

Official Magazine of the Southern Arizona Hispanic Chamber of Commerce

The Sonoran Journal

The People, Places & Progress of Southern Arizona

The 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.



Contact us at Gus@SoAZHCC.org or at (520) 620-0005 to secure your space in the next issue.

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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.

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.

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.

**SOUTHERN
ARIZONA**
HISPANIC CHAMBER of COMMERCE



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14,000 +

EMAIL DISTRIBUTION

86%

AVERAGE OPEN RATE

1,500 +

MEMBER BUSINESSES

6

OF COUNTIES

FULL PAGE

HALF PAGE (H)

HALF
PAGE
(V)

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	FORMATS
ARTWORK	Spring Issue: 12/15/Fall Issue: 06/15	300 dpi (eps, pdf, png)

Design Assistance?

	HALF PAGE	FULL PAGE
WORK DIRECTLY WITH A LOCAL GRAPHIC DESIGNER TO CREATE SOMETHING SPECIAL	\$200	\$300

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