

sales opportunities

first quarter

march

Spring Break

Spring break has evolved from a week-long break during which students caught up on school work, into a time during which families often travel to warm climates and exotic locales.

Newspaper readers are more likely than the average person to:

- Read the travel section of the newspaper
- Use a car rental company
- Stay at a hotel/motel
- Fly domestically two or more times a year
- Use a travel agent
- Take trips outside the continental U.S.

Travel planners are more likely than the average person to:

- Read a newspaper 6-7 days of the week
- Pay more for higher quality products
- Shop at small, family-owned, or independently-owned businesses

Top Advertising Prospects:

Amusement and theme parks • Automotive dealers • Bars/Nightclubs • Beach resorts • Bed-and-Breakfast Inns • Bicycle shops
Bookstores • Car rental services • Casinos • Comedy clubs • Concert venues • Golf courses • Golf shops • Hotels/Motels
Kennels/Pet boarding services • Lawn maintenance services • Malls/Shopping centers • Men's clothing stores • Museums
National parks • RV/Camper dealers • Ski resorts • Sporting goods stores • Tourism Bureaus • Travel agents • Women's apparel stores



Travel planners are more likely than the average person to take action after reading a newspaper ad.

March Madness – NCAA® Basketball Tournament

March Madness is a phenomenon that grips the national sports psyche from the second week of March through the first week of April. March Madness is the moniker that is given to the National Collegiate Athletic Association (NCAA) Men's and Women's Basketball Tournaments. These tournaments determine the national champions of college basketball.

Newspaper readers are more likely than the average person to:

- Be interested in NCAA basketball
- Attend NCAA basketball games
- Watch NCAA basketball championship games
- Play basketball
- Follow college basketball teams on social media
- Purchase sports apparel with college team logo

Top Advertising Prospects:

Athletic clothing/shoe stores • Bars/Nightclubs • Beer distributors • Casinos • Collectibles/Memorabilia shops
Colleges/Universities • Deli/Sandwich Shops • Liquor stores • Men's clothing stores • Party/Event planners • Party supply stores
Pizza shops • Restaurants • Sporting goods stores • Sports instructors • Taxi services



St. Patrick's Day

Friday, March 17, 2019, is St. Patrick's Day – once an Irish-only holiday, it is now celebrated all over the world with parades and other events.

Newspaper readers are more likely than the average person to:

- Drink beer
- Consume liquor
- Visit a nightclub
- Eat at a restaurant five or more times a month
- Watch a parade

Top Advertising Prospects:

Bars/Nightclubs • Beer distributors • Hotels/Motels • Liquor stores • Men's clothing stores • Party/Event planners
Party supply stores • Restaurants • Taxi services • Wineries • Women's clothing stores



Spring Begins

Monday, March 20, 2019 is the first day of spring. It is also an opportunity to showcase spring fashions, garden supplies, outdoor power equipment, home improvement items, and summer vacation destinations.

Newspaper readers are more likely than the average person to do the following next year:

- Replace carpeting/flooring
- Repair/Replace roof
- Exterior and interior painting
- Remodel kitchen
- Improve landscaping
- Replace windows
- Hire a pest control service
- Install a home security system
- Buy furniture



Top Advertising Prospects:

Appliance stores • Automotive dealers • Carpeting/Flooring retailers • Cooling/Heating equipment providers • Furniture stores
Garden supply stores • Hotels/Motels • Home accessories stores • Home security system providers • Kitchen remodelers
Landscapers • Lawn care services • Men's apparel stores • Outdoor power equipment retailers • Painters • Pest control services
Replacement window retailers • Resorts • Roofing contractors • Travel agents • Women's apparel stores