



KOB.com Is #1 with New Mexico Online Users

	Albuquerque/ Santa Fe DMA Unique Users*	Statewide New Mexico Unique Users*	Independently Measured Page Views*	Internally Measured Page Views**
KOB.com	236,513	256,691	2.7 million	3.7 million
koat.com	158,518	161,307	1.7 million	3.0 million
santafenewmexican.com	66,961	83,857	1.1 million	1.7 million
abqjournal.com	89,930	92,250	791,000	1.4 million
krqe.com ***	n/a	n/a	n/a	1.3 million

**When targeting your message in New Mexico,
KOB.com is your BEST choice!**

* As independently measured by Quantcast.com

** Page view count as promoted on individual website

*** krqe.com does not participate in Quantcast