stores • Wineries



*Seventy percent of Michigan adults who donate money to religious organizations read a newspaper each week.**

Earth Day – April 22, 2019

Earth Day promotes a healthy environment and a peaceful, just, sustainable world. Retailers who sell environmentally-friendly products or services, or items that come in environmentally safe packaging, can have an Earth Day Sale, and donate a portion of sales to local recycling efforts.

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

- Support politicians based on environmental positions.*
- Use rechargeable batteries.*
- Recycle electronics.*
- Buy eco-friendly household cleaning products.*
- Donate money or time to environmental causes.*
- Use cloth/reusable shopping bags.*
- Pay more for eco-friendly products and services.*
- Buy locally grown food.*
- Have energy efficient windows.*
- Use energy-efficient light bulbs.*

Top Advertising Prospects:

Alternative energy solutions providers • Auto dealers • Camping/Outdoors stores • Coffee/Tea shops • Consignment shops • Garden Centers/Nurseries • Grocery stores • Farm supply stores • Hardware stores • Health/Natural food stores • Outdoor power equipment dealers • Restaurants • Smoothie/Juice shops • Window suppliers



*More than 7 in 10 Michigan adults, who engage in eco-friendly activities, read a newspaper each week.**