

2022 Audience Report

AUDIENCE & REACH
ABOUT NEW MEXICO
ALBUQUERQUE JOURNAL PRODUCTS
ABOUT OUR COMMUNITIES
COMMUNITY PRODUCTS
SPECIAL SECTIONS
CONTACT US



ALBUQUERQUE JOURNAL



ABOUT NEW MEXICO



2.117 MILLION

Population of New Mexico[#]

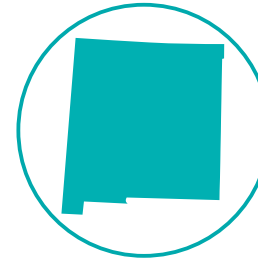


Albuquerque Journal and its products reach the largest audience of any media company in the state of New Mexico, distributing products to over 89,000 households weekly and serving over 1.2 million unique visitors on abqjournal.com each month.

[#] SCARBOROUGH, ALBUQUERQUE, NM 2021[†]
RELEASE 2, SEPTEMBER 2020 – SEPTEMBER 2021
⁺ GOOGLE ANALYTICS DATA, 2021
[#] US CENSUS BUREAU, QUICK FACTS 2020
[†] FRED ECONOMIC DATA, FEDERAL RESERVE BANK OF ST. LOUIS

\$74.276 BILLION[†]

2020 Household spending (Goods, Services) in New Mexico



ABOUT NEW MEXICO

U.S. Census Quick Facts – 2020

- There are 1,635,573 adults in New Mexico.
- Bernalillo County is home to more than 1/3 of the state's population – 676,444 residents.
- 50.5% are male, and 49.5% are female
- 81.9% of New Mexico's population is white, 49.3% is Hispanic or Latino, 11% is Native American, 2.6% is two or more races. African-Americans, Asians and Hawaiians/Pacific Islanders each comprise less than 2.6% of the population.
- 81.2% of households are married-couple families
- Over 27.3% of adults 25+ have a bachelor's degree or higher
- The median household income is \$49,754
- 67.7% of households are owner-occupied
- The median home value is \$171,400.

OVER 1.2 MILLION

Monthly readership of Albuquerque Journal products, both print and digital[†]

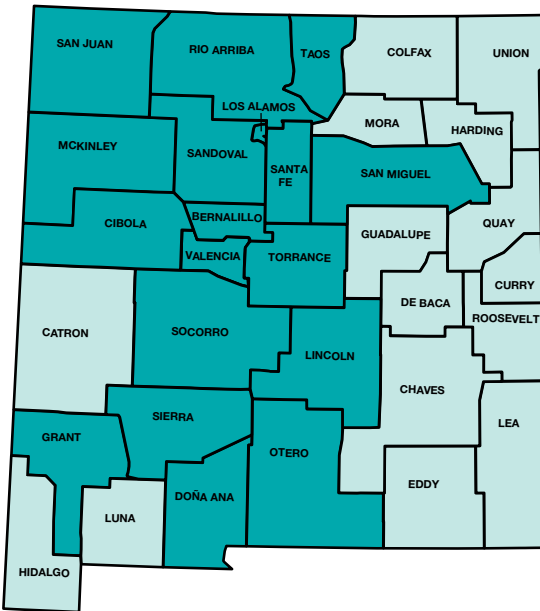


ABOUT ALBUQUERQUE

U.S. Census Quick Facts – 2020

- There are 914,480 residents in the Albuquerque metro area.
- 73.9% of Albuquerque's population is white, 49.5% is Hispanic or Latino, 4.7% is Native American, 4.4% is two or more races. 3.3% is African-Americans, 2.9% is Asian.
- Over 33.2% of adults have a bachelor's degree or higher.
- The median household income is \$58,512
- The median home value is \$206,000.
- There are 42,272 businesses in Albuquerque (2012 Census Data).

