

Audit Period: January 1, 2007 – December 31, 2008

New Mexico Marketplace

4308 E Carlisle Blvd, Ste. 103 (PO Box 92800)

Albuquerque, NM 87107 (87199)

(505) 888-0500 ext 100

(505) 888-1078 FAX

EMAIL: info@nmmarketplace.com

www.nmmarketplace.com

1. Publication Information

Average Net Circulation:	170,358 (Print Edition)
Number of Editions:	Five
Format / Average Page Count:	Magazine / 56 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	1st Friday of the month / by 5 PM
Ownership:	Chaco Canyon Publishing, Inc
Year Established:	1986
Publication Type:	Shopper
Content:	70% Advertising / 30% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 100% Mail / 0% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / County / Route / Zone
CVC Member Number:	See Paragraphs 5 – 5E
DMA/MSA:	Albuquerque, NM / Albuquerque, NM
Audit Funded By:	Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	March 1, 2007
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.25" wide X 10" depth.
Open Rate:	Local: \$3,055.00 Full Page - \$710.00 1/8th Page National: \$3,055.00 Full Page - \$710.00 1/8th Page
Insert Open Rate:	\$75.00 per thousand
Classified Rate:	\$25.00 for up to 25 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Rena Larranaga	EMAIL: rena@nmmarketplace.com
Advertising:	Rena Larranaga	EMAIL: rena@nmmarketplace.com
Circulation:	Rena Larranaga	EMAIL: rena@nmmarketplace.com

4. Circulation Pricing

New Mexico Marketplace is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: Contact Publisher



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0910		New Mexico Marketplace - Consolidated Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	170,358
Average Gross Distribution	(5-F)	170,358
Average Net Press Run	(5-A)	170,690
Audit Period Detail		
A. Average Net Press Run		170,690
B. Office / File		332
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		169,601
4. Restock & Office Service		757
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		170,358
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		170,358
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		170,358



www.cvcaudit.com



5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0266		New Mexico Marketplace -Zone 1 Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	34,318
Average Gross Distribution	(5-F)	34,318
Average Net Press Run	(5-A)	34,386
Audit Period Detail		
A. Average Net Press Run		34,386
B. Office / File		68
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		34,175
4. Restock & Office Service		143
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		34,318
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		34,318
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		34,318



www.cvcaudit.com



5B. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0267		New Mexico Marketplace -Zone 2 Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	34,058
Average Gross Distribution	(5-F)	34,058
Average Net Press Run	(5-A)	34,124
Audit Period Detail		
A. Average Net Press Run		34,124
B. Office / File		66
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		33,911
4. Restock & Office Service		147
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		34,058
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		34,058
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		34,058



www.cvcaudit.com

5C. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0268		New Mexico Marketplace - Zone 3 Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	33,095
Average Gross Distribution	(5-F)	33,095
Average Net Press Run	(5-A)	33,161
Audit Period Detail		
A. Average Net Press Run		33,161
B. Office / File		66
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		32,976
4. Restock & Office Service		119
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		33,095
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		33,095
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		33,095



www.cvcaudit.com



5D. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0269		New Mexico Marketplace - Zone 4 Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	34,187
Average Gross Distribution	(5-F)	34,187
Average Net Press Run	(5-A)	34,253
Audit Period Detail		
A. Average Net Press Run		34,253
B. Office / File		66
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		34,077
4. Restock & Office Service		110
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		34,187
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		34,187
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		34,187



www.cvcaudit.com



5E. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0270		New Mexico Marketplace - Zone 5 Albuquerque, NM
Audit Period Summary		
Average Net Circulation	(5-H)	34,700
Average Gross Distribution	(5-F)	34,700
Average Net Press Run	(5-A)	34,766
Audit Period Detail		
A. Average Net Press Run		34,766
B. Office / File		66
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		34,462
4. Restock & Office Service		238
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		34,700
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		34,700
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		34,700

6A. Audited Average Website Reporting - www.nmmarketplace.com

	Monthly Audit Period Average
Website Unique Visitors	10,905
Website Page Views	27,322
Website Hits	48,594

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable



7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
 - 1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
 - 2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
 - 5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
 - 1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
 - 5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
 - 1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.

