EL PATRÓN

EL PATRÓN MAGAZINE

elpatronmagazine.com | @elpatronmag

MEDIA KIT | 2026

POSITIONING STATEMENT

El Patrón is a business publication built specifically for the Hispanic entrepreneur in Ohio. We reach them in Spanish, in print and digital, in the spaces where they actually spend time. This is not a translation of someone else's content. It is a publication that starts and ends with them.

Ohio's Hispanic business community is not emerging. It is already here. Nearly 30,000 Hispanic-owned businesses operate across the state, generating over a billion dollars in annual payroll, employing 30,000 people, and competing in every major sector of the economy. These are real businesses with real complexity, run by owners who make every significant operational and financial decision themselves.

The people who read El Patrón are the story. They are the contractor running a crew of twelve in Toledo, the restaurateur who just opened her third location in Columbus, the accountant in Cleveland who built his client base entirely through referral. They are the ones we interview, the ones on the cover, the ones whose stories set the editorial agenda.

Our partners have a direct line to the decision-maker. The owner who reads El Patrón is the same person who chooses the bank, signs the insurance policy, selects the equipment vendor, hires the staffing agency, and decides which events their business sponsors. No purchasing department, no approval chain. Ohio's Hispanic business community grew 44 percent between 2018 and 2023, and the pipeline behind it, younger, more connected, and more entrepreneurial than any previous generation, is only accelerating that curve. El Patrón is positioned at the center of that growth, the trusted publication for the audience that is reshaping Ohio's economic landscape.

OUR READER

The Hispanic entrepreneur and business owner in Ohio, operating across restaurants, construction, retail, professional services and more. Founders, operators, and employers running ~30,000 businesses, managing payroll, procurement, financing, insurance, staffing, and growth decisions every single day.

The Market at a Glance

~30,000
Hispanic-owned businesses in Ohio (employer and nonemployer firms combined).

3,000
Firms with paid employees.

$1.1B
Annual payroll generated by Hispanic employer firms in Ohio.

30,000
People employed by Hispanic-owned employer businesses statewide.

+44%
Growth in Latino-owned businesses nationwide from 2018 to 2023.

$653B
Total revenue generated by Hispanic-owned businesses nationally in 2022.

27%
of Ohio Hispanic employer firms already post $1M or more in annual sales.

400+
Ohio Hispanic employer firms have been operating 16 or more years; seasoned, bankable, and relationship-driven.

$572B
Revenue generated by Hispanic employer firms nationally; 3.3% of all U.S. employer business revenue

WHERE THEY OPERATE

EMPLOYER FIRMS / TOP SECTORS (3,000 BUSINESSES)

Restaurants and Food Services

27% ~810 FIRMS

37% of all Hispanic payroll employees. Location quotient 3.7x the state average.

Retail Trade

~8% ~240 FIRMS

Latin groceries, markets, convenience stores.

Construction

~15% ~450 FIRMS

Roofing, remodeling, concrete, general contractors.

Admin, Support and Waste Management

~7% ~210 FIRMS

Staffing, janitorial, landscaping.

Professional and Technical Services

~10% ~300 FIRMS

Accounting, consulting, marketing, design.

Health Care and Social Assistance

~6% ~180 FIRMS

Clinics, home health, social services.

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WHERE THEY OPERATE

NONEMPLOYER FIRMS / TOP SECTORS (27,000 BUSINESSES)

Construction

19% ~5,100 FIRMS

Independent contractors, painters, installers.

Restaurants and Food Services

~12% ~3,200 FIRMS

Latin groceries, markets, convenience stores.

Professional and Technical Services

~10% ~2,700 FIRMS

Roofing, remodeling, concrete, general contractors.

Other Services (Personal)

~9% ~2,430 FIRMS

Barbershops, salons, auto repair.

Retail Trade

~8% ~2,160 FIRMS

Bodegas, convenience, specialty goods.

Transport and Logistics

~5% ~1,350 FIRMS

Independent truckers, delivery, small fleets.