AUDITED CIRCULATION[‡]



■ PRINT DELIVERY AND DIGITAL
 ■ EJOURNAL, DIGITAL AND MAILED PRINT ONLY

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Mon - Fri Average |
|--|--------|--------|---------|-----------|----------|--------|----------|-------------------|
| Total Circulation for Journal and Affiliated Publications | 70,490 | 51,664 | 51,749 | 51,811 | 69,828 | 57,502 | 54,508 | 56,613 |
| Albuquerque Journal | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Mon - Fri Average |
| Albuquerque Journal print distribution | 44,416 | 34,326 | 34,358 | 34,429 | 34,493 | 39,079 | 37,490 | 35,331 |
| Albuquerque Journal Daily ePaper | 15,090 | 15,720 | 15,737 | 15,707 | 16,041 | 15,825 | 15,733 | 15,808 |
| Albuquerque Journal Digital | 1,281 | 1,618 | 1,654 | 1,675 | 1,515 | 1,594 | 1,285 | 1,610 |
| Community Papers | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Mon - Fri Average |
| Rio Rancho Observer | 10,500 | | | | | | | |
| Valencia County News-Bulletin | | | | | 10,500 | | | |
| El Defensor Chieftain | | | | | 2,254 | | | |

ALBUQUERQUE JOURNAL



Audience Profile & Demographics

‡ SCARBOROUGH RESEARCH, ALBUQUERQUE, NM 2021 RELEASE 1, SEPTEMBER 2020 – SEPTEMBER 2021
 * UNDUPLICATED READERS, MONDAY THROUGH FRIDAY
 ^ UNDUPLICATED READERS FOR THE PAST 4 SUNDAYS
 # UNDUPLICATED READERS, MONDAY THROUGH SUNDAY



* CORE-BASED STATISTICAL AREA IS A U.S. GEOGRAPHIC AREA DEFINED BY THE OFFICE OF MANAGEMENT AND BUDGET (OMB) THAT CONSISTS OF ONE OR MORE COUNTIES (OR EQUIVALENTS) ANCHORED BY AN URBAN CENTER OF AT LEAST 10,000 PEOPLE PLUS ADJACENT COUNTIES THAT ARE SOCIOECONOMICALLY TIED TO THE URBAN CENTER BY COMMUTING. THE INTEGRATED NEWSPAPER AUDIENCE IS THE PORTION OF THE POPULATION THAT HAS READ THE PRINTED NEWSPAPER, VISITED A NEWSPAPER WEBSITE — OR DID BOTH — IN THE PAST WEEK.

| | Core-Based Statistical Area ‡ | Integrated Newspaper Audience ‡ | Total Sunday Print Audience ^ | Total Daily Print Audience * | Total eJournal Audience # |
|-------------------------|-------------------------------|---------------------------------|-------------------------------|------------------------------|---------------------------|
| Population | 1,513,699 | 388,350 | 300,023 | 202,544 | 68,212 |
| Sex | | | | | |
| Male | 49.10% | 46.10% | 49.80% | 41.70% | 47.20% |
| Female | 50.90% | 53.90% | 50.20% | 58.30% | 52.80% |
| Age | | | | | |
| 18 - 34 | 28.50% | 27.20% | 23.70% | 23.20% | 25.90% |
| 35 - 49 | 23.20% | 23.40% | 26.50% | 17.10% | 15.40% |
| 50 or older | 48.40% | 49.40% | 49.70% | 59.80% | 59.60% |
| Income/Job | | | | | |
| Average HHI | \$64,468.17 | \$71,898.44 | \$71,759.49 | \$71,248.49 | \$74,899.83 |
| Income 100K+ | 16.10% | 21.50% | 19.70% | 21.30% | 21.60% |
| Blue Collar | 21.40% | 19.30% | 25.90% | 17.50% | 6.40% |
| White Collar | 32.20% | 36.00% | 31.20% | 30.00% | 39.80% |
| Family | | | | | |
| Married | 49.20% | 47.50% | 48.20% | 50.90% | 60.50% |
| Have children under 18 | 49.90% | 44.30% | 42.50% | 31.40% | 35.40% |
| Education | | | | | |
| Some College | 58.50% | 64.90% | 60.70% | 66.60% | 83.10% |
| Race/Nationality | | | | | |
| White | 46.10% | 41.30% | 40.00% | 42.60% | 44.40% |
| Hispanic | 42.20% | 45.30% | 52.40% | 46.30% | 45.30% |
| Black/African-American | 1.80% | 2.70% | 2.20% | 2.10% | 1.80% |
| Asian | 1.10% | 2.80% | 1.00% | 1.60% | 0.70% |
| Other | 8.70% | 7.90% | 4.30% | 7.40% | 7.90% |

