

# winter

## who is reading newspapers?¹

Research demonstrates the following categories of business have strong sales performance during the winter season.

- Bookstores
- Bridal stores
- Casinos
- Children's clothing stores
- Dentists
- Financial planners
- Fitness centers
- Footwear stores
- Game and toy retailers
- Jewelry stores
- Office supply stores
- Tax preparation services

**88%**

of newspaper readers who plan to shop for or buy banking or financial services in the next year.

**71%**

of Pennsylvanians who shopped at an **office supply** store in the past year.

**92%**

of newspaper readers who plan to shop or buy jewelry in the next year.

**92%**

of newspaper readers who plan to shop for or buy sporting goods in the next year.

Nearly **6 in 10** Americans use newspaper advertising to help decide what brands, products and local services to buy.

**Newspapers** are the **#1 source** of local shopping information.¹



Sources: ¹ America's Newspapers Local Newspaper Study.