

# sales opportunities

first quarter

## january

### Family Fit Lifestyle Month

What better time than now to get the entire family to begin establishing healthy lifestyle habits that become a yearlong and lifelong commitment. The best role models to teach children about living healthy are the adults in their lives.

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

- Have three or more children under the age of 17 living at home.
- Spend \$500 or more on athletic clothing and shoes each year.
- Participate in the following activities:
  - Bowling
  - Basketball
  - Skiing/Snowboarding
  - Tennis
  - Bicycling
  - Golf
  - Yoga
  - Gardening
  - Jogging/Running
  - Hiking/Backpacking
  - Lawn care
  - Grilling/Outdoor cooking



Metro Creative Services, Inc.

*Nearly 9 in 10 adults who attended a health/wellness/fitness expo in the past year read a newspaper each week.*

#### Top Advertising Prospects:

Athletic clothing/shoe stores • Bicycle shops • Bowling centers • Fitness centers • Garden centers • Golf courses  
 Grocery stores • Organic food stores • Outdoor power equipment dealers • Outdoors stores • Ski resorts  
 Sporting goods stores • Vitamin stores • Weight loss programs • Yoga studios

### National Soup Month

With the cold weather still in abundance, January is the perfect month to celebrate and enjoy soup of all kinds.

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

- Spend \$200 or more per week at the grocery store.
- Buy locally-grown food.
- Purchase organic food.
- Eat at the following types of restaurants:
  - Coffee/Tea shop
  - Steakhouse
  - Italian
  - Chinese
  - Seafood
  - Sports bar
  - Any upscale restaurant



Metro Creative Services, Inc.

*More than 8 in 10 adults who consumed soup in the past week read a newspaper each week.*

#### Top Advertising Prospects:

Coffee/Tea shops • Delis/Sandwich shops • Diners/Luncheonettes • Fish/Seafood markets  
 Grocery stores • Health/Natural food stores Restaurants • Specialty food stores.

## Financial Wellness Month

In today's economy, it is more important than ever to pay close attention to our financial health. In this new year, many of us may also resolve to cut our spending, increase our savings, or be more disciplined with our trading plan. It is a great time to give our financial plan a fresh look and focus on making changes and improvements to our financial well-being.

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

- Use four or more credit cards.
- Plan to switch home insurance providers in the next year.
- Have the following financial services:
  - Money market account
  - Savings account
  - Student loan
  - Home improvement/Home equity loan
  - Home mortgage
  - Certificate of Deposit
- Have the following investments:
  - Bonds
  - College savings plan
  - Mutual funds
  - IRA
  - Second home or real estate property
  - Stocks

### Top Advertising Prospects:

Accountants • Attorneys • Banks • Credit management services • Credit unions • Financial advisory services  
Insurance companies • Investment companies • Mortgage companies • Tax services



*More than 8 in 10 adults who have used any financial service read a newspaper each week.*

## National Hot Tea Month

This event promotes one of the nation's most popular beverages. It is an opportunity for grocery stores and health food stores to advertise specials on tea, and restaurants can feature specialty hot tea drinks.

### Hot tea drinkers are more likely than the average person to:

- Take action after seeing a newspaper ad.
- Shop at locally-owned businesses.
- Make a point of shopping where salespeople are helpful and friendly.
- Visit a winery.
- Buy or sell an item at a consignment shop.
- Have groceries delivered to their home.
- Attend arts festivals and home and garden shows.
- Participate in restaurant week.

### Top Advertising Prospects:

Art galleries • Bakeries • Bars/Nightclubs • Bookstores • Card/Gift shops • Clothing stores  
Coffee/Tea shops • Consignment shops • Convenience stores • Day spas • Florists  
Grocery stores • Home accessory stores • Restaurants • Specialty food stores • Wineries



*More than 9 in 10 adults who visited a coffee/tea shop in the past month read a newspaper.*