Audience Profile & Demographics

VALENCIA COUNTY News-Bulletin

| | Valencia County ‡ | Average Thursday Print Audience ‡ |
|-------------------------|-------------------|-----------------------------------|
| Population | 76,205 | 41,359 |
| Sex | | |
| Male | 43.40% | 30.20% |
| Female | 56.60% | 69.80% |
| Age | | |
| 18 - 34 | 41.00% | 30.70% |
| 35 - 49 | 8.50% | 20.40% |
| 50 or older | 36.10% | 48.70% |
| Income/Job | | |
| Average HHI | \$54,070.07 | \$58,410.93 |
| Income \$100K+ | 11.90% | 9.20% |
| White Collar | 20.40% | 40.20% |
| Family | | |
| Married | 43.40% | 49.10% |
| Have children under 18 | 64.70% | 71.50% |
| Education | | |
| Some College | 18.50% | 46.60% |
| Race/Nationality | | |
| White | 31.90% | 24.10% |
| Hispanic | 61.10% | 75.20% |
| Black/African-American | 1.80% | 0.20% |
| Asian | 0.80% | 0.00% |
| Other | 4.40% | 0.50% |

RIO RANCHO OBSERVER

| | Sandoval County ‡ | Average Sunday Print Audience ‡ |
|-------------------------|-------------------|---------------------------------|
| Population | 115,842 | 23,216 |
| Sex | | |
| Male | 50.70% | 46.10% |
| Female | 49.30% | 53.90% |
| Age | | |
| 18 - 34 | 25.20% | 4.00% |
| 35 - 49 | 13.90% | 7.50% |
| 50 or older | 55.60% | 88.50% |
| Income/Job | | |
| Average HHI | \$63,802.00 | \$66,857.56 |
| Income \$100K+ | 19.60% | 19.20% |
| White Collar | 31.90% | 19.10% |
| Family | | |
| Married | 53.50% | 67.00% |
| Have children under 18 | 44.60% | 48.40% |
| Education | | |
| Some College | 65.10% | 62.40% |
| Race/Nationality | | |
| White | 42.50% | 67.00% |
| Hispanic | 39.90% | 31.40% |
| Black/African-American | 2.70% | 0.00% |
| Asian | 1.70% | 0.00% |
| Other | 13.20% | 1.60% |

El Defensor Chieftain

| | Socorro County ‡ | Average Thursday Print Audience ‡ |
|-------------------------|------------------|-----------------------------------|
| Population | 16,595 | 4,107 |
| Sex | | |
| Male | 49.90% | 63.30% |
| Female | 50.10% | 36.70% |
| Age | | |
| 18 - 34 | 24.00% | 0.00% |
| 35 - 49 | 11.00% | 25.70% |
| 50 or older | 39.00% | 69.60% |
| Income/Job | | |
| Average HHI | \$42,083.00 | \$44,127.03 |
| Income \$100K+ | 23.00% | 17.40% |
| White Collar | 61.00% | 32.70% |
| Family | | |
| Married | 35.00% | 10.10% |
| Have children under 18 | 22.80% | 20.90% |
| Education | | |
| Some College | 22.00% | 34.70% |
| Race/Nationality | | |
| White | 33.50% | 37.30% |
| Hispanic | 49.80% | 46.90% |
| Black/African-American | 1.40% | 0.00% |
| Asian | 2.30% | 0.00% |
| Other | 13.00% | 15.80% |



PORTFOLIO OF PRODUCTS

ALBUQUERQUE JOURNAL

ABOUT THE JOURNAL

Albuquerque Journal and its products are produced in Albuquerque, New Mexico and distributed throughout the state. The Journal is the largest outlet for print and digital media in New Mexico and prints products each day of the week, including community editions, tabloid sections and special supplements throughout the week and year.

