



**THE
JUNGLE JOURNAL**

COLLECTING STORIES AND CONVERSATIONS FROM AROUND THE WORLD.



The Jungle Journal is a print–digital magazine & online community that minimizes the sense of “hopelessness” & “climate anxiety” present in our society & world at large. Our content brings people to different places around the world where we invite readers to reflect and raise awareness to issues of global concern– mainly our disconnection with the natural world and each other as human beings. We inspire readers to embody the change they wish to see in the world.





VALUES

We understand the value of returning to our roots and giving value to protecting the environment where we live. Through our work we generate a re-connection to the land through sharing global stories and promoting accessible education grounded from the heart.

ECOSYSTEM

THE JOURNAL



NEWSLETTER



SOCIAL MEDIA
CHANNELS



IN-PERSON
ACTIVATIONS
(EVENTS, BOOK
FAIRS, ETC)



THE COMMUNITY

Our community is filled with a mix of artists, professors, independent and academic scholars, photographers, biologists, anthropologists, a national geographic explorer and most importantly the everyday people sharing their lived experiences from the regions we visit. Together with our audience we strive to remember, respect, and maintain the cultural legacies of our human family.



Eco, culturally conscious, well traveled and open minded individuals who are open to learning. Curious, adventurous, educated. Like to spend time in nature. Middle income. Men, women, non-binary

We serve a large range of people who cross generations, races, class, and continents. We reach the socially aware, open-minded, travel curious, eco-conscious, vegan to free range and grass-fed animal eaters, and environmentally concerned individuals, from student to barista to project manager, to empty nesters. These are the people who are also passionate about the overall well-being of humanity and want to learn more about the world and minimize their carbon foot- print as much as they can.



Located in Europe, North America, and Asia, Africa and Australia

Live both in cities and small communities.

These readers care about racial, health and financial disparities with underserved communities, preservation of culture, healthy access to food and eating, animal rights, women's rights, global warming, breaking generational trauma. We reach readers between 25-55.

WHY OUR WORK IS NEEDED

In the milieu of climate, social justice, and indigenous activism there is a continuation of harmful language that excludes a range of individuals from a much-needed global conversation. Our priority is the earth and all who occupy her. **The Jungle Journal** weaves together people, countries, religions, ethnicities and languages. We strive for individual impact and transformation through thought-provoking content that empowers readers with knowledge, renews hope, and encourages action through a rekindling of their relationship to the human species and with mother nature.



TESTIMONIALS

“TJJ is not only a great initiative, but a necessary experience to show us that enjoyment and happiness are not incompatible with authentic culture, awareness and solidarity.”

**BREIXO MARTINS (GALICIA, SPAIN)
PROFESSOR IN ANTHROPOLOGY AT
UNIVERSITY OF VIGO**

“I love this project! What a gift to the world. Thanks so much to The Jungle Journal for sharing the wisdom you find and letting us be part of it.”

**SUSSANE PROBST (BERLIN, GERMANY)
ARTIST**

“I have really been enjoying The Jungle Journal. The founder’s story is lovely and reminded me why I love print. Physically feeling written word in your hand is more captivating than the endless abyss style reading we do on our phones.”

**DIANDRA MARIZET (AUSTIN, TX)
EDITORIAL DIRECTOR AT INTERSECTIONAL
ENVIROMENTALIST**

“The Jungle Journal promotes and highlights cultures from around the world, mainly indigenous and other underrepresented groups.”

**ELIZABETH BENTLEY (MISSOURI, U.S.A)
INFLUENCER**

**SOCIAL
CHANNELS**

IG Grid Post
IGTV
Reel

\$100
\$200
\$150

**MAGAZINE
ADVERTISING**

Normal page
Customized outside back cover
Customized Inside back cover

\$500
\$3,000
\$1,500

CALENDAR

Issue 3 - The Southeast Asian Archipelago
On Sale March 2023

Commercial Bookings
September - December 2022
January - February 2023

**BRANDED
EVENTS**

Price Upon Request

**PARTNERSHIP
OPPORTUNITIES**

STOCKISTS

SPAIN

Chandal – Barcelona
Free Time – Barcelona
Panta Rhei – Madrid
Mapas y Compañía – Málaga
Rata Corner – Palma de Mallorca
La Otra Librería Café – Valladolid
Molar Discos y Libros – Madrid
Good News – Madrid
Versus Librería – Vigo
Librería Eixo – Ourense
Nobel Tui – Tui, Pontevedra
Berbiriana – A Coruña
Ideas Peregrinas – Tui, Pontevedra

USA

Kepler's Books – Menlo Park, CA
Newsbeat – Davis, CA
Heath Newsstand – San Francisco, CA
Staff Of Life – Santa Cruz, CA
Skylight Books – Los Angeles, CA
Third Place Books (Raveena) – Seattle, WA
Big Little News – Seattle, WA
Central Co-op – Seattle, WA
U Bookstore – Seattle, WA
Auntie's Bookstore – Spokane, WA

REST OF EUROPE

Prints Matters! – Zürich, Switzerland
Lorem Not Ipsum – Zürich, Switzerland
MagCulture – London, UK
Matéria Prima – Porto, Portugal
PaperCut – Stockholm, Sweden
Charlotte St News – London, UK
Gudberg Berger – Hamburg, Germany
Verso Kiosk – Milano, Italy
Bonjour Jacob – Paris, France
Frabs – Forli, Italy
Under the Cover – Lisbon, Portugal
Magalleria – Bath, UK

