

2005 POWER Book

No other local publication puts you in front of the who's who in the state of New Mexico more efficiently. Our exclusive, loyal, affluent readership is a select group of business leaders and decision makers who work for or own the state's fastest-growing and most successful companies. Our readers are the ones who make the call on the purchase of goods and services at work and at home.

The Power Book – New Mexico's only annual reference guide to who wields the political and business clout. Your sponsorship or advertising buy will be seen all year long by the state's most influential people.

To advertise, contact your Advertising Consultant or Jim Hanrahan, Advertising Director at 505-348-3803.

Advertising Deadline

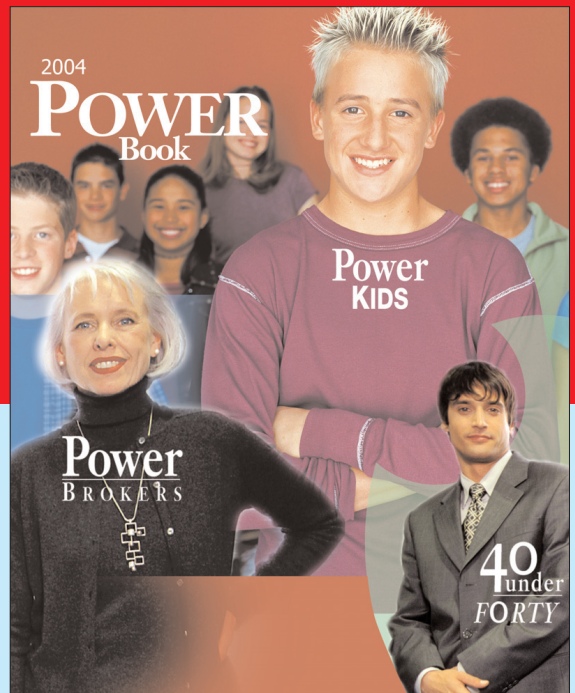
Space & Materials Deadline: **July 16, 2004**

Drop Date: **September 24, 2004**

Ask your Advertising Consultant about
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NEW MEXICO
BUSINESS WEEKLY

Power Book ads can not be cancelled.



Power BROKERS

This year's 2005 Power Book includes New Mexico's 100 top Power Brokers. These are the people who make things happen. They wield political clout. When they call, you call them right back. These are the people who make the business world turn—the ultimate deal makers with the power to move mountains.

40 Under FORTY

The listing of New Mexico's 40 Under Forty offers a glimpse at who'll be running things tomorrow. Forty business, community and political leaders all under the age of 40. Learn who their mentors are, why they are successful, and how they do it all.

Power KIDS

From mediation and hydrolysis to selling eggs, New Mexico's Power KIDS are 10 "best of best" performers in politics, science and business — and they're all under 21. Find out how they'll influence our future, how they'll pay for our retirement — and who they'll take to the prom!