PRINT PRODUCTS

Albuquerque Journal (Monday – Saturday)
The Sunday Journal

Journal Sections

- News (Daily)
- Metro & New Mexico (Daily)
- Sports (Daily)
- Classifieds (Daily)
- Education (Monday)
- Health (Tuesday)
- Food (Wednesday)
- Go! (Thursday)
- Fetch (Friday)
- Life in New Mexico (Sunday)
- For Your Home (Sunday)

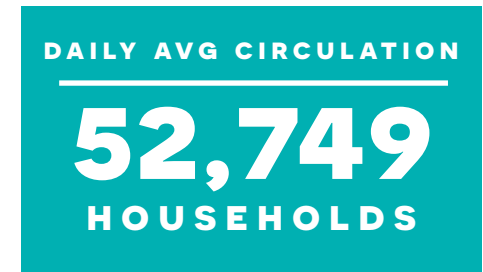
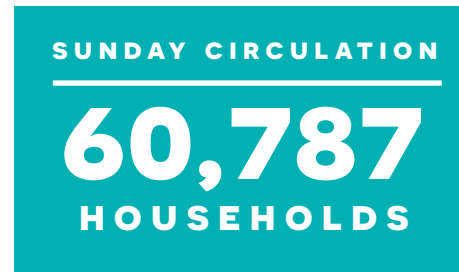
Weekly Publications

- Business Outlook (Monday)
- Venue Plus (Friday)

Special Sections

See Special Sections supplements for more information.

- New Mexico’s largest newspaper, and Albuquerque’s only daily newspaper – publishes 7 days a week
- Albuquerque Journal was established in 1880.
- Award-winning journalism covering local, state, national and world news for New Mexico.
- New Mexico’s largest news and advertising operation



[‡] SCARBOROUGH RESEARCH, ALBUQUERQUE, NM 2021 RELEASE 1, SEPTEMBER 2020 – SEPTEMBER 2021

PORTFOLIO OF PRODUCTS

Albuquerque Journal Digital

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.

DIGITAL PRODUCTS

abqJournal.com

7.307 million average pageviews/month

abqJournal.com Sections

Front Page, News, Sports, Classifieds, Obits

Tablet & Smartphone

eJournal Digital Replica
(44,303 monthly unique users)
eJournal Interstitial

abqjournal Social Media

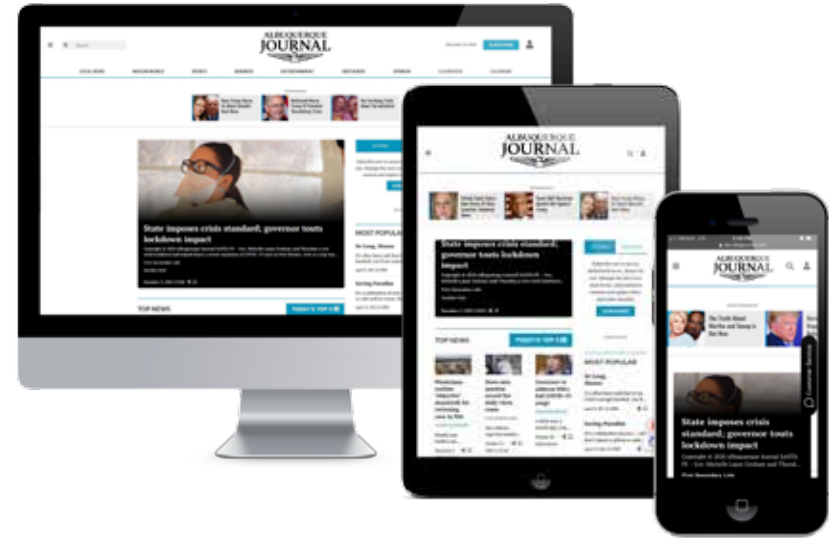
Facebook
Twitter
Instagram

Newsletters

Breaking News (Daily, 15,866 subscribers)
Business (Weekdays, 4,411 subscribers)
North / Santa Fe (Tues - Sat, 3,770)
Sports (Daily, 3,427)
Obituaries (Daily, 3,104)
Entertainment (Fridays, 3,233)

