LOGISTICS

Total Audience
Albuquerque Journal is delivered to residents that have requested to receive this publication via delivery, mail and online.

Deadlines and Publication
Publication Days: Monday - Sunday
Deadline: 3 workdays prior to pub day, 5pm.
Add one day for Venue Plus.

AVERAGE SUNDAY CIRCULATION:
68,635

AVERAGE DAILY CIRCULATION:
63,805

CONTACT
Wanda Moeller
VP / Advertising
505.823.3310
wmoeller@abqjournal.com

DISCOUNTS
Multi-Publication Buy Discounts
Extend your marketing reach and save. Include Journal Daily, Sunday Journal, Venue Plus, Business Outlook and Journal North, and our community publications in Rio Rancho, Valencia County and Socorro County.

<table>
<thead>
<tr>
<th>Publications</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>20%</td>
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<tr>
<td>3</td>
<td>25%</td>
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<tr>
<td>4</td>
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<td>5</td>
<td>35%</td>
</tr>
<tr>
<td>6</td>
<td>40%</td>
</tr>
<tr>
<td>7+</td>
<td>50%</td>
</tr>
</tbody>
</table>

FRONT PAGE BANNER

6 col x 2”
(10” wide x 2” tall)
Full Color
No Discounts Apply
DOMINANCE

Dominance ads are designed for maximum visibility within. Announce unique events, reinforce marketplace status, or drive maximum response in a short time.

IDENTITY

Identity ads are designed to balance ample message space and page dominance in a package that allows for greater frequency. Ideal for announcing events, branding, defining your market niche, and maintaining a sustained customer response through frequency of messaging.

IMPRESSION

Impression ad units are designed for advertisers seeking to optimize reach and frequency. These units are suggested for image branding, small business announcements, health care and other low cost consistent response messaging.

BRANDING

Branding ad units are designed for advertisers seeking to maximize long term awareness and reach. Ideal for top-of-mind awareness and branding efforts or single message call to action advertisements.

Reader Profile & Info

‡ Scarborough Research, Albuquerque, NM
2020 Release 1, March 2019 – March 2020

Our readers are more educated!

67% of Sunday Journal readers have at least some college education. Market is 58%.

Our readers are higher income!


Gender Information

Journal Daily (Mon. - Sat.)
MALE 54% FEMALE 46%

The Sunday Journal
MALE 45% FEMALE 55%

Journal readership skews male on weekdays and female on Sundays. The market is skewed slightly female (51% to 49%)

Ask your sales rep for research related to your business and industry!
Now offering attractive multi-paper buy discounts. Grow your reach and your savings!

## DISCOUNTS PER PUBLICATION*

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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<td>40,400</td>
<td>49,500</td>
<td>3,070</td>
<td>43,700</td>
<td>39,000</td>
<td>19,500</td>
<td>15,600</td>
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<tr>
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<tr>
<td>Venue PLUS (Friday)</td>
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<tr>
<td>Business Outlook (Monday)</td>
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<tr>
<td>El Defensor Chieftain (Th)</td>
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</tbody>
</table>

*Multi-paper discounts are off of open or earned/agreement rates.

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**Discounts per Publication**

- **2 Pubs**: 20% Discount
- **3 Pubs**: 25% Discount
- **4 Pubs**: 30% Discount
- **5 Pubs**: 35% Discount
- **6 Pubs**: 40% Discount
- **7 Pubs**: 45% Discount
- **7+ Pubs**: 50% Discount

---

- **Albuquerque Journal DAILY (M - Sat)**
  - Avg. Circ: 40,400
  - Circ: 49,500
  - Circ: 3,070
  - Circ: 43,700
  - Circ: 39,000
  - Circ: 19,500
  - Circ: 15,600
  - Circ: 2,400

