

SECONDLOOK

Insight • Inspiration • Income

Welcome to Second Look - a new weekly email designed to help members capture more advertising revenue. Each email will highlight a helpful tool or resource that PNA has developed to support your sales and marketing efforts.

This week, take a second look at...

4th Quarter Sales Opportunities

sales opportunities
fourth quarter
october

New Automobile Release
NADA (National Automobile Dealers Association) reports that the average advertising expense on a per-vehicle basis is **\$608**.

Newspaper readers are more likely than the average person to:

- Spend between \$30,000 and \$34,999 on a new car
- Spend more than \$45,000 on a new car
- Purchase a compact car or mini-van
- Purchase a luxury vehicle

Top Advertising Prospects:
Auto dealerships • Day spas • Dentists • Doctors • Dry cleaners
Financial/investment planning services • Men's clothing stores
Travel planning services • Truck dealers • Weight loss services
Women's clothing stores

Of households planning to purchase a new vehicle in the next year, 44.5% prefer the newspaper over other media sources.

Click here to download a set of customizable marketing flyers related to automotive, day spas, dentists, financial planners, men's clothing, and women's clothing for your market area.

Major League Baseball World Series
The Major League Baseball regular season play begins in April, and postseason takes place during October, culminating with the World Series from the end of October through the beginning of November.

Newspaper readers are more likely than the average person to:

- Attend one or more MLB games each year
- Watch MLB on television, on-line or on the radio
- Play baseball
- Read the sports section of the newspaper

Top Advertising Prospects:
Athletic footwear/apparel stores • Bars/Nightclubs • Collectibles and Memorabilia shops • Cable and satellite programming providers • Food promoters
Family entertainment centers • Sporting goods stores • Sports instruction and clubs
Sports teams • Television/Electronics stores

More than 8 in 10 adults, who are interested in Major League Baseball, read a newspaper each week.

Click here to download and customize marketing flyers related to athletic clothing/footwear and bars/nightclubs in your market area.

As you plan for 4th quarter, be sure to check out PNA's newest marketing resource - a flyer dedicated to sharing key statistics about newspaper readers as they relate to upcoming seasonal events. A list of advertising prospects for each topic is included, along with links to complementary customizable marketing flyers.

View the resource [here](#).



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