

# NATIONAL Jeweler

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DELIVERING THE NEWS **JEWELERS NEED**

