

MEDIA CIRCULATION NUMBERS

TELEVISION

KOB Channel 4 Evening News:

6PM: 44,000 Households

10PM: 71,000 Households

KRQE Channel 13 Evening News:

6PM: 60,000 Households

10PM: 63,000 Households

KOAT Channel 7 Evening News:

6PM: 46,000 Households

10PM: 46,000 Households

NEWSPAPERS

Albuquerque Journal:

M-Sat: 110,312

Sunday: 155,195

Journal North:

M-F: 15,600

Sunday: 16,200

Santa Fe New Mexican:

M-Sat: 20,623

Sunday: 23,492

Santa Fe Reporter:

Weekly: 50,000

Traffic Safety News:

Monthly: 2,600

International Institute For Alcohol Awareness

Monthly: 125,000