

sales opportunities

second quarter

may

Cinco de Mayo – May 5, 2019

Create sales opportunities for your advertisers involving a Mexican theme, or the number five. Mexican restaurants can offer specials on meals and drinks.

Latin music lovers, are more likely than the average person, to:

- Take action after reading a newspaper ad.**
- Shop at locally-owned retailers.**
- Rent party supplies in the next year.**
- Use catering services in the next year.**
- Shop at stores that support a local cause/charity.**
- Pay more for healthy/organic food products.**

Top Advertising Prospects:

Banquet/Party centers • Bars/Nightclubs • Caterers • Grocery stores • Party rental stores • Restaurants • Wineries



*3 out of 4 Michigan adults, who ate at a Mexican restaurant in the past month, read a newspaper each week.**

Mother's Day – May 12, 2019

Retailers can help to make mom's day special by promoting all of her favorite things.

People who dine out on Mother's Day are more likely to:

- Take action as a result of seeing a newspaper ad.**
- Buy from small family-owned, or independently-owned businesses.**
- Pay more for higher quality products.**
- Shop at a store to support an important cause/charity.**
- Spend at least \$500 on shoes in the next year.**
- Take a cruise in the next year.**
- Purchase family portraits in the next year.**

Top Advertising Prospects:

Bakeries • Bookstores • Candy shops • Card/Gift shops • Coffee/Tea shops • Cosmetics/Skin care shops • Day spas • Department stores • Florists • Home accessories stores • Jewelry stores • Malls/Shopping centers • Photographers • Restaurants • Shoe stores • Travel agencies • Women's clothing stores



*More than 7 in 10 women in Michigan read a newspaper each week.**

Indianapolis 500 – May 26, 2019

The Indianapolis 500 is a natural tie-in for auto-related accounts. They can have an in-store drawing for tickets to a local raceway or racing event, or offer a \$500 discount on an auto purchase. The term Indianapolis 500 is a registered trademark, so it cannot be used in advertising materials.

Adults who watch the Indianapolis 500, are more likely than the average person, to:

- Read the sports section of a newspaper.*
- Take action after seeing a newspaper ad.**
- Spend \$35,000 or more on a new vehicle purchase in the next year.*
- Enjoy fishing and camping.**
- Play golf.**
- Participate in wood working.**
- Tailgate before sporting events.**

Top Advertising Prospects:

Athletic clothing stores • Auto parts stores • Auto service centers • Auto dealerships • Bars/Nightclubs • Beer distributors • Golf courses • Golf equipment stores • Insurance agents • Lumber supply stores • Outdoors stores • Pizza shops • Restaurants • Sporting goods stores • Restaurants • Tire stores



*Nearly 7 in 10 Michigan adults, who watch the Indianapolis 500, read a newspaper each week.**

Memorial Day – May 27, 2019

Advertisers can run tie-in sales for Memorial Day by using patriotic-themed ads, and offering a discount on red, white, or blue items. Florists can also run specials on appropriate arrangements.

In the next year, members of Veterans clubs are more likely to:

- Purchase a boat or watercraft.**
- Buy a lawn tractor.**
- Shop for eldercare/nursing home services.**
- Buy guns/ammunition.**
- Visit a ski resort.**
- Buy golf clubs.**
- Refinance a mortgage.**



*3 out of 4 Michigan adults, who contribute money to a military/veterans organization, read a newspaper each week.**

Top Advertising Prospects:

Armed Forces Recruiters • Auto dealers • Bars /nightclubs • Beer distributors • Billiard halls • Boat dealers • Bowling centers • Camping/Outdoor stores • Financial planners • Florists • Golf courses • Gun shops • Grocery stores • Nonprofit civic/Social organizations • Outdoor power equipment dealers • Restaurants • Technical and trade schools