



The New Mexico Market Study

Proving the Power of Local Newspapers

With a diversified economy and an equally diverse cultural character, New Mexico is open for business. While it boasts one of the most varied landscapes of any state, the breadth of New Mexico's businesses are just as vast - from oil & gas production to tourism to technology.

Plus, it's home to an active audience of consumers who rely on New Mexico's print and digital newspapers for the community news, information and advertising that impact their lives.



New Mexicans Love Their Newspapers

.....
**1.4 Million, or 85% of New Mexico Adults,
Read Print or Digital Newspapers Every Month**



76%

Read **Digital**
Newspapers
(1.3 million)



68%

Read **Print**
Newspapers
(1.1 million)



60%

Read **Print & Digital**
Newspapers
(1 million)

WHO Are These READERS?



81%
are under
the age of 65

63%
of HH earn
\$50k+ annually

73%
are home
owners

82%
are college
educated

73%
in community
5+ years



PUBLIC Notices

77%

of New Mexicans read **public notices** in local print and digital newspapers

86%

cite local newspapers and newspaper websites as their **most trusted source** of public notices

72%

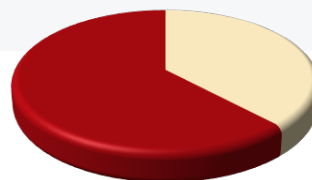
believe that government should be **required to publish** public notices in newspapers

Consumer Buying *Power*

New Mexico newspaper readers plan to shop for a variety of local products and services in the next 12 months...



	<i># of Readers</i>		<i># of Readers</i>
Appliances	510,000	Home furnishings	540,000
Automobiles, trucks, SUVs	470,000	Home improvement	559,000
Banking/financial services	657,000	Home services	390,000
Boats & RVs	175,000	Jewelry, watches	300,000
Drug store products	722,000	Liquor, wine, beer	557,000
Educational opportunities	326,000	Mobile phones/service	564,000
Electronic equipment	561,000	Real estate	162,000
Groceries	1,049,000	Sporting goods	359,000
Gyms, health clubs	408,000	TV/video services	475,000



62%

of New Mexicans access digital newspaper content through a **smartphone**

48%

Laptop/Desktop Computer

29%

iPad/Tablet Device

community minded

Readers report that community newspapers are their **primary source** of information for a number of local issues – over TV, radio and non-newspaper websites.

Community Newspapers #1

Local schools • Local entertainment
Candidates & ballot issues • Local government • Healthcare/Medical info

NEWSPAPER READERS OUT & ABOUT



960,000

Travel within NM



832,000

Visit Casinos



708,000

Dine Out

Multi-Generational

416,000 - Age 18-34
read newspapers

(And 85% travel
within New Mexico)



724,000 - Age 35-64
read newspapers

(And 56% use a
computer for news)



271,000 - Age 65+
read newspapers

(And 86% vote
in local elections)



Advertising in New Mexico Newspapers **WORKS!**

Consumers rely on advertising in New Mexico newspapers when deciding what **brands, products and local services** to buy.

% of New Mexicans who use specific media advertising



62%

Print & Digital
Newspapers



TV 52%



Home delivered ads 42%



Radio 32%



Magazines 32%



Social media 26%

Why?

More than **8 out of 10** New Mexicans believe that
“Newspaper advertising is important!”

83%

Source: 2021 New Mexico Market Study, conducted by Coda Ventures