- **The Sunday Journal**
  - Circ: 49,500

- **Journal North (Sunday)**
  - Circ: 3,070

- **Venue PLUS (Friday)**
  - Circ: 43,700

- **Business Outlook (Monday)**
  - Circ: 39,000

- **Rio Rancho Observer (Sun)**
  - Circ: 19,500

- **Valencia County News Bulletin (Th)**
  - Circ: 15,600

- **El Defensor Chieftain (Th)**
  - Circ: 2,400

---

**Albuquerque Journal DAILY (M - Sat)**

- *Monthly Pageviews: 8,190,135*

---

**The Sunday Journal**

- *Monthly Pageviews: 8,190,135*

---

**Journal North (Sunday)**

- *Monthly Pageviews: 12,803*

---

**Venue PLUS (Friday)**

- *Monthly Pageviews: 5,031*

---

**Business Outlook (Monday)**

- *Monthly Pageviews: 9,967*

---

**Rio Rancho Observer (Sun)**

- *Monthly Pageviews: 7,006*

---

**Valencia County News Bulletin (Th)**

- *Monthly Pageviews: 177,419*

---

**El Defensor Chieftain (Th)**

- *Monthly Pageviews: 48,441*
PREMIUM PRODUCTS

Preprint Insertions
Insert your publication into the paper to offer deals or present the story of your business. We can print you an insertion, or insert your preprinted advertising.

Preprint Wrapper
A single heavy bright white sheet with your advertisement, this wraps preprints inside the paper and is a great way to highlight deals and offers before readers look at coupons and other inserts.

Spadea (Front Page Wrap Around)
A half page around the front and full page on the back, this provides advertisers maximum visibility by wrapping around the paper and allowing you to place 3 pages worth of content around the paper.

Front Page Ad Note
Front page ad notes are a premium option placed on the top front of the paper. These special 3” x 3” ads are very prominent and can help you stand out from other advertisers.

CIRCULATION FOR PREMIUM PRODUCTS

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>CIRCULATION</th>
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</thead>
<tbody>
<tr>
<td>ALBUQUERQUE JOURNAL (M-SAT AVER.)</td>
<td>40,400</td>
</tr>
<tr>
<td>THE SUNDAY JOURNAL</td>
<td>49,500</td>
</tr>
<tr>
<td>RIO RANCHO OBSERVER</td>
<td>19,500</td>
</tr>
<tr>
<td>VALENCIA COUNTY NEWS-BULLETIN</td>
<td>15,600</td>
</tr>
<tr>
<td>EL DEFENSOR CHIEFTAIN</td>
<td>2,400</td>
</tr>
<tr>
<td>JOURNAL NORTH</td>
<td>3,070</td>
</tr>
</tbody>
</table>
Site usage and statistics

Full access to abqjournal.com brings you breaking local news, sports and business from around Albuquerque and New Mexico. Our classifieds page offers hundreds of employment, merchandise, auto and other ads 24/7. Our email Newsletters offer daily and weekly stories for news, sports, business, obits, entertainment and headlines from Northern New Mexico. Finally, write a letter to the editor via our web form.
**Targeted Display**

Targeted Display Advertising is a very effective method of placing your ads in front of your key audience wherever they’re online. We use targeting data based on search history, preference, purchase history, geographical location, and hundreds of other data points. We are able to create a profile of your target market and display ads on websites and app networks they visit.

**Addressable Geofencing**

Addressable geofencing is a form of targeted display advertising that utilizes a physical address list to create a series of mini-geofences based on postal addresses. We deliver highly targeted advertising directly to the devices (including Connected TVs) within those homes and businesses. Additionally, a conversion zone is set up to measure foot traffic back to your location. No physical address list? No problem. Using addressable curation, we utilize a large database of information to curate a list of homes and businesses in real-time based on geographic and demographic data.

**Social Media Advertising**

Social Media Advertising (SMA) is display advertising that runs on social media platforms including Facebook, Instagram, Twitter, LinkedIn, and Pinterest, using digital footprint information gathered from profiles, preferences, history, and geographical location. We identify your target audiences and put your ads in their social media feeds, driving traffic to your website. Advertising on social media will generate leads, increase your visibility, allow you to reach an engaged audience, allow you to target a specific audience, increase brand awareness/customer loyalty, and increase flexibility.