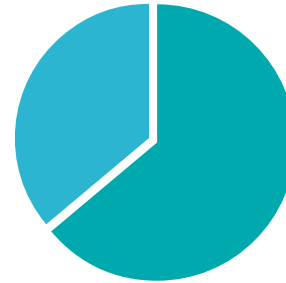
Additional Services

Facebook Advertising
Email Blasts



abqjournal.com*

1,023,348 unique visitors
8,493,144 page views
2,051,066 visits



TRAFFIC BY DEVICE TYPE*

MOBILE: 62.5%

NON-MOBILE: 37.5%

Email Newsletters**

Over 600,000 newsletters distributed monthly
15,866 subscribers / Daily & Breaking News
4,411 subscribers / Daily Business
3,427 subscribers / Sports
3,770 subscribers / Journal North
3,175 subscribers / Obituaries
3,233 subscribers / Entertainment

Social Media Followers**

111,558 Facebook
91,354 Twitter
7,533 Instagram

ePaper***

44,303 users
333,028 visits
3,399,531 pageviews

*GOOGLE ANALYTICS AVERAGE, OCTOBER 2021

**SITE FOLLOWER COUNT, OCTOBER 2021

***GOOGLE ANALYTICS, OCTOBER 2021

WEEKLY TABLOID SECTIONS & COMMUNITY PAPERS

Venue PLUS (Friday)



Readership #: 130,970

Friday brings you our local events, art, food and entertainment guide, Venue PLUS. Featuring local music and movie reviews, gallery openings, concerts, food and restaurant reviews, casino features and more

abqjournal.com/venue
Monthly Pageviews:
5,031

Business Outlook (Monday)



Readership #: 130,970

Monday brings you Business Outlook, with news on business openings, changes to business law and the status of New Mexico's business community.

abqjournal.com/business
Monthly Pageviews:
9,967

Rio Rancho Observer (Sun)



Readership #: 44,850

Rio Rancho Observer serves the community with local news and sports. The Observer has existed since 1973 and served the community since the incorporation of Rio Rancho.

rrobserver.com
Monthly Pageviews:
190,000

Valencia County News Bulletin (Th)



Readership #: 35,650

Valencia County News-Bulletin serves the area, including Belen, Los Lunas, and Bosque Farm, with local news, sports, opinions and events each Thursday.

news-bulletin.com
Monthly Pageviews:
118,564

El Defensor Chieftain (Th)



Readership #: 5,750

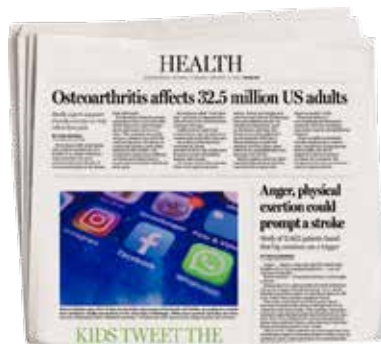
El Defensor Chieftain has served Socorro, Magdalena and surrounding areas since the 1800's and is New Mexico's oldest continually running weekly newspaper.

dchieftain.com
Monthly Pageviews:
46,651

FEATURE SECTIONS

TUESDAY JOURNAL

The Tuesday **Health** section provides information and articles on mental and physical well-being.



WEDNESDAY JOURNAL

The **Food** section brings you recipes, food trends and cooking tips for the kitchen.



THURSDAY JOURNAL

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



FRIDAY JOURNAL

Find special features on pets and animals in **Fetch**.



SUNDAY JOURNAL

Sunday has something for everyone. **Life in New Mexico** brings you art, culture, travel and more. **For Your Home** brings you open homes and real estate across Albuquerque and New Mexico. Classifieds contain our weekly **Employment** section and our inserts include **Sunday Coupons and Color Comics**. **Parade** brings you entertainment news with articles on health, fitness and food.





ALBUQUERQUE PUBLISHING COMPANY

JOURNAL PUBLISHING COMPANY



VALENCIA COUNTY News-Bulletin

El Defensor Chieftain

RIO RANCHO COMMUNITY PUBLISHING



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