

sales opportunities



third quarter

july

Independence Day – July 4, 2019

Independence Day, also known as the Fourth of July, is a national holiday that celebrates the United States' declaration of independence from Great Britain. Many people celebrate this day with picnics, parades, and fireworks.

Independence Day fireworks attendees are more likely, than the average person, to:

- Visit an amusement park in the next year.**
- Visit a state/national park in the next year.**
- Buy barbeque equipment/grill in the next year.**
- Purchase patio furniture in the next year.**
- Use a travel planning service.**



*84% of Michigan adults who enjoy grilling/outdoor cooking, read a newspaper each week.**

Top Advertising Prospects:

Amusement Parks • ATV/Motorcycle dealers • Auto dealerships • Beer distributors • Boat dealers • Camping/Outdoor stores • Fireworks retailers • Garden centers/Nurseries • Golf courses • Grill retailers • Grocery stores/Supermarkets • Ice cream/Frozen yogurt shops • Liquor stores • Outdoor/Patio furniture retailers • Party supply stores • Specialty food stores • State/National Parks • Swimming pool service providers

National Recreation and Parks Month

This event is designed to encourage public participation in leisure activities.

State/National Park visitors are more likely, than the average person, to:

- Travel across the U.S.**
- Participate in photography.**
- Plan a trip to the beach in the next year.**
- Go camping.**
- Enjoy boating/sailing/water skiing.**

Top Advertising Prospects:

Athletic footwear/Apparel stores • Bicycle shops • Boat retailers • Camera retailers • Camping/Outdoors stores • Camps, Day and Residential • Grocery stores • Health food stores • Sporting goods stores • RV/Camper dealers • National Parks • Travel services



*83% of Michigan adults who participate in outdoor activities, read a newspaper each week.**

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National Ice Cream Month

This event is designed to celebrate ice cream, which is consumed by 90% of the U.S. population. Retailers can get creative in promoting specials during the month.

Host a build-the-largest-sundae or banana split contest, or an ice cream recipe/"name that flavor" contest, or even promote an ice cream eating contest.

Ice cream purchasers are more likely, than the average person, to:

- Take action after reading a newspaper ad.**
- Visit restaurants more than 5 times per month.*
- Use a grocery delivery service.**
- Shop for summer camp or instructional camp in the next year.**
- Shop for day care in the next year.**

Top Advertising Prospects:

Amusement parks • Camps • Children's activity providers • Children's clothing stores • Day care centers • Family fun centers • Grocery stores • Hardware stores • Ice cream/Frozen yogurt/Italian ice shops • Kitchen supply stores • Pizza delivery services • Restaurants • Tutoring services



83% of Michigan adults who purchased ice cream in the past week, read a newspaper each week.*

National Independent Retailers Week July 16 – July 22, 2019

This event recognizes the efforts of the individuals who own and manage the thousands of independent retail businesses in the U.S.

Small business shoppers in Michigan are more likely, than the average person, to:

- Take action after reading a newspaper ad.**
- Buy a stereo/audio equipment in the next year.**
- Purchase a lawn tractor in the next year.**
- Visit a day spa.**
- Use financial planning/retirement services.**
- Purchase a Smartwatch or Smart TV device in the next year.**

Top Advertising Prospects:

Appliance stores • Bars and Nightclubs • Bookstores • Bridal shops • Butcher shops • Candy shops • Cosmetics/Skin care shops • Day spas • Delis/Sandwich shops • Electronics retailers • Financial management services • Furniture stores • Gift shops • Hair salons • Jewelry stores • Linen and Housewares stores • Men's clothing stores • Nail salons • Outdoor power equipment retailers • Pet stores • Restaurants • Shoe stores • Women's clothing stores



89% of small business owners in Michigan read a newspaper each week.*