**Social Media Management**

Social Media Management (SMM) is managing a business’s complete social media strategy. It involves more than just replying to tweets and comments. We provide content strategy and development to reach your target audience for each product category. We help you engage directly with customers. The benefits: uncovering valuable insights about your buyers and how they view your products, services, and brand; developing a stronger value proposition by putting your brand out there and showing prospects and customers you care; and, handling complaints expediently.

**Geofencing**

Geofencing is a targeted display tactic that displays online ads to audiences based on their geographic location down to a 3-foot area. When someone enters a predetermined geographic area, such as a competitor’s location or a festival, their mobile device ID is captured and stored. Then we display banner ads on their browser and apps. We can track foot traffic back to your physical location using a conversion zone (meaning those who physically went to a defined location as a result of seeing your ad).

**SEO**

Everyone wants their business on page 1! Search engine optimization (SEO) helps your page rank higher on Google and other search engines. This drives more traffic to your site. SEO starts with knowing where you currently stand. We begin with an audit that performs in-depth research on your existing site and provides recommendations to improve your rankings. Then, our team goes to work, executing a professional SEO plan on a monthly basis, strategically improving your ranking with Google and the other search engines.
Search engine marketing is the practice of marketing a business using paid advertisements that appears on search engine results pages (SERPs). These ads, often known as PPC or pay-per-click ads are typically small text-based ads above, below, and beside the organic search results. The greatest strength is that these ads are placed in front of motivated customers who are ready to buy at the precise moment they are ready to make their purchase. No other advertising medium can do that, which is why search engine marketing is so effective and such a powerful way to grow your business.

One of the most effective ways to build your online reputation is to control the narrative after you service your customer and make sure your listings are accurate on all online directories. Our reputation and directory management service corrects and updates thousands of directory listings, ensuring your contact info is easy to find, accurate, and consistent as well as providing you with a centralized platform to manage your online reviews, comments, and other feedback.

Video advertising is promotional content that plays before, during, or after streaming content, typically on blogs and news sites, Youtube, and OTT services like Pluto, Roku, and Hulu. This form of advertising is one of the most popular tactics to reach a targeted audience online with video content now commanding 80% of the traffic on the Internet. Digital video advertising has many distinct advantages over traditional broadcast, namely the ability to target your video ads to very specific audiences.

Reach your target market through a fast and efficient email campaign. Using a compliant opt-in database, we build a targeted email list, design a professional conversion-focused email, and send to the list on your behalf. Using a database of over 120 million records and an in-depth reporting platform, our targeted email marketing services compliments a multi-channel strategy perfectly.

It’s almost impossible to overstate the importance of website ownership to businesses, both large and small as the Internet gives even the smallest company a chance to connect with millions of potential customers. A well-designed website is foundational in making a lasting impression on your audience. Our team of professional web designers will guide you through the process and deliver a custom website, built on Wordpress, and ready to represent your brand for years to come.

Tell the story of your brand on the front page of our website. This special story-type ad let’s you talk about your business or products through a narrative with photos and helps you to highlight what makes you and your products important to your potential customers and the community.

Reach more than 250,000 local readers with one day of advertising! Inquire for single- and multi-day rates!
2021 SPECIAL SECTIONS

**JANUARY**
- Legislative Guide
  Pub Date: SUN, JAN 17
  Deadline: THURS, DEC 31
- Medical Service Directory
  Pub Date: SUN, JAN 31
  Deadline: FRI, JAN 8

**FEBRUARY**
- Puzzle Adventure - WINTER
  Pub Date: SUN, FEB 7
  Deadline: WEDS, JAN 20
- Loving Memories
  Pub Date: SUN, FEB 7
  Deadline: FRI, JAN 22

**MARCH**
- Legal Service Directory
  Pub Date: MAR 21
  Deadline: WEDS, FEB 24
- NM Spelling Bee
  Pub Date: FRI, MAR 19
  Deadline: FRI, MAR 5

