

# sales opportunities



third quarter

august

## Back to School

To prepare for the upcoming school year, students and their parents purchase new school supplies and apparel.

### Back to school shoppers are more likely, than the average person, to:

- Spend at least \$500 on children's apparel and shoes in the next year.\*\*
- Use a pediatrician.\*\*
- Visit an amusement park in the next year.\*\*
- Shop for summer camp or instructional camp in the next year.\*\*
- Pay more for healthy/organic food products.\*\*

### Top Advertising Prospects:

Amusement parks • Bookstores • Camps • Child care services • Children's clothing stores • Computer retailers • Dentists • Doctors • Educational supply stores • Family entertainment centers • Grocery stores • Health food stores • Office supply stores • Walk-in medical facilities



*91% of Michigan adults who spent \$500 or more on children's clothing in the past year, read a newspaper each week.\**

## Children's Eye Health and Safety Month

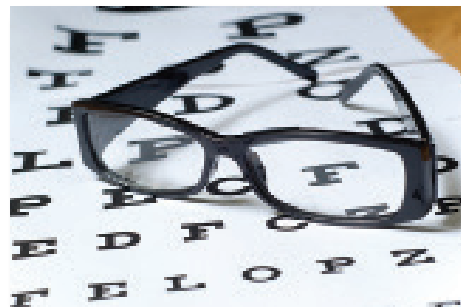
This event is designed to provide information about ways to prevent eye injuries among children, along with tips on spotting possible eye problems.

### Parents who read the newspaper are more likely to:

- Spend \$500+ on children's clothing each year.\*
- Purchase glasses or contacts.\*
- Visit an amusement park or zoo.\*
- Repair or replace windows or a roof in the next year.\*
- Purchase carpeting or flooring in the next year.\*
- Purchase family portraits in the next year.\*\*

### Top Advertising Prospects:

Amusement parks • Bookstores • Camps • Child care services • Children's clothing stores • Doctors • Educational supply stores • Eyeglass/Contact lens providers • Family entertainment centers • Flooring stores • Grocery stores • Home improvement providers • Ophthalmologists/Opticians • Photographers • Restaurants • Shoe stores • Zoos



*81% of adults in Michigan who have children, read a newspaper each week.\**

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## National Fishing Month

National Fishing Month is a time for every family member to give fishing a try.

**Adults who fish are more likely, than the average person, to do the following in the next year:**

- Buy a new home.\*
- Buy a new car.\*
- Go skiing/snow boarding.\*
- Remodel a bathroom.\*
- Purchase sports equipment.\*
- Get married.\*
- Buy furniture.\*
- Purchase sporting goods.\*

**Top Advertising Prospects:**

Appliance stores • Athletic clothing stores • Auto dealerships • Furniture stores • Lumber supply stores • Outdoors stores • Realtors • Restaurants • Ski resorts • Ski supply retailers • Sporting goods stores



**87% of Michigan adults who fish, read a newspaper each week.\***

## American Artist Appreciation Month

America is the birthplace for some of art history's most talented and celebrated artists including Norman Rockwell, Andy Warhol, Andrew Wyeth, Georgia O'Keeffe, and Mary Cassatt. Throughout August, they will all be honored during American Artist Appreciation Month.

**In the next year, art museum visitors/art organization contributors are more likely to:**

- Add an office in their home.\*
- Purchase a pool, hot tub or spa.\*
- Go skiing/snow boarding.\*
- Attend adult continuing education classes.\*
- Participate in photography.\*
- Use a travel agent.\*
- Remodel a bathroom.\*
- Purchase women's and men's clothing.\*

**Top Advertising Prospects:**

Art dealers • Art museums • Colleges • Financial planners • Florists • Furniture stores • Home accessories retailers • Men's clothing stores • Office supply stores • Photography retailers • Picture framing stores • Pool suppliers • Remodelers • Restaurants • Ski equipment retailers • Ski resorts • Travel agents • Women's clothing stores



**85% of Michigan adults who visited an art museum in the past year, or contribute money to art/culture organizations, read a newspaper each week.\***