

# Holiday Advertising BEGINS NOW

The holiday shopping season begins earlier, and earlier each year largely due to events like Black Friday in July. The excitement of hunting for bargains, seeing festive decorations that put you in the holiday spirit, and the camaraderie of shopping alongside family and friends are the attributes that online platforms lack.

## Consumers



**are ready to spend.**

- ◆ 25% are planning to increase holiday spending this year compared to last year.
- ◆ 56% are more likely to shop from advertisers that reward consumer loyalty with personalized offers or discounts.

**are ready to shop.**

- ◆ 50% will start their holiday shopping earlier this year compared to last year.
- ◆ 45% plan to resume traditional Black Friday shopping.
- ◆ 42% will take advantage of specific sales such as Black Friday and Cyber Monday.

**want to be informed.**

- ◆ The factors that drive ad engagement with consumers include:
- ◆ Ads on trusted editorial sites that generate a “halo effect” from high-quality journalism.
- ◆ Ads that meet their personal interests.
- ◆ Ads with an enticing offer.
- ◆ 82% of Americans believe that newspaper ads are the most trusted.
- ◆ 79% of consumers took action after reading a newspaper ad in the past 30 days.

## Advertisers

**can engage consumers by creating holiday spirit in their ads.**

- ◆ Use a backdrop of a snow-covered town or city.
- ◆ Include close-up images of smiling people and families.
- ◆ Add holiday-themed decorations.

**should prepare to be busy.**

The following days are predicted to be the busiest shopping days of the 2025 holiday season:

**Friday, Nov. 28** – Black Friday

**Saturday, Nov. 29** – Small Business Saturday

**Monday, Dec. 1** – Cyber Monday

**Tuesday, Dec. 2** – Giving Tuesday