8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	173,183	173,484	174,216	175,835
01/01/07-12/31/07	CVC	153,321	151,759	170,921	171,867
01/01/06-12/31/06	CVC	151,374	151,759	151,913	153,887
07/01/05-12/31/05	CVC	-	-	150,433	151,116

9A. Distribution by Zip Code (6/30/2008 Edition) Zone 1

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87105	Albuquerque	Bernalillo	0	0	3,167	26	3,193
87114	Albuquerque	Bernalillo	0	0	12,196	100	12,296
87120	Albuquerque	Bernalillo	0	0	18,027	148	18,175
87121	Albuquerque	Bernalillo	0	0	2,019	16	2,035
TOTAL			0	0	35,409	290	35,699

9B. Distribution by Zip Code (6/1/2008 Edition) Zone 2

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87004	Bernalillo	Sandoval	0	0	697	6	703
87025	Jemez Springs	Sandoval	0	0	651	5	656
87048	Corrales	Sandoval	0	0	2,654	22	2,676
87114	Albuquerque	Bernalillo	0	0	3,806	31	3,837
87124	Rio Rancho	Sandoval	0	0	15,750	129	15,879
87144	Rio Rancho	Sandoval	0	0	10,862	88	10,950
TOTAL			0	0	34,420	281	34,701

9C. Distribution by Zip Code (6/1/2008 Edition) Zone 3

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87031	Los Lunas	Valencia	0	0	7,474	84	7,558
87042	Peralta	Valencia	0	0	833	10	843
87068	Bosque Farms	Valencia	0	0	1,724	19	1,743
87102	Albuquerque	Bernalillo	0	0	1,169	13	1,182
87104	Albuquerque	Bernalillo	0	0	2,667	30	2,697
87106	Albuquerque	Bernalillo	0	0	4,513	51	4,564
87107	Albuquerque	Bernalillo	0	0	6,161	69	6,230
87108	Albuquerque	Bernalillo	0	0	2,878	32	2,910
87110	Albuquerque	Bernalillo	0	0	4,019	45	4,064
87114	Albuquerque	Bernalillo	0	0	1,738	19	1,757
TOTAL			0	0	33,176	372	33,548

9D. Distribution by Zip Code (6/1/2008 Edition) Zone 4

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87008	Cedar Crest	Bernalillo	0	0	613	7	620
87015	Edgewood	Santa Fe	0	0	3,381	38	3,419
87047	Sandia Park	Bernalillo	0	0	1,461	17	1,478
87059	Tijeras	Bernalillo	0	0	2,771	31	2,802
87108	Albuquerque	Bernalillo	0	0	478	5	483
87110	Albuquerque	Bernalillo	0	0	4,752	53	4,805
87111	Albuquerque	Bernalillo	0	0	3,751	42	3,793
87112	Albuquerque	Bernalillo	0	0	9,838	110	9,948



9D. Distribution by Zip Code (6/1/2008 Edition) Zone 4 CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87123	Albuquerque	Bernalillo	0	0	7,269	82	7,351
TOTAL			0	0	34,314	385	34,699

9E. Distribution by Zip Code (6/1/2008 Edition) Zone 5

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87043	Placitas	Sandoval	0	0	1,933	22	1,955
87109	Albuquerque	Bernalillo	0	0	8,951	100	9,051
87110	Albuquerque	Bernalillo	0	0	853	10	863
87111	Albuquerque	Bernalillo	0	0	13,438	151	13,589
87113	Albuquerque	Bernalillo	0	0	3,791	42	3,833
87122	Albuquerque	Bernalillo	0	0	5,995	67	6,062
TOTAL			0	0	34,961	392	35,353

10A. Distribution by County (6/30/2008 Edition) Zone 1

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	35,409	290	35,699
TOTAL		0	0	35,409	290	35,699

10B. Distribution by County (6/1/2008 Edition) Zone 2

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	3,806	31	3,837
Sandoval	Bernalillo Corrales Jemez Springs Rio Rancho	0	0	30,614	250	30,864
TOTAL		0	0	34,420	281	34,701