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WHERE THEY WORK

HISPANIC BUSINESS OWNERS IN OHIO'S MAJOR METRO MARKETS

90,000 — **COLUMBUS**

Franklin County - 8.2% of county.

52,200 — **CLEVELAND**

Cuyahoga County - 7.5% of county.

24,400 — **TOLEDO**

Lucas County - 8.2% of county; strong construction concentration.

21,400 — **CINCINNATI**

Hamilton County - fast-growing market.

19,800 — **LORAIN**

11.6% of county population - highest density in Northeast Ohio.

34% of all Hispanic Ohioans live in these five cities.

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ADVERTISER RELEVANCE

BANKING AND FINANCING

Ohio's Hispanic employer firms collectively carry $1.1B in annual payroll and thousands are actively scaling. These are creditworthy operators with real cash flow, real assets, and real appetite for business credit, SBA products, equipment financing, and commercial banking relationships built on trust.

OPS AND TRADE SUPPLIERS

These owners make every procurement call themselves. Equipment, insurance, technology, supplies, staffing, print. No procurement department, no committee. One decision-maker, direct purchasing authority, and 30,000 businesses worth of buying power concentrated in a single audience.

GOVERNMENT AND INSTITUTIONS

Hispanic-owned firms are among the fastest-growing contractor pools in the country, and government agencies, municipalities, and public institutions are actively competing to bring them into procurement pipelines, MBE certification programs, and public contracting opportunities.

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ADVERTISER RELEVANCE

FOOD AND BEVERAGE

Accommodation and Food Services represents 16% of all U.S. Hispanic-owned restaurant firms and is the number one employment sector for Hispanic owned employer businesses in Ohio. Beverage, equipment, POS, staffing, and food distributors have direct access to a concentrated buyer.

CONSTRUCTION AND TRADE

CONSTRUCTION IS THE NUMBER ONE SECTOR FOR NONEMPLOYER HISPANIC FIRMS (19%, ~5,100 businesses) and number two for employer firms. Suppliers of materials, tools, insurance, licensing, and workforce solutions reach their most concentrated audience here.

SPANISH-LANGUAGE REACH 75% OF U.S. HISPANICS SPEAK SPANISH AT HOME

In Ohio, 9 out of 10 foreign-born Hispanics speak Spanish at home. El Patrón reaches owners in the language of their business.

Sources: U.S. Census Bureau Annual Business Survey 2022 / Ohio Department of Development American Community Survey 2024 / SBA Office of Advocacy / Stanford Graduate School of Business

HISPANIC-OWNED BUSINESSES ARE THE **FASTEST-GROWING SEGMENT** OF AMERICAN ENTREPRENEURSHIP.

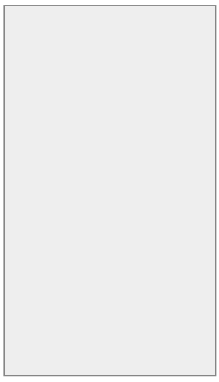
AND OHIO'S 30,000 HISPANIC BUSINESS OWNERS REPRESENT A MARKET THAT MOST MEDIA STILL CANNOT REACH.

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FORMATS AND INVENTORY

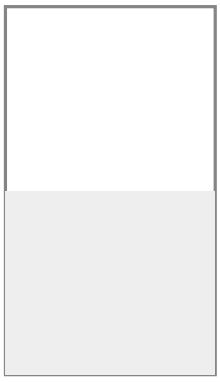
Print Magazine

Monthly publication · Letter size (8.5 x 11 in)



