

**You asked for it ...**

# **FAST FACTS**

## **THE MONITOR WEEKLY NEWSPAPER**

1. *The Monitor* is a **FREE**, weekly publication geared to the military.
2. 15,000 issues published every Thursday ... with more than 127,000 readers (both on and off post) representing active military, young retirees, veterans, government employees and their families. Also, the entire paper is on the internet.
3. *The Monitor* is the **only** authorized newspaper **on post**, the only newspaper that saturates the military market in El Paso and the best way to reach the military.
4. *The Monitor* is also mailed (with relocation orders) to incoming military to acquaint them with El Paso and Fort Bliss.
5. *The Monitor* is like a military trade publication, a **must** read ... and **read cover to cover** by the soldier and their spouse. Commanders ask their young soldiers to read the paper.
6. With all the new companies coming to El Paso because of BRAC the readership will grow.

## **THE MILITARY**

1. The #1 **Industry** in El Paso.
2. More than 1,000 new military personnel (plus families) are relocated to El Paso **every month** with an average three to five-year stay.
3. More than \$76 million is paid in salaries every month to the military and civilian employees, with an economic impact to El Paso of \$1.7 billion annually.
4. Have above average income for El Paso. Because of the many benefits they receive, the military and their families have a great deal of disposable income.
5. Most of the officers and trainers stay in El Paso for at least four years. They buy homes, furniture, appliances, automobiles, etc.
6. There are 85,649 cars registered at Fort Bliss. The military and their families are very mobile and live all over the city ... approximately 22,000 live off post.
7. German Airforce personnel and their families, as well as military personnel from 103 other countries, come to Fort Bliss for training. They are interested in touring the Southwest and buying articles they do not have in their countries.
8. New troops are arriving from Germany and Korea with families. We expect many more at Fort Bliss... combat brigade, artillery, aviation and other support units for the 1st Armored, adding up to 30,000 more troops & civilians.



5959 Gateway Blvd. West, Ste. 450 • El Paso, TX 79925 • (915) 772-0934 • FAX (915) 772-1594  
EMAIL: [ads@lavenpublishing.com](mailto:ads@lavenpublishing.com) • [www.lavenpublishing.com](http://www.lavenpublishing.com)

*"Serving the military and El Paso businesses for more than 24 years."*