RGV Business Journal

Media Kit 2026

CONNECTING BUSINESS LEADERS

The premier source for business news, data, and economic trends in the Rio Grande Valley.

rgvbusinessjournal.com

Welcome to the RGV Business Journal

The Voice of Border Business

We are a digital first newsroom reporting on the businesses and economic forces shaping the dynamic economy of the U.S.-Mexico border. Our journalists cover Hidalgo, Willacy, Starr, and Cameron County along with the industrial cities of Reynosa and Matamoros in Mexico.

The more than 3 million people living in the bi-national corridor generate billions of dollars in trade. And the Rio Grande Valley Business Journal delivers exclusive coverage for executives, investors, and entrepreneurs looking to grow their businesses in this region.

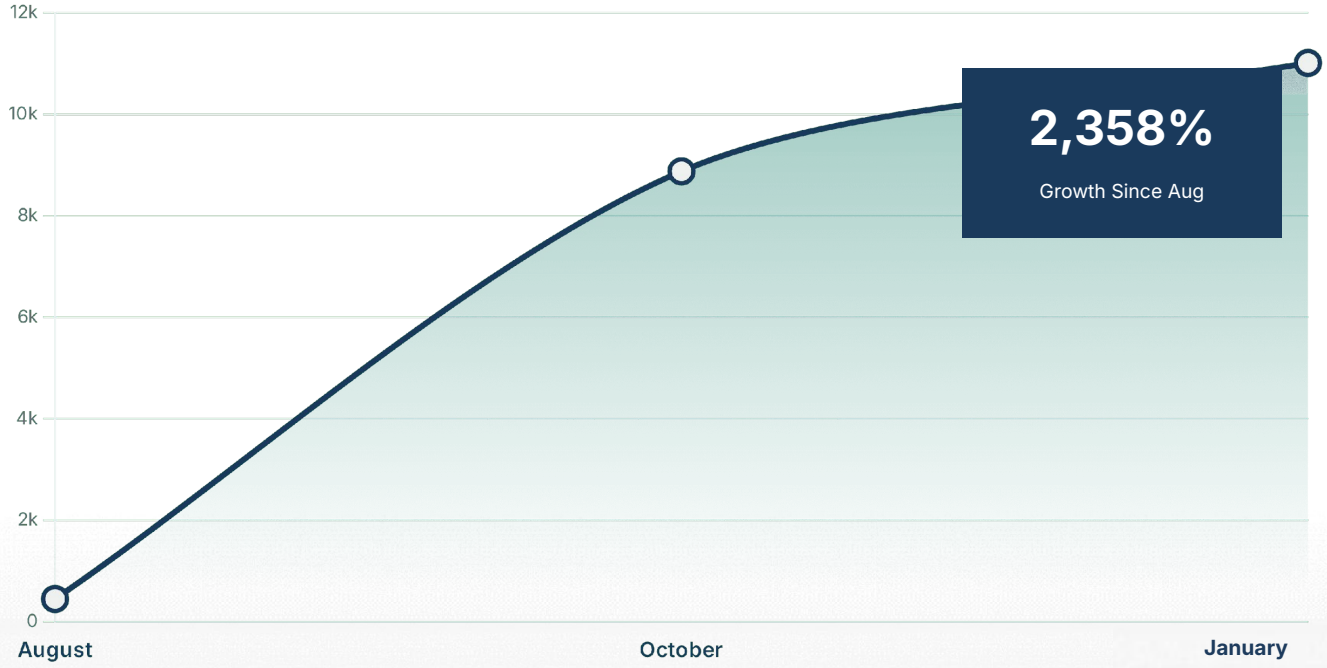
Take advantage of our ambitious reporting, sharp sourcing, and strong commitment to informing you on the people and companies behind our vibrant economy.

300k+

Monthly Impressions Across Socials, Website & Newsletter

MOMENTUM

Rapid Growth Trajectory



GEOGRAPHIC FOCUS

Hyper-Local Reach

65%

Texas Audience

Our readers are concentrated in the economic engines of the Rio Grande Valley.

McAllen	RETAIL & MEDICAL HUB
Brownsville	SPACE & LOGISTICS
Harlingen	TRANSPORTATION
Laredo	INTERNATIONAL TRADE

