

## Audience Profile

***New Mexico Journey* readers spend more, travel more often and live more active lifestyles than the average New Mexico adult.**

### Readers are engaged with *New Mexico Journey*



**79.8%** read 3 or 4 out of 4 issues received



**75.5%** spend at least 15 minutes reading an average issue of *New Mexico Journey*



**70.8%** took action as a result of reading *New Mexico Journey*



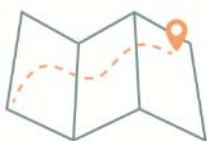
### Readers trust and are inspired by *New Mexico Journey*



**87.0%** are inspired to travel to destinations featured in *New Mexico Journey*



**76.8%** feel encouraged to visit businesses advertised in *New Mexico Journey*



**65.9%** took actions related to travel planning as a result of reading *New Mexico Journey*

## Demographics

Men	47.8%
Women	52.2%
Married/Couples	60.2%
Children at home	10.6%
Median Age	61.6
Age <55	28%
Median HHI	\$64,964
HHI \$100,000+	27.4%
Own home	74.4%
Median value of owned home	\$210,488
Attended/graduated college	94.1%
Bachelor's Degree+	64.5%