

# sales opportunities

second quarter

## June

### Weddings season begins

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

- Take action after seeing a newspaper ad.\*\*
- Buy bedroom furniture in the next year.\*\*
- Purchase a new house in the next year.\*\*
- Have cosmetic surgery in the next year.\*\*
- Visit a ski resort in the next year.\*\*
- Spend more on higher quality products.\*\*



*Nearly 7 in 10 Michigan adults, who visited a bridal shop in the past year, read a newspaper each week.\**

### 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 • Cosmetics/Skin care shops • Department stores • Diet/Weight loss centers • Disc jockeys • Employment agencies • Florists • Furniture stores • Gift shops • Home accessories stores • Hotels and motels Jewelers • Kitchen supply/Cookware/Gourmet stores • Limousine companies Linen/Housewares stores • Lingerie stores • Malls/Shopping Centers • Men's clothing stores Party/Event Planners • Party supply stores • Photography studios • Realtors • Restaurants Tanning salons • Travel agents • Women's clothing stores

### Father's Day – June 16, 2019

Celebrating dad is easy when retailers advertise his favorite things.

**Men are more likely, than the average person, to:**

- Play golf.\*\*
- Go boating, or buy a boat in the next year.\*\*
- Read the sports section of the newspaper.\*\*
- Enjoy fishing.\*\*
- Purchase a pool, hot tub, or spa, in the next year.\*\*
- Buy beer.\*\*
- Purchase a motorcycle, or ATV, in the next year.\*\*



*Nearly 7 in 10 men in Michigan read a newspaper each week.\**

### Top Advertising Prospects:

Auto dealerships • Beer distributors • Boat dealers • Bookstores • Delis/Sandwich shops • Department stores • Electronics retailers • Golf courses • Hardware stores • Home improvement stores • Liquor stores • Men's clothing stores • Motorcycle retailers • Outdoor power equipment retailers • Pizza shops • Restaurants • Sporting goods stores • Swimming pool retailers

## Summer – June 21, 2019

Just about any local business can use a summer sales theme to promote warm weather items. Suggest the use of a bright spot color, like yellow or orange, in your client's newspaper ad for added impact.

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

- Buy a personal watercraft, or a boat, in the next year.\*\*
- Eat at a seafood restaurant.\*\*
- Purchase a pool, hot tub or spa, in the next year.\*\*
- Participate in golf.\*\*
- Eat at an ice cream or frozen yogurt shop.\*\*
- Visit a theme park.\*\*
- Vacation at the beach.\*\*
- Participate in gardening and lawn care.\*\*

### Top Advertising Prospects:

Amusement parks • Bed-and-Breakfast Inns • Boat dealers • Camps • Clothing stores • Golf courses • Heating and air conditioning dealers • Hotels/Motels • Ice cream/Frozen yogurt shops • Landscaping/Lawn services • Restaurants • RV/Camper retailers • Swimming pool retailers • Tanning salons • Travel agents



*Nearly 7 in 10 Michigan adults, read a newspaper each week.\**

## Graduation season

High school and college graduations are a prime opportunity for a variety of retailers to promote their goods and services to a younger demographic who is moving out on their own for the first time.

### Millennials are more likely, than the average person, to do the following in the next year:

- Buy a primary home.\*\*
- Shop for new cell/wireless service.\*\*
- Purchase furniture.\*\*
- Get married.\*\*
- Pay \$25,000-\$29,999 for a new car.\*\*
- Eat at a sit-down restaurant five or more times a month.\*\*
- Look for a new job.\*\*
- Buy a computer.\*\*



*Nearly 8 in 10 Millennials in Michigan read a newspaper each week.\**

### Top Advertising Prospects:

Automotive dealers • Bars/Nightclubs • Bridal shops • Bicycle shops • Bookstores • Casinos • Cell phone/Wireless service providers • Comedy clubs • Concert venues • Electronics stores • Employment agencies/recruiters • Furniture stores • Malls/Shopping centers • Men's clothing stores • Museums • Realtors • Restaurants • Sporting goods stores • Women's clothing stores