The Weekly Alibi
WE’VE GOT ISSUES.

Since its founding in 1992, Weekly Alibi has grown to become the largest newsweekly in Albuquerque and the second largest paper in New Mexico.

By shining an unwavering light on the important, often controversial issues that shape our lives, cultures and communities, we keep our readers awake and aware. We take on the stories others shy away from. We expose truth at any cost. In the process, we’ve raised many eyebrows and ruffled more than a few feathers.

Today’s Weekly Alibi

Today, Weekly Alibi reaches 175,926* readers in print and over 120,000* monthly unique visitors online for hard hitting, fearless, investigative reporting, arts and culture coverage, the hottest club section, and the most comprehensive restaurant listings available in the city.

*Media Audit Summer 2015 & Google Analytics
GET EXPOSED. ADVERTISE.

SPEAK to an exclusive audience that can’t be found through other media.

CO-BRAND with Albuquerque’s leading guide to culture and entertainment.

REACH influential consumers.

DRIVE sales through customized retail programs.

EXPAND your reach with event sponsorships and themed issues.

TARGET savvy, active, and affluent individuals.
EXCLUSIVE AUDIENCE
The Alibi reaches people that other publications do not.
Our readers pick up the Alibi for hard hitting journalism, opinionated reviews, and the most comprehensive entertainment and restaurant listings available.

Alibi readers do not read the following Albuquerque publications:

77.2% do not read LOCAL FLAVOR
71.5% do not read NM BUSINESS WEEKLY
54.1% do not read ABQ THE MAGAZINE

SOURCE: Media Audit Nov/Dec 2012
# Market Comparison

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<th>Rank</th>
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Report Market: ABQ, NM • Report Base: Adults 18+ • Media Audit Summer 2015 • Target: Adults 18+ • Base Population: 6,493,990 • Target Persons: 6,493,990
READER PROFILE
Who’s looking?

PROFILE
- 64% home owner
- 54.1% college educated
- 36.6% children at home
- 30% white collar

HOUSEHOLD INCOME
- 22% 35-49K
- 17.8% 50-74K
- 8.9% 75-99K
- 8.1% 100K+
Average Household Income: $39,819

AGE GROUP
- 18-24: 17.3%
- 25-34: 29%
- 35-49: 26%
- 50-64: 17.8%
- 65+: 9.9%
Median age: 37

MARITAL STATUS
- 40.4% Married
- 59.6% Single

SOURCE: THE MEDIA AUDIT NOV/DEC 2012
CIRCULATION 2016

AREA 1
Old Town, Downtown, Universities, Nob Hill
10,210 papers

AREA 2
Airport, Southeast Heights, International District
2,455 papers

AREA 3
Midtown
4,305 papers

AREA 4
Northeast Heights
7,505 papers

AREA 5
North Valley
2,112 papers

AREA 6
Corrales, Rio Rancho, Bernalillo, Placitas
2,605 papers

AREA 7
Westside, Rio Puerco
2,310 papers

AREA 8
South Valley, Los Lunas
1,680 papers

AREA 9
East Mountains
1,020 papers

AREA 10
Santa Fe
800 papers

Weekly Alibi is distributed at more than 750 high traffic locations. These locations include highly visible street boxes, grocery stores, college campuses, convenience stores, restaurants, bars, retail locations, and public transportation. Weekly Alibi boasts a 98% pick up rate.
THE MEDIA AUDIT
THE MEDIA AUDIT is a syndicated, local market, multimedia, qualitative audience survey covering radio, radio dayparts, television channels viewed in total and by dayparts, television newscast viewing, cable TV channel viewing, daily newspapers and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market internet web sites.

Ten different types of local market media are measured. In addition to media exposure information, The Media Audit covers an extensive array of demographic, socioeconomic and consumer shopping information. This consumer information can be used to analyze the quality of each media audience as well as define the composition of each consumer shopping category covered in the survey.

The survey area consists of telephone numbers for Albuquerque DMA within Bernalillo, Sandoval and Valencia Counties. Interviews were completed with 661 adults 18 and up. The accuracy of the report results in a 95% confidence level with a max accuracy range of plus or minus 3.8 percent point.

VERIFIED AUDIT CIRCULATION
Weekly Alibi is regularly made available at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by Verified as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of Verified's field verification of distribution. The field verification consists of monitoring the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

Verified conducts audits of printing, distribution and financial records, as well as other data to substantiate circulation data provided to Verified. These audits follow guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

GOOGLE ANALYTICS
Google Analytics (GA) is a service offered by Google that generates detailed statistics about the visitors to a website. GA can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

Google Analytics measure sales and conversions, and provides insights into how visitors use a site, how they arrived on a site.
PRE-PRINTED INSERTS

- 60lb gloss single sheet
- Full color on both sides
- Inserted into 40,000 copies
- Restrictions apply

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- Includes design, printing and inserting.

Quotes for custom sizes, folds and multiple sheets are available.
BELLY BANDS

Maximum exposure on the cover of Alibi.

Improve your product’s image in the minds of consumers with a Belly Band on the cover of Alibi. This is a guaranteed way that every reader will see you.

- Dominant coverage of the local market
- Innovative way to focus attention on your product or service
- Create the buzz you need

DETAILS

- Full band: 22” x 5.5”
- Size of each side: 11” x 5.5”
- .25” bleed
- 4-sided full color 60# gloss stapled to the spine of Alibi
- Files should be sent separately and labeled as OutsideFront.pdf, OutsideBack.pdf, InsideFront.pdf, InsideBack.pdf

1X RATE
$6,000 net

12X RATE
$4,500 net
COVER POST-IT

The first thing our readers see.

Full color post-it notes on the cover of the *alibi* are a High impact creative unit that are sure to be seen by our readers. This is a great tool for people to retain your ad campaign on their fridge, computer monitor, in their car, and more.

DETAILS

- Includes printing and application on 35,000 copies
- 3” x 3” full color (.125” bleed)
- Bottom-right placement

RATE

$5,000 net