**APRIL**
- Reader’s Choice — Journal North
  Pub Date: SUN, MAR 28
  Deadline: FRI, MAR 12
- Puzzle Adventure - SPRING
  Pub Date: SUN, APR 4
  Deadline: WEDS, MAR 24
- Home & Garden
  Pub Date: SUN, APR 11
  Deadline: FRI, MAR 26
- Parade of Homes
  Pub Date: SUN, APR 25
  Deadline: FRI, APR 9
- Restaurant Guide
  Pub Date: SUN, APR 28
  Deadline: WEDS, MAR 17

**MAY**
- AGC- Best Buildings
  Pub Date: SUN, MAY 2
  Deadline: WED, APR 21
- Summer Guide
  Pub Date: SUN, MAY 23
  Deadline: FRI, APR 30
- Spirit of New Mexico
  Pub Date: SUN, JUN 6
  Deadline: FRI, MAY 21
- Reader’s Choice — Journal
  Pub Date: SUN, JUL 25
  Deadline: FRI, JUL 2

**JUNE**
- Food Truck Frenzy & Car Show
  Pub Date: SAT, AUG 28
  Deadline: FRI, AUG 13
- Puzzle Adventure - SUMMER
  Pub Date: SUN, AUG 22
  Deadline: FRI, AUG 13

**JULY**
- NM State Fair
  Pub Date: SUN, SEP 5
  Deadline: FRI, AUG 6
- Senior Source
  Pub Date: SUN, SEP 19
  Deadline: FRI, AUG 20

**AUGUST**
- Balloon Fiesta 2021
  Pub Date: FRI, OCT 1
  Deadline: FRI, SEP 17
- Parade of Homes
  Pub Date: SUN, OCT 3
  Deadline: FRI, SEP 17
- Breast Cancer Awareness
  Pub Date: SUN, OCT 17
  Deadline: FRI, OCT 1
- Open Enrollment Guide
  Pub Date: SUN, OCT 25
  Deadline: FRI, OCT 8
- Puzzle Adventure - FALL
  Pub Date: SUN, OCT 17
  Deadline: FRI, OCT 1
2021 SPECIAL SECTIONS

NOVEMBER

Winter Guide
Pub Date: THURS, NOV 25
Deadline: WEDS, OCT 28

Holiday Guide I
Pub Date: THURS, NOV 25
Deadline: TUES<, NOV 9

December

Holiday Guide II
Pub Date: SUN, DEC 5
Deadline: FRI, NOV 19

Holiday Guide III
Pub Date: SUN, DEC 19
Deadline: TUES, DEC 7

Pet Calendar
Pub Date: SUN, DEC 26
Deadline: TUES, NOV 30

Cannabis New Mexico
Pub Date: MON, DEC 27
Deadline: FRI, DEC 10

BUSINESS OUTLOOK

Fitness
Pub Date: MON, JAN 25
Deadline: MON, JAN 18

Green Homes
Pub Date: MON, FEB 22
Deadline: MON, FEB 15

Leadership New Mexico
Pub Date: MON, MAR 29
Deadline: MON, MAR 22

Outdoor Recreation Industry
Pub Date: MON, APR 26
Deadline: MON, APR 19

Construction in New Mexico
Pub Date: MON, MAY 31
Deadline: MON, MAY 24

Flying 40
Pub Date: MON, JUN 28
Deadline: MON, JUN 21

Pueblo/ Tribes Economic Development
Pub Date: MON, JUL 26
Deadline: MON, JUL 19

Auto Service Industry
Pub Date: MON, AUG 30
Deadline: MON, AUG 23

Agriculture
Pub Date: MON, SEP 27
Deadline: MON, SEP 20

Aviation
Pub Date: MON, OCT 25
Deadline: MON, OCT 18

Generations of Business
Pub Date: MON, NOV 29
Deadline: MON, NOV 22

NAIOP
Pub Date: MON, DEC 13
Deadline: MON, DEC 6

Celebrate New Mexico
Pub Date: MON, DEC 21
Deadline: TUES, DEC 15
# Tabloid Ad Sizes

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Max ad depth

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<tr>
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Retail tab gutter: 0.11 in

