

sales opportunities

first quarter

february

American Heart Month

Learn about risk factors for heart disease and stroke, and how to stay "heart healthy."

Cardiology patients are more likely to:

- Take action as a result of seeing a newspaper ad.
- Donate at least \$100 to a charity.

Cardiology patients plan to purchase the following items/services in the next year:

- Motorcycle/ATV
- Boat or watercraft
- Legal services
- \$500 or more of men's clothing
- Hearing aids
- Season tickets to the arts
- Funeral pre-planning
- Health club memberships

Top Advertising Prospects:

Athletic clothing/shoe stores • Attorneys • Boat dealers • Cardiologists
 Cleaning services • Diagnostic Imaging Centers • Doctors • Drug stores
 Financial planners • Fitness centers • Funeral homes • Grocery stores
 Hearing aid providers • Hospitals • Laboratories • Medical supply stores
 Men's clothing stores • Motorcycle dealers • Theaters/Performing arts centers



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More than 8 in 10 adults who used a cardiologist in the past year, read a newspaper each week.

National Children's Dental Health Month

This event is designed to raise public awareness of children's dental health issues, including the need for fluoride use, brushing, flossing and checkups.

Dental patients are more likely to:

- Take action as a result of seeing a newspaper ad.
- Visit an urgent care facility.
- Be proactive about planning for retirement.
- Purchase handyman services.
- Take a trip to a national park or museum.
- Purchase family portraits.
- Support youth-related causes and charities.

Top Advertising Prospects:

Bookstores • Child care services • Children's clothing stores • Day camps • Dentists • Drug stores • Family activity centers • Game and toy stores • Museums • Orthodontists • Pediatricians • Photographers • Restaurants • Urgent care facilities



More than 8 in 10 adults who used a dentist in the past year, read a newspaper each week.

National Weddings Month

This event is designed to highlight the fact there are more than 2.5 million weddings in the United States each year, and also to raise awareness of the services available to couples as they prepare to marry.

Wedding consultants can hold workshops to introduce engaged couples to the process of planning a wedding in an effort to gain new clients. Any retailers that offer products or services related to weddings can offer early-bird discounts to those who make arrangements in February.

Adults planning to marry in the next year are more likely than the average person to:

- Attend a bridal show
- Shop at a locally-owned business
- Look for a new job
- Get a new pet
- Buy a home
- Purchase bedroom furniture

Top Advertising Prospects:

Bakeries • Banquet/Party centers • Bars/Nightclubs • Bridal shops • Camera and photographic supply stores • Candy shops
Card/Gift shops • Catering/Chef services • Churches • Cosmetic/Skin care shops • Department stores • Diet/Weight loss center
Disc jockeys • Employment agencies • Florists • Furniture stores • Gift shops • Home accessories stores • Hotels/Motels
Jewelers • Kitchen supply/Cookware/Gourmet stores • Limousine companies • Linen/Housewares stores • Lingerie stores
Malls/Shopping centers • Men's apparel stores • Party/Event planners • Party supply stores • Photography studios • Realtors
Restaurants • Tanning salons • Travel agents • Women's apparel stores



Nine in 10 adults who visited a bridal shop in the past year read a newspaper each week.

Valentine's Day

The holiday is dedicated to love and romance and is traditionally celebrated with candy, cards, flowers and gifts. The Greeting Card Association estimates that approximately one billion valentine cards are sent each year around the world, making February 14 the second largest card-sending holiday behind Christmas.

Valentine's Day celebrators are more likely than the average person to:

- Participate in restaurant week
- Visit a winery
- Shop at locally-owned stores
- Travel to a ski resort
- Spend at least \$500 on men's and women's clothing in the next year
- Purchase patio furniture

Top Advertising Prospects:

Bed-and-Breakfast Inns • Bridal shops • Candy shops • Card/Gift shops • Department stores • Florists • Hair salons • Hotels/Motels
Jewelry stores • Lingerie stores • Nail salons • Restaurants • Tanning salons • Travel agents • Wineries



More than 8 in 10 adults who shopped at a jewelry store or used a florist in the past year read a newspaper each week.

Super Bowl

The Super Bowl determines the champion of the National Football League by matching the champions of the American Football Conference against the champions of the National Football Conference. The next championship game will be held on Sunday, February 3, 2019.

Super Bowl watchers are more likely than the average person to:

- Believe if a local business advertises frequently, they must be doing well
- Read the sports section of the newspaper
- Pay more for higher quality products
- Purchase healthy or organic food products
- Use catering services
- Spend at least \$500 on men's clothing in the next year
- Buy a lawn tractor in the next year
- Use child/daycare services

Top Advertising Prospects:

Auto dealerships • Banquet/Party centers • Bars/Nightclubs • Beer distributors • Caterers • Child care services • Convenience stores
Delis/Sandwich shops • Electronics retailers • Grocery stores • Health food stores • Liquor stores • Men's clothing stores
Outdoor power equipment retailers • Party rental stores • Pizza shops • Rental centers • Restaurants • Specialty food stores



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84% of adults who watched the Super Bowl last year read a newspaper each week.