

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

1st Quarter Sales Opportunities



sales opportunities
first quarter
january

Family Fit Lifestyle Month
What better time than now to get the entire family to begin establishing healthy lifestyle habits that become a yearlong and lifelong commitment. The best role models to teach children about living healthy are the adults in their lives.

Newspaper readers are more likely than the average person to:

- Have three or more children under the age of 17 living at home.
- Spend \$200 or more on athletic clothing and shoes each year.
- Participate in the following activities:
 - Bowling
 - Basketball
 - Skiing/Snowboarding
 - Tennis
 - Bicycling
 - Golf
 - Yoga
 - Gardening
 - Jogging/Running
 - Hiking/Backpacking
 - Lawn care
 - Grilling/Outdoor cooking

Top Advertising Prospects:
Athletic clothing/shoe stores • Bicycle shops • Bowling centers • Fitness centers • Garden centers • Golf courses
Grocery stores • Organic food stores • Outdoor power equipment dealers • Outdoor stores • Ski resorts
Sporting goods stores • Vitamin stores • Weight loss programs • Yoga studios

[Click here to download, and customize, marketing flyers related to athletic clothing/shoes, drug stores, fitness centers, and home improvement supplies, for your market area.](#)

National Soup Month
With the cold weather still in abundance, January is the perfect month to celebrate and enjoy soup of all kinds.

Newspaper readers are more likely than the average person to:

- Spend \$200 or more per week at the grocery store.
- Buy locally-grown food.
- Purchase organic food.
- Eat at the following types of restaurants:
 - Coffee/Tea shop
 - Seafood
 - Italian
 - Chinese
 - Sports bar
- Any specific restaurant.

Top Advertising Prospects:
Coffee/Tea shops • Deli/Sandwich shops • Diners/Luncheonettes • Pubs/Seafood markets
Grocery stores • Health/Natural food stores • Restaurants • Specialty food stores

[Click here to download, and customize, marketing flyers related to grocery stores and restaurants, in your market area.](#)

Nearly 9 in 10 adults who attended a health/wellness/fitness expo in the past year read a newspaper each week.

More than 8 in 10 adults who consumed soup in the past week read a newspaper each week.

Enhance your first quarter planning now with information dedicated to sharing key statistics about newspaper readers as they relate to seasonal events such as Financial Wellness Month, football championships, and National Weddings Month. A list of advertising prospects for each topic is included, along with links to corresponding customizable marketing flyers.

Be sure to share this information with your editorial staff so you can plan and build the optimal advertising product for each category.

[Click here to download](#)



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.