

# ARIZONA JEWISH POST



3718 East River Road, Suite 272, Tucson, AZ 85718 • Phone 520-647-8461 Fax 520-319-1118



**OVER 70 YEARS** THE ARIZONA  
JEWISH POST  
HAS OFFERED NEWS AND INFORMATION TO SOUTHERN ARIZONA'S  
JEWISH COMMUNITY



**6,300** FULL-COLOR COPIES ARE  
PUBLISHED 24 TIMES PER YEAR



**15,000** APPROXIMATE NUMBER OF  
READERS EACH ISSUE WHO  
RECEIVE THE PAPER ON THEIR DOORSTEP & READ  
IT COVER TO COVER!



**13,641** AVERAGE NUMBER OF PAGE VIEWS OUR  
ONLINE SITE RECEIVES PER MONTH.

**7,002** AVERAGE NUMBER OF UNIQUE VISITORS  
MONTHLY — IT'S A WEBSITE THAT FOLKS VISIT  
WHEN THEY ARE PLANNING ON RELOCATING TO JOIN SOUTHERN  
ARIZONA'S JEWISH COMMUNITY.



**70%** OF OUR READERS HAVE A BACHELOR'S DEGREE  
OR HIGHER VS. 30% OF THE TUCSON MARKET...  
THE MAJOR THING TO CONSIDER IS THAT THIS  
PUBLICATION IS TARGETED TO A HIGHLY EDUCATED AUDIENCE.



**81%** OF OUR READERS HAVE HOUSEHOLD  
INCOMES WELL OVER TUCSON'S  
MEDIAN HOUSEHOLD INCOME OF  
\$49K AND 39% HAVE HOUSEHOLD INCOMES OVER  
\$100K ANNUALLY.



**67%** LIVE IN HIGHER-VALUED HOMES  
THAN THE AVERAGE TUCSONAN  
(HOMES WORTH MORE THAN  
THE MEDIAN PRICE OF HOMES IN TUCSON — WITH  
43+% IN HOMES LOCATED IN TUCSON'S HIGHEST  
PRICED ZIP CODES — OVER \$300K VALUE).



**86%** OF READERS ARE OVER THE  
AGE OF 45, WITH 65% OVER 55,  
AND 39% OVER 65. IN TERMS  
OF GENDER BREAKDOWN, 60% OF OUR READERS  
ARE WOMEN.

What all these facts and figures add up to is a mature, educated, and engaged group that would be responsive targets for your marketing efforts.