The Sonoran Journal

The People, Places & Progress of Southern Arizona

he Sonoran Journal is
the official magazine of
the Southern Arizona
Hispanic Chamber,
dedicated to celebrating the vibrant
culture, rich heritage, and economic
vitality of Southern Arizona. This
publication highlights the stories of
the people who shape our region, the
historic and iconic places that define
its character, and the progress driving
its future.

As a trusted platform for businesses and organizations, The Sonoran Journal connects readers to meaningful narratives while providing an impactful space to amplify messages that inspire and engage.

Whether showcasing local entrepreneurs, exploring cultural landmarks, or discussing innovative developments, the magazine is a vibrant reflection of Southern Arizona's unique spirit.



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Why Advertise in The Sonoran Journal?

Advertising in *The Sonoran Journal* is a strategic opportunity to connect with a diverse and engaged audience across Southern Arizona. This publication celebrates the vibrant culture, heritage, and economic dynamism of our region, making it a trusted platform for businesses to amplify their messages. By placing your ad in *The Sonoran Journal*, you are not only reaching a readership invested in the local community but also associating your brand with a publication committed to progress and regional pride.

Why Choose The Sonoran Journal?

- Reach a Targeted Audience: The magazine is read by professionals, community leaders, and residents who are passionate about Southern Arizona's growth and culture.
- Build Regional Connections: Showcase your business to locals and visitors alike, creating opportunities for engagement with the region's diverse population.
- Support Community Development: Align your brand with a publication that prioritizes community empowerment and storytelling.

Who Should Advertise?

- Realtors: Promote your listings and services to a growing population seeking to establish roots in the region.
- Tourism Businesses: Attract travelers by highlighting unique experiences, from historic sites to luxury accommodations.
- Retailers: Feature your products and services to a local audience that values supporting businesses within their community.
- Restaurants and Hospitality: Draw food enthusiasts and travelers looking for exceptional dining and lodging experiences.
- Healthcare and Wellness Providers: Share your services with families and individuals seeking trusted care in Southern Arizona.
- Cultural Organizations and Events: Showcase festivals, museums, and cultural happenings to enhance visibility and attendance.

Advertising in *The Sonoran Journal* places your business at the heart of Southern Arizona's cultural and economic conversation, making it a valuable investment in your brand and community impact. Join us in shaping the story of our region, one connection at a time.



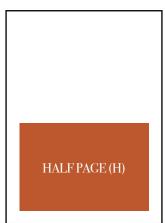


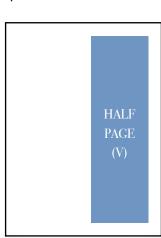
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14,000+	86%	1,500+	6
EMAIL DISTRIBUTION	AVERAGE OPEN RATE	MEMBER BUSINESSES	# OF COUNTIES







Rates & Specs	SPECS	ONE ISSUE	TWO ISSUES
HALF PAGE (horizontal)	7.5"w x 4.75"h	\$350/\$600*	\$600/\$1,100*
HALF PAGE (vertical)	3.5"w x 10"h	\$350/\$600*	\$600/\$1,100*
FULL PAGE	7.5"w x 10"h	\$500/\$750*	\$900/\$1,400*
FULL PAGE (INSIDE COVER/BACK COVER)	7.5"w x 10"h	\$750/\$1,200*	\$1,400/\$2,300*
		*Non-Member Pricing	*Non-Member Pricing

Artwork Deadlines	DUE DATES Spring Issue: 12/15/Fall Issue: 06/15		FORMATS
ARTWORK			300 dpi (eps, pdf, png)
Design Assistance?	HALF PAGE	FULL	L PAGE
WORK DIRECTLY WITH A LOCAL GRAPHIC DESIGNER TO CREATE SOMETHING SPECIAL	\$200	\$300	