MEXICO

Casa Bosques – Mexico City, CDMX
Mexicolate – San Francisco, Nayarit

ASIA

Basheer Graphic Books – Singapore

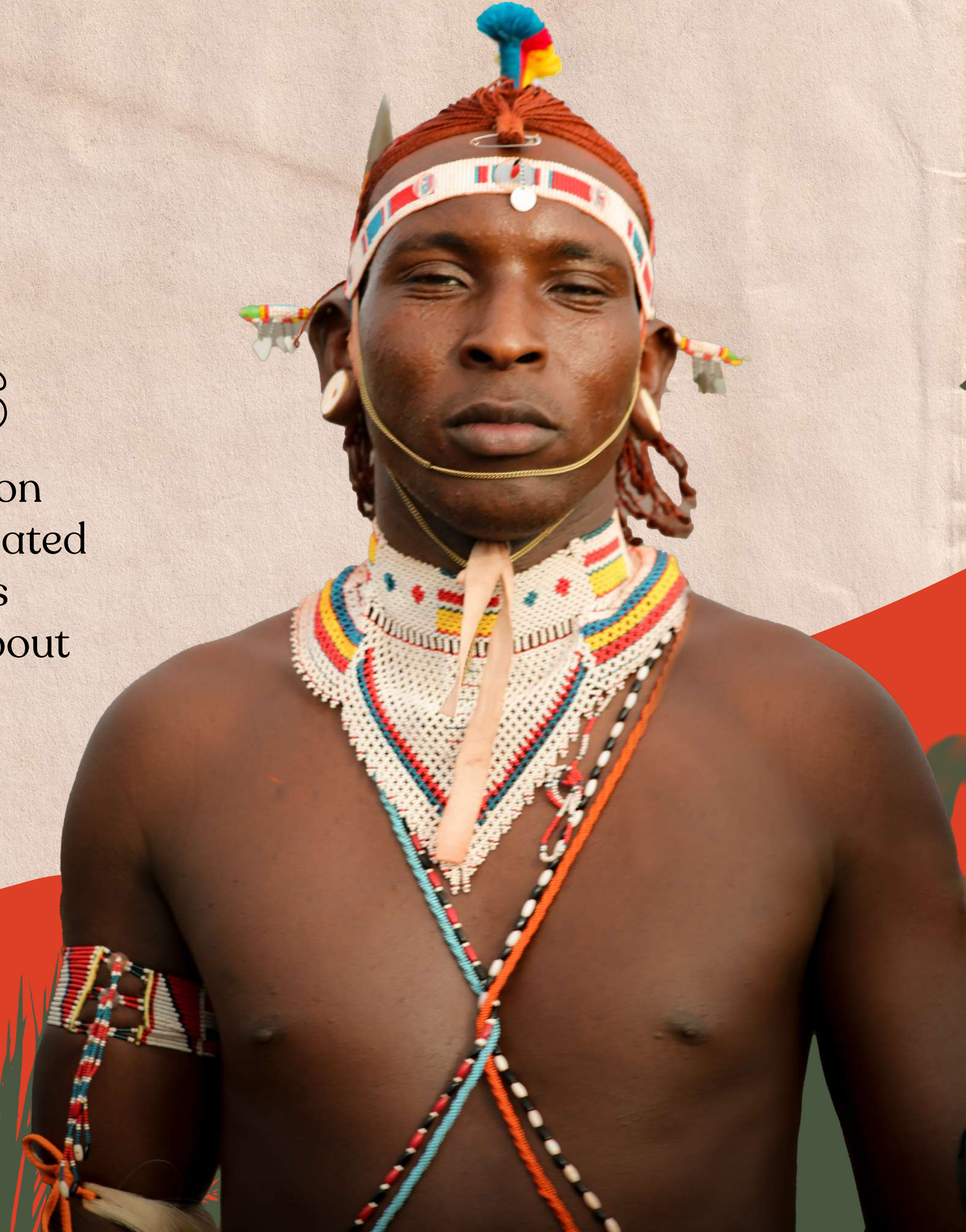
TEAM

After joining together in South America, Sara Lopez and Gabriel Alvarez set out to create The Jungle Journal— an annual travel, culture, and environmental print publication. When they aren't traveling to work on their publication, Sara and Gabriel split their time between Europe and the States, namely Texas and Spain where they continue to work on the journal's operations. While their interests intersect with geography, land, and indigenous cultures, Sara manages topics around identity, ancestry, and cosmology and Gabriel's focus is concentrated on the environment and climate change.



BENEFITS OF OPPORTUNITIES

Bring your brand into the conversation of an active community who is dedicated to protecting the planet & indigenous knowledge. Our community cares about honest, transparent brands.



METRICS

THE JOURNAL

- Printed in 3 languages, presented in 38 sale points in North America, Europe and Asia.
- **Volume One:** 600 uds. print, sold 300 uds. - 70% sold to date
- **Volume Two:** 1000 uds. print in May 22, sold 200 uds. 20% sold

SOCIAL MEDIA

- 6K followers
- Engagement Rate 3.22%
- Followers growth: +4% each month
- Monthly reach: 112%
- Audience USA, Spain, Mexico, UK

NEWSLETTER

- 9.28% of open rate



THANK YOU.

