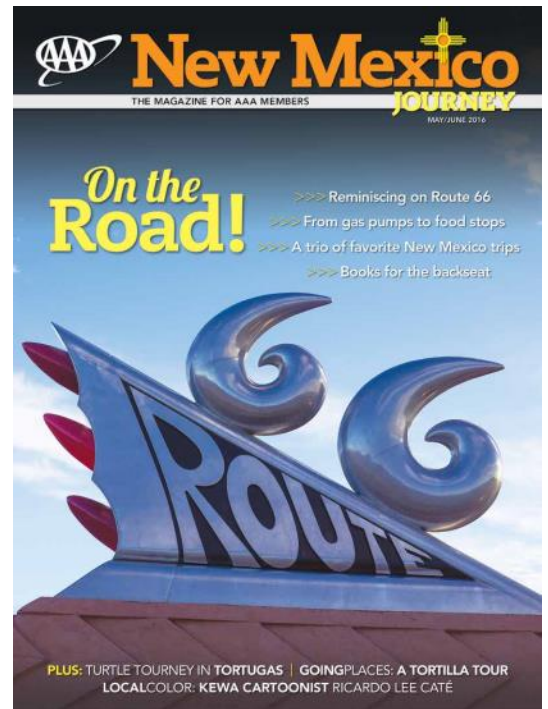


Readers and *New Mexico Journey*

Readers turn to *New Mexico Journey* for travel advice, current events and areas to explore near and far.

New Mexico Journey features exciting recommendations on a variety of destinations and activities, from local events and emerging neighborhood restaurants to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *New Mexico Journey* motivates readers to discover everything their region has to offer.



85.5% of *New Mexico Journey* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *New Mexico Journey* readers

63.4%
took a
Road trip



46.4%
took a
Weekend getaway



61.5%
took a
Domestic vacation



14.9%
took an
International vacation



8.4%
took a
Cruise

