

Get in front of **403,758 New Mexico adults on Sunday**  
and **288,263 adults each weekday** with the  
**Albuquerque Journal.**

**Choose the Albuquerque Journal**  
over cable television advertising...

■ **Fragmentation**

The wide range of viewing options available on cable (up to 600 channels) dramatically limits the impact of any one ad.

■ **42%** of New Mexicans have a **satellite TV subscription**

■ **29%** of New Mexicans own a **digital video recorder** (TiVo, etc.)

To advertise in the Albuquerque Journal,  
contact your advertising representative or call **(505) 823-3300**

ALBUQUERQUE JOURNAL



THE SUNDAY JOURNAL



Source: Scarborough Report