

Su Casa El Paso & Southern New Mexico Distribution and Circulation



CIRCULATION - Printed & Electronic Copies

Printed Base Copy Count - four editions @12,000 48,000

Printed Special Distribution 22,000

- El Paso Home and Garden Show Spring - 3000
- Las Cruces Home and Garden Show - Spring - 3000
- Las Cruces Showcase of Homes - Spring - 4000
- El Paso Spring Parade of Homes - Summer - 4000
- El Paso Festival of Homes - Fall - 4000
- El Paso Fall Home & Garden Show - Fall - 4000

On Line Readership 2255 per month (grows per edition) 27,060

Total Single Copy Viewing Per Annum 97,060



DISTRIBUTION - Printed Copies

Complimentary Lobby Copies - 4 editions @ 9000 36,000

- There are 105 El Paso free locations
- There are 45 Las Cruces free locations

Complimentary Mailed - four editions @ 950 3,800

- EPAB, LCHBA, El Paso Women's Club

Paid Subscriptions - 4 editions @ 850 (grows per edition) 3,400

Newsstand Sales - 4 editions @ 1200 (grows per edition) 4,800

Events - Home & Garden and Showcase / Parade of Homes 22,000

Total Single Copy Distribution 70,000



Our complimentary lobby copy distribution locations vary slightly from edition to edition. To view a current list of locations where you can pick up a complimentary copy visit www.sucasamagazine.com/elpaso