

Gratitude ~ AND ~ Great Deals



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.