10C. Distribution by County (6/1/2008 Edition) Zone 3

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	23,145	259	23,404
Valencia	Bosque Farms Los Lunas Peralta	0	0	10,031	113	10,144
TOTAL		0	0	33,176	372	33,548

10D. Distribution by County (6/1/2008 Edition) Zone 4

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque Cedar Crest Sandia Park Tijeras	0	0	30,933	347	31,280
Santa Fe	Edgewood	0	0	3,381	38	3,419
TOTAL		0	0	34,314	385	34,699



www.cvcaudit.com

10E. Distribution by County (6/1/2008 Edition) Zone 5

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	33,028	370	33,398
Sandoval	Placitas	0	0	1,933	22	1,955
TOTAL		0	0	34,961	392	35,353

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,041 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. New Mexico Marketplace is distributed regularly in your area. Do you receive New Mexico Marketplace on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through New Mexico Marketplace?

CVC interviews indicate that 1,035 of 1,041 households or 99.4% indicated they receive New Mexico Marketplace on a regular basis.

CVC interviews indicate that 776 of 1,035 or 75.0% indicate they regularly read or look through New Mexico Marketplace.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

New Mexico Marketplace did not report significant controlled bulk / demand distribution or single copy distribution during the audit cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



www.cvcaudit.com

The current status of this report expires December 31, 2010.

If this report is presented after December 31, 2010 please call the toll-free number listed below.

New Mexico Marketplace – Albuquerque, NM – 19-0910 - Supplemental Readership Study

The Circulation Verification Council interviewed 1,041 residents in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or “non-zero”) probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a “no answer.” Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 776 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.70***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. New Mexico Marketplace is distributed regularly in your area. Does your household regularly receive New Mexico Marketplace?

YES	1,035	99.4%
NO	6	00.6%

2. Do you or someone in your household regularly read or look through New Mexico Marketplace?

YES	776	75.0%
NO	259	25.0%

3. Do you frequently purchase products or services from ads seen in the New Mexico Marketplace?

YES	639	82.3%
NO	137	17.7%

4. How long do you keep New Mexico Marketplace before discarding it?

63%	Two weeks or less
04%	Three weeks
20%	One month
13%	More than one month

5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
13%	25% Under \$25,000
34%	28% \$25,001 - \$49,999
24%	19% \$50,000 - \$74,999
16%	12% \$75,000 - \$99,999
11%	11% \$100,000 - \$149,999
02%	05% Over \$150,000



