Celebrate Thanksgiving with limited-time offers

As many as half the people who buy holiday presents make purchases on Black Friday, and 45% of consumers who shop over Thanksgiving weekend do so on Small Business Saturday, according to research from Capital One. The average shopper spends an estimated $480 on Black Friday.

Advertising in your local Thanksgiving Day newspaper is an effective way to engage with consumers who are ready to shop. Here is why.

**Reach your local community.**
Newspapers have a loyal readership. This allows you to connect with consumers in your area who value shopping locally and supporting community businesses.

**Increase consumer engagement.**
The Thanksgiving edition of the print newspaper attracts a large audience. Your message will be seen by thousands of potential customers who are looking to spend.

**Advertise in a brand-safe environment.**
Sharing your message in respected and trusted newspapers enhances your business’s credibility. You do not have to be concerned about the content surrounding your ad. A whopping 82% of Americans believe that newspaper ads are the most trusted.

**Share special promotions.**
If your business is offering special deals or discounts for Thanksgiving or the holiday weekend, a newspaper is an effective way to communicate these time-sensitive opportunities to a wide audience. Seventy-nine percent of consumers responded after reading a newspaper ad in the past 30 days.

**Appeal to tradition.**
Thanksgiving holds many traditions for families. Advertising in a newspaper evokes a sense of nostalgia as family and friends page through the publication in search of holiday shopping deals.