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<td>4 COL. X 5 IN.</td>
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<td>(7.875 IN. X 5 IN.)</td>
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<tr>
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</tr>
<tr>
<td>VERTICAL</td>
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<tr>
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</tr>
<tr>
<td>(3.875 IN. X 10 IN.)</td>
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<tr>
<td>20 COLUMN INCHES</td>
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<tr>
<td>QUARTER PAGE</td>
<td></td>
</tr>
<tr>
<td>2 COL. X 5 IN.</td>
<td></td>
</tr>
<tr>
<td>(3.875 IN. X 5 IN.)</td>
<td></td>
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<tr>
<td>10 COLUMN INCHES</td>
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</tr>
</tbody>
</table>

New Mexico’s Leading News Source
ALBUQUERQUE JOURNAL
Digital Ad Sizes

All ROS campaigns require all formats for maximum campaign performance.

All ROS & Programmatic campaigns must be provided with a URL to be launched.

Journal Video Specifications

24 frames per second

15 sec max length without user activation
unlimited length with user activation

sound on-click

1mb load without user activation
unlimited load with user activation

Ad sizes shown at 1/3 scale

abqjournal.com & Audience Extension

Smartphone Static Wide Banner /
320 x 50
50kb, mobile only
up to 15 sec animation
no video
.jpg, .png, .gif, html5

Medium Rectangle /
300 x 250
200kb, all devices
video* or animation allowed
.jpg, .png, .gif, html5, .mp4

Leaderboard /
728 x 90
200kb, tablet and desktop
up to 15 sec animation
no video
.jpg, .png, .gif, html5

Half Page /
300 x 600
200kb, all devices
up to 15 sec animation
no video
.jpg, .png, .gif, html5

Wide Skyscraper /
160 x 600
200kb, desktop only
up to 15 sec animation
no video
.jpg, .png, .gif, html5

Email Blast Specifications

Email Blast / 640 x 1200 ± 600px
300kb for all assets
No animation, No video
Requires copy provided as Word doc or txt file, Links should be included with assets
Photos as .jpg, .png, .gif
Finished file is hosted html

Single image email blast not accepted due to deliverability standards

Direct email requires five (5) working days before the blast date:
2 days for design, coding and proofing,
3 days for spam and deliverability testing; and targeting setup.
At Albuquerque Journal, our 40+ full-time journalists and 4 community papers cover more of what matters to New Mexico — all day, every day. Our reporters deliver local, regional, national and international news and perspective like no one else in New Mexico.

Every Thursday, Socorro and Valencia Counties receive local news, sports and coverage through the El Defensor Chieftain and Valencia County News-Bulletin, respectively.

Inside the Journal, Go! gives you info on outdoor activities, gear reviews and the best NM destinations.

Friday brings you our local events, entertainment and TV guide, Venue PLUS. Find special features on pets and animals in Fetch.

Get your car fix with our DRIVE page and our Senior Living section brings you features about local activities.
Daily Journal Sections

Sunday
- Life in New Mexico
- Parade
- Sunday Coupons/ Circulares
- Dimension
- Employment & For Your Home
- Color Comics

Community Papers
- Journal North
- Rio Rancho Observer
- Valencia County News-Bulletin
- El Defensor Chieftain (Socorro)

abqjournal.com
- Breaking News
- Classifieds
- Open Houses
- Obituaries
- Newsletters
- Letters to the Editor

SUNDAY JOURNAL

Sunday has something for everyone. **Life in New Mexico** brings you art, culture, travel and more. **Dimension** contains in-depth articles about international news. Classifieds contain our weekly **For Your Home** real estate section and **Employment** section and our inserts include **Sunday Coupons and Color Comics**. **Parade** brings you entertainment news with articles on health, fitness and food and finally, you can get news about Santa Fe, Taos and Northern NM in our **Journal North**.

Finally, the Journal-branded Rio Rancho Observer serves the metro communities of Rio Rancho and Bernalillo with local news every Sunday.