Rio Grande Valley

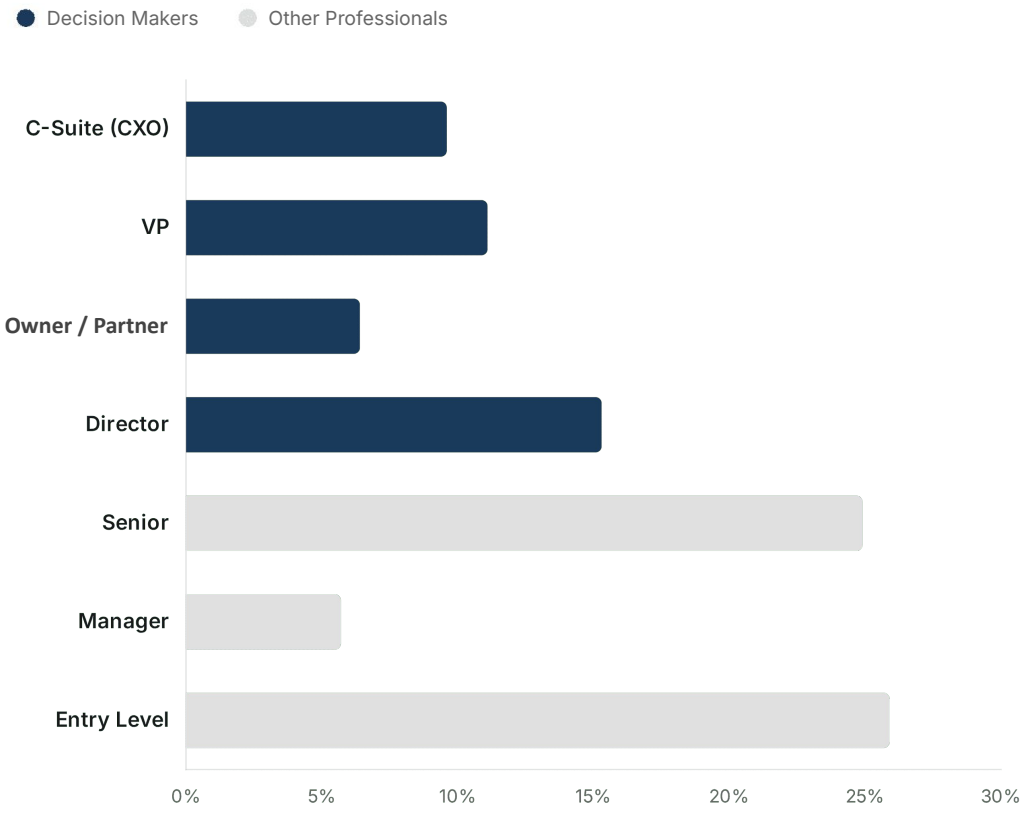
AUDIENCE QUALITY

Direct Access to Decision Makers

42%

DIRECTOR-LEVEL+

Nearly half of our LinkedIn audience holds a Director, VP, C-Suite, or Owner title according to Linkedin data. These are the leaders shaping the region's economy.



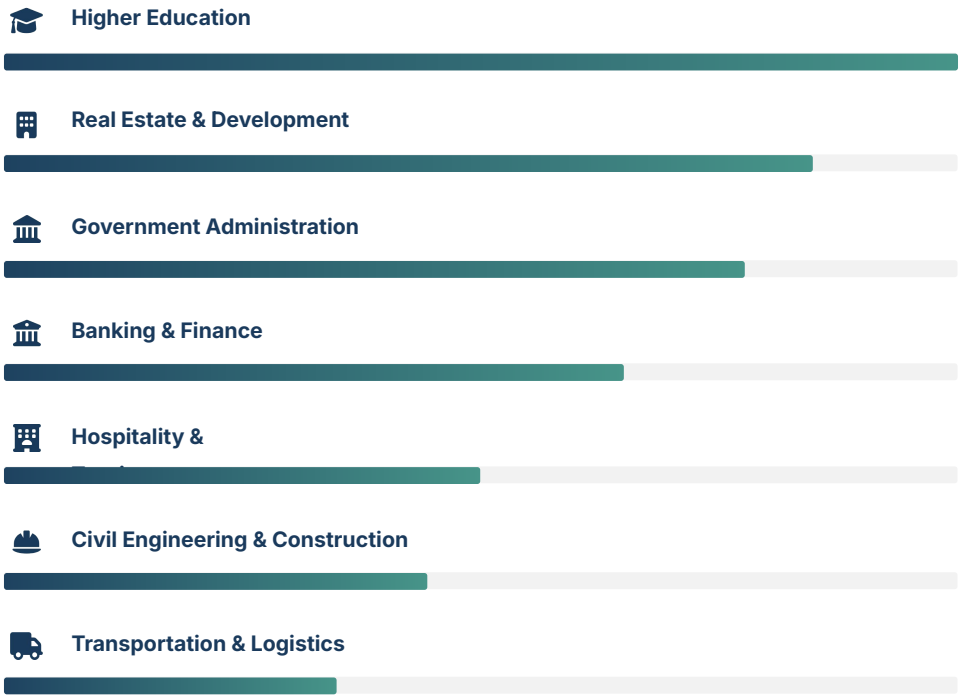
AUDIENCE PROFILE

Diverse Industry Reach

Our content resonates across the entire economic spectrum of the Rio Grande Valley, engaging professionals from key growth sectors through Linkedin & our database.

10+

KEY SECTORS REPRESENTED



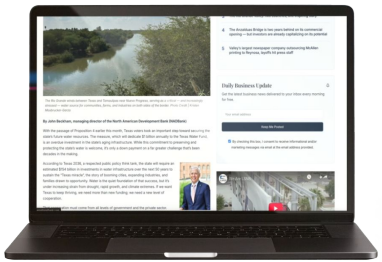
ACCESSIBILITY

Multi-Device Engagement

57%

Mobile

On-the-go professionals accessing news via smartphones.