6. What is the highest level of education you have obtained?

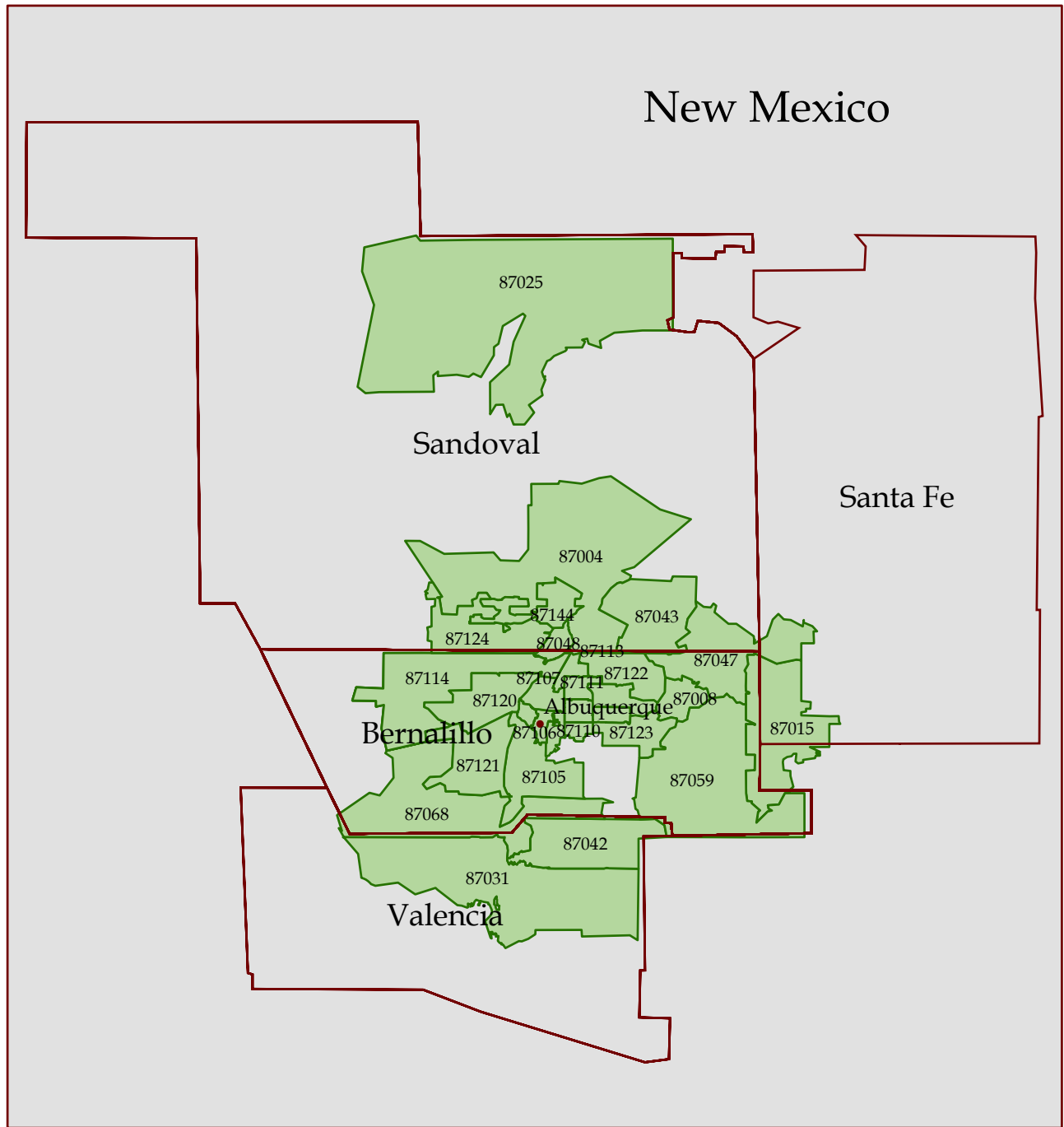
Reader Demographics	Market Demographics	
02%	13%	Some High School or Less
25%	24%	Graduated High School
39%	32%	Some College
25%	18%	Graduated College
09%	13%	Completed Post Graduate

7. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	06%	18 - 20
06%	08%	21 - 24
22%	18%	25 - 34
31%	20%	35 - 44
24%	20%	45 - 54
10%	13%	55 - 64
04%	08%	65 - 74
02%	07%	75 years or older




8. Which of the following products or services do you plan to purchase during the next twelve months?

		(% = Positive respondents)
10%	New Automobile	
12%	Used Automobile	
14%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
20%	Major Home Appliance	
13%	Home Computers	
47%	Home Improvements / Supplies	
33%	Television / Electronics	
15%	Carpet / Flooring	
51%	Automobile Accessories (tires, brakes & service)	
60%	Lawn & Garden	
34%	Florist / Gift Shops	
41%	Home Heating / Air Conditioning (service, new equipment)	
44%	Vacations / Travel	
05%	Real Estate	
78%	Men's Apparel	
91%	Women's Apparel	
46%	Children's Apparel	
01%	Boats / Personal Watercraft	
17%	Art & Crafts Supplies	
26%	Childcare	
38%	Education / Classes	
10%	Attorney	
19%	Veterinarian	
15%	Chiropractor	
24%	Financial Planner (Retirement, Investing)	
62%	Tax Advisor / Services	
27%	Health Club / Exercise Class	
30%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
40%	Lawn Care Service (Maintenance & Landscaping)	
45%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
65%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
74%	Dining & Entertainment	
11%	Jewelry	
10%	Wedding Supplies	
36%	Athletic & Sports Equipment	



New Mexico Marketplace
 Albuquerque, New Mexico
 19-0910

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