ABQJOURNAL.COM

Full access to abqjournal.com brings you breaking news and video from around Albuquerque and New Mexico. Our **Jobs** page offers hundreds of employment ads 24/7. Our email **Newsletters** offer daily and weekly stories for news, sports, business, obits, entertainment and headlines from Northern New Mexico. You can find open house listings for the coming weekend on the **Real Estate** page or auto deals via our **Drive** page. Finally, write a **letter to the editor** via our web form.

MONTHLY PUBLICATIONS

On every first Wednesday of the month, **Relish** celebrates America’s love for food with recipes, ingredients and gadgets, inserted in the Journal.
### Reader Profile & Demographics

† Scarborough Research, Albuquerque, NM 2020 Release 1, March 2019 – March 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>CBSA ‡</th>
<th>Integrated Newspaper Audience ‡</th>
<th>Sunday Print (cume) ‡</th>
<th>Daily Print (cume) ‡</th>
<th>eJournal (cume) ‡</th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,504,958</td>
<td>416,263</td>
<td>359,815</td>
<td>248,309</td>
<td>44,639</td>
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<tr>
<td><strong>Sex</strong></td>
<td></td>
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<tr>
<td>Male</td>
<td>49.10%</td>
<td>50.20%</td>
<td>45.30%</td>
<td>54.60%</td>
<td>67.80%</td>
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<tr>
<td>Female</td>
<td>50.90%</td>
<td>49.80%</td>
<td>54.70%</td>
<td>45.40%</td>
<td>32.20%</td>
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<tr>
<td><strong>Age</strong></td>
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<tr>
<td>18 - 34</td>
<td>28.60%</td>
<td>26.10%</td>
<td>24.10%</td>
<td>23.60%</td>
<td>42.40%</td>
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<tr>
<td>35 - 49</td>
<td>22.80%</td>
<td>23.70%</td>
<td>20.90%</td>
<td>17.70%</td>
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<tr>
<td>50 or older</td>
<td>48.50%</td>
<td>50.40%</td>
<td>54.90%</td>
<td>58.80%</td>
<td>57.50%</td>
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<tr>
<td><strong>Income/Job</strong></td>
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<tr>
<td>Average Household Income</td>
<td>$65,411.31</td>
<td>$70,863.11</td>
<td>$66,795.63</td>
<td>$69,735.91</td>
<td>$77,044.87</td>
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<tr>
<td>Income: $100,000+</td>
<td>16.60%</td>
<td>17.40%</td>
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<tr>
<td>Blue Collar</td>
<td>23.80%</td>
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<td>19.40%</td>
<td>21.20%</td>
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<tr>
<td>White Collar</td>
<td>32.20%</td>
<td>39.30%</td>
<td>36.60%</td>
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<td><strong>Family</strong></td>
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<tr>
<td>Married</td>
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<td>46.80%</td>
<td>49.40%</td>
<td>44.50%</td>
<td>42.40%</td>
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<tr>
<td>Have children under 18</td>
<td>48.30%</td>
<td>38.70%</td>
<td>41.60%</td>
<td>26.80%</td>
<td>8%</td>
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<tr>
<td><strong>Education</strong></td>
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<tr>
<td>Some College</td>
<td>58.20%</td>
<td>64.20%</td>
<td>67.30%</td>
<td>64.50%</td>
<td>86.60%</td>
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<tr>
<td><strong>Race/Nationality</strong></td>
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<tr>
<td>White</td>
<td>50.10%</td>
<td>44.70%</td>
<td>40.60%</td>
<td>41%</td>
<td>38.30%</td>
</tr>
<tr>
<td>Hispanic</td>
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<td>45.90%</td>
<td>48.80%</td>
<td>45.30%</td>
<td>60.10%</td>
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<tr>
<td>Black/African-American</td>
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<td>1.50%</td>
<td>1.50%</td>
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<tr>
<td>Asian</td>
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<td>0%</td>
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<tr>
<td>Other</td>
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<td>7.10%</td>
<td>8.40%</td>
<td>10.30%</td>
<td>1.60%</td>
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