38%

Desktop

Deep engagement during office hours and work sessions.

5%

Tablet

Leisure reading and executive usage.

PODCAST

Voices of the Valley

Advertising Tiers

The RGV Business Journal Podcast

- In-depth interviews with regional business leaders
- Economic insight & policy discussions
- Industry spotlights & founder stories
- Distributed across major podcast platforms

Sponsorship Visibility Includes:

- Branded open & close segments
- 30–60 second host-read ads
- Executive guest alignment
- Multi-channel amplification

When leaders tune in, your brand is part of the conversation.

Business Without Borders | Water, Growth & the RGV's Future with Brian Godinez & Jim Darling

November 17, 2025 • 29 min read

The Hidden Cost of Immigration Policy: RGV Ag at a Crossroads w/ Dante Galeazzi | RGV Biz Journal

November 12, 2025 • 16 min read

Behind the Headlines: Meet Reporter Kristen Mosbrucker-Garza

October 26, 2025 • 1 min read

Journalism Meets Agriculture: The Citrus Story — Media Meets Farming Challenges & Innovation

October 20, 2025 • 1 min read

Teclo Garcia on Anzalduas Bridge Cargo Expansion, Tariffs, & Mission's Growth

October 2, 2025 • 2 min read

Rio Grande Valley Episode 1: Sharing Stories, Supporting Businesses

August 20, 2025 • 1 min read

Join host Naxiely Lopez and Edinburg Mayor Ramiro Garza as they kick off the very first episode of the RGV Business Journal.

RIO GRANDE VALLEY BUSINESS JOURNAL

Sponsorships

Advertising Tiers

Flexible opportunities across web, email, newsletters, podcasts, and native placements.

Contact Us

jmoore@rgvbusinessjournal.com

512.300.9232

Advertising Formats

Feature	Tier 1 **PREMIER PARTNER** $50,000/year	Tier 2 **GOLD SPONSOR** $25,000/year	Tier 3 **STARTUP** $12,500/year
Digital Ads	5 placements incl. homepage, footer, sidebar	Homepage, sidebar, run-of-site	Rotating homepage, sidebar, footer
Content Marketing	Feature article (1,000–1,500 words) + op-ed	1 paid content article	1 homepage article (600 words)
Newsletters	Premium placements + monthly sponsorships	Banner ads and sponsorships	Sponsorship & banner placements
Email Subscriptions & Data	Full company access + live dashboards	10 licenses w/ data access	5 licenses w/ data portal access
Events	Full sponsorship + table for 6	6 tickets per quarterly event + branding	3 event tickets, sponsor discounts
Social Media	Co-branded posts + boosted video	Quarterly promotions + event mentions	Content promotion & company news
Podcasts	Sponsored open/close of 6 episodes	30-sec audio ads on 4 podcasts	60-sec ad: open & close
Creative Services	4 pro video ads + banner design	30-sec ad production + banners	Static ad design

Deadlines

Product	Reservation Due	Creative Due
Email Ads	1 week prior	3 days prior
Sponsored Content	2 weeks prior	7 days prior

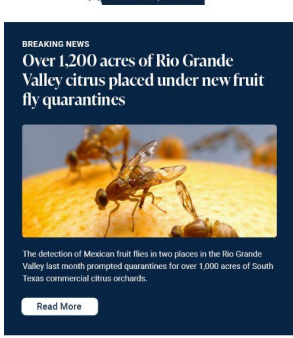
RIO GRANDE VALLEY BUSINESS JOURNAL

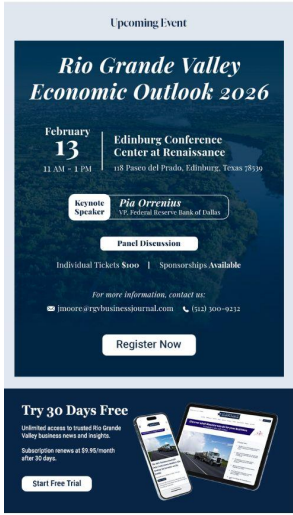
Banner Advertising

Flat Rate
Affordable Ad Campaigns

Make your business known to a growing list of customers through these banner, article sponsorship, and video production options.

Ad Type	Unit Rate
Homepage Banner (Top)	$400/month
Sidebar Ad (Sitewide)	$150/month
Newsletter Sponsorship (Header)	$500/issue
Sponsored Article	$1,000/post
Graphic Ad / Video Production	$Project priced





Contact Us

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RGV ECONOMIC OUTLOOK 2026

Recent Sold-Out Executive Event

350
Business Leaders in Attendance

Executive + Official Audience Mix

- C-Suite & Directors
- Business Owners
- Government Officials
- Regional Economic Leaders

Sold Out Within ~2–3 Weeks

Positioning Statement

When the region's decision-makers need insight, they show up.

The Rio Grande Valley Economic Outlook 2026 demonstrates our ability to convene, influence, and deliver direct access to the Valley's most powerful business audience.

PARTNERSHIP OPPORTUNITIES

Let's Grow Together

Connect your brand with the most influential decision-makers in the Rio Grande Valley.

VISIT US ONLINE

rgvbusinessjournal.com