

sales opportunities



third quarter

september

Autumn – September 23, 2019

Retailers can tie into the official start of fall with a seasonal sale or other promotion.

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

- Participate in hunting, camping and football*
- Spend \$500+ on athletic and clothing and shoes in the next year.*
- Shop for assisted living/retirement facility in the next year.*
- Purchase a motorcycle in the next year.*
- Buy a smart television in the next year.*
- Use a financial planner in the next year.*
- Buy a home in the next year.*
- Purchase eco-friendly products *



*82% of Michigan adults read a newspaper each week.**

Top Advertising Prospects:

Athletic clothing stores • Banks • Bars/Nightclubs • Electronics stores • Financial planners • HVAC dealers • Landscapers • Lawn and garden centers • Motorcycle dealers • Outdoor stores • Realtors • Restaurants • Retirement communities • Tourism agencies • Travel agencies

College Savings Month

This event is designed to encourage families to begin saving early for the cost of college education through the various tax-advantaged options available.

Financial institutions that offer savings plans for college, such as 529 programs, can hold workshops to encourage individuals to open such accounts.

Parents of children under 18 are more likely, than the average person, to:

- Buy a home in the next year.*
- Buy a car in the next year.*
- Shop for day care service in the next year.*
- Purchase an HVAC system in the next year.*
- Buy infants and children's clothing in the next year.*
- Purchase sports equipment in the next year.*
- Own a pet.*
- Spend \$200+ per week on groceries.*



*More than 8 in 10 adults in Michigan who have a child under age 18, read a newspaper each week.**

Top Advertising Prospects:

Amusement parks • Auto dealerships • Banks • Bookstores • Child care services • Children's clothing stores • Credit unions • Department stores • Educational supply stores • Family entertainment centers • Financial advisors • Grocery stores • HVAC retailers • Pediatricians • Pet stores • Photographers • Realtors • Restaurants • Shoe stores • Sporting goods stores

september cont.

Healthy Aging Month

This event is designed to focus public attention on the positive aspects of growing older, and to encourage individuals age 50 and older to improve their physical, mental, and social health.

Adults age 55+, are more likely, than the average person, to:

- Engage in funeral pre-planning in the next year.*
- Retire or take early retirement in the next year.*
- Obtain coupons through the newspaper.*
- Use a financial planner in the next year.*
- Provide care to aging parent or relative.*
- Eat at a restaurant 10 or more times each month.*
- Participate in gardening and lawn care.*

Top Advertising Prospects:

•Adult day care centers • Adult living communities • Financial planners • Fitness centers • Funeral homes • Home health care providers • Landscaping/Lawn services • Men's clothing stores • Restaurants • Shoe stores • Skilled care facilities • Travel agents • Women's clothing stores



*87% of Michigan adults age 55+, read a newspaper each week.**

National Coffee Day – September 29, 2019

The celebration, which has been adopted internationally in recent years, is meant to encourage people to celebrate, enjoy, and appreciate the world's most popular hot beverage.

Coffee drinkers are more likely, than the average person, to do the following in the next year:

- Buy a car.*
- Buy a motorcycle.*
- Remodel their kitchen.*
- Refinance their mortgage.*
- Go back to school.*
- Purchase carpeting or floor covering.*
- Participate in yoga.*
- Get married.*

Top Advertising Prospects:

Appliance stores • Automotive dealers • Banks • Bridal shops • Coffee/tea shops • Fitness centers • Floor covering retailers • Motorcycle dealers • Reception venues • Remodelers • Restaurants • Yoga studios



*83% of coffee drinkers in Michigan read a newspaper each week.**