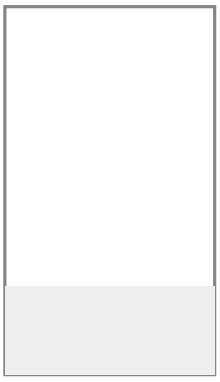
Full Page

8.5 × 11 in



Half Page

8.5 × 5.5 in

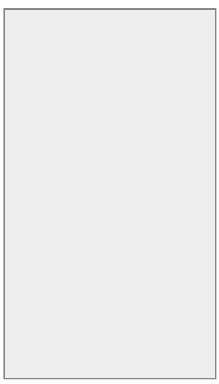


Cover Banner

8.5 × 2.5 in

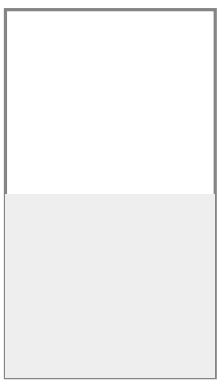
Digital Edition

Monthly publication · Free distribution



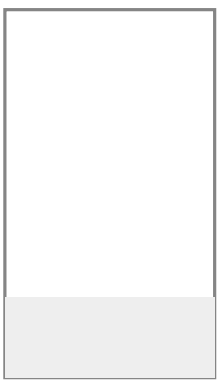
Full Page

1080 × 1920 px



Half Page

1080 × 960 px



Cover Banner

1080 × 400 px

Web & Social

Ongoing editorial presence

PROMOTIONAL REELS

Video content produced in El Patrón's editorial voice.

ADVERTORIAL CONTENT

Sponsored articles integrated into the editorial line, in Spanish.

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EDITORIAL CALENDAR

2026 · JANUARY - JUNE

1

JANUARY

TAXES AND FINANCIAL PREPARATION

Starting the year with structure: tax filing, business entity setup, deductions, and financial planning for the year ahead.

2

FEBRUARY

CREDIT AND CAPITAL ACCESS

Lines of credit, business loans, how to qualify, and what lenders are actually looking for from small business owners.

3

MARCH

SALES AND GROWTH

How to close more business in Q1: local marketing, promotions, digital presence, and converting foot traffic into recurring revenue.

4

APRIL

PERMITS AND COMPLIANCE

Licenses, inspections, regulatory requirements, and how to stay compliant without losing operational momentum.

5

MAY

RESTAURANTS AND FOOD SERVICE

Operations, food costs, supplier relationships, staffing the kitchen, and the trends reshaping the Hispanic restaurant business in Ohio. The number one sector for Hispanic employer firms gets a full dedicated issue.

6

JUNE

CONSTRUCTION AND TRADE

Peak season coverage: project pricing, material costs, managing crews, and scaling a contracting operation through the busy months.

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EDITORIAL CALENDAR

2026 · JULY - DECEMBER

7

JULY

PERSONAL SERVICES

Barbershops, salons, cleaning, and direct-to-consumer service businesses: how to grow, retain clients, and run a tight operation.

8

AUGUST

RETAIL AND COMMERCE

Back to school season, inventory management, in-store sales strategy, and what Hispanic retail owners need heading into Q4.

9

SEPTEMBER

HIRING AND WORKFORCE

Finding workers, retaining employees, W2 vs 1099, payroll setup, and navigating labor law as a growing small business.

10

OCTOBER

TECHNOLOGY AND TOOLS

Automation, AI, payment systems, and the platforms that are actually changing how small businesses operate day to day.

11

NOVEMBER

HOLIDAY SALES SEASON

Maximizing revenue in the highest-volume months: promotions, staffing up, new business opportunities, and where the money moves in Q4.

12

DECEMBER

COMMUNITY AND YEAR IN REVIEW

Stories, results, lessons from the year. Recognition of the people and businesses that defined Ohio's Hispanic business community in 2025.

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RATE CARD

PRINT SIZE · DISPLAY ADS IMPRESSIONS · FREQUENCY

2-PAGE SPREAD — 30,000

DISPLAY ADS IMPRESSIONS

1-2X	3-4X	5-6X
$3,100	$2,850	$2,600

FULL PAGE — 20,000

DISPLAY ADS IMPRESSIONS

1-2X	3-4X	5-6X
$2,640	$2,400	$2,160

FULL PAGE — 10,000

DISPLAY ADS IMPRESSIONS

1-2X	3-4X	5-6X
$2,200	$2,000	$1,800

1/2 PAGE — 4,000

DISPLAY ADS IMPRESSIONS

1-2X	3-4X	5-6X
$1,500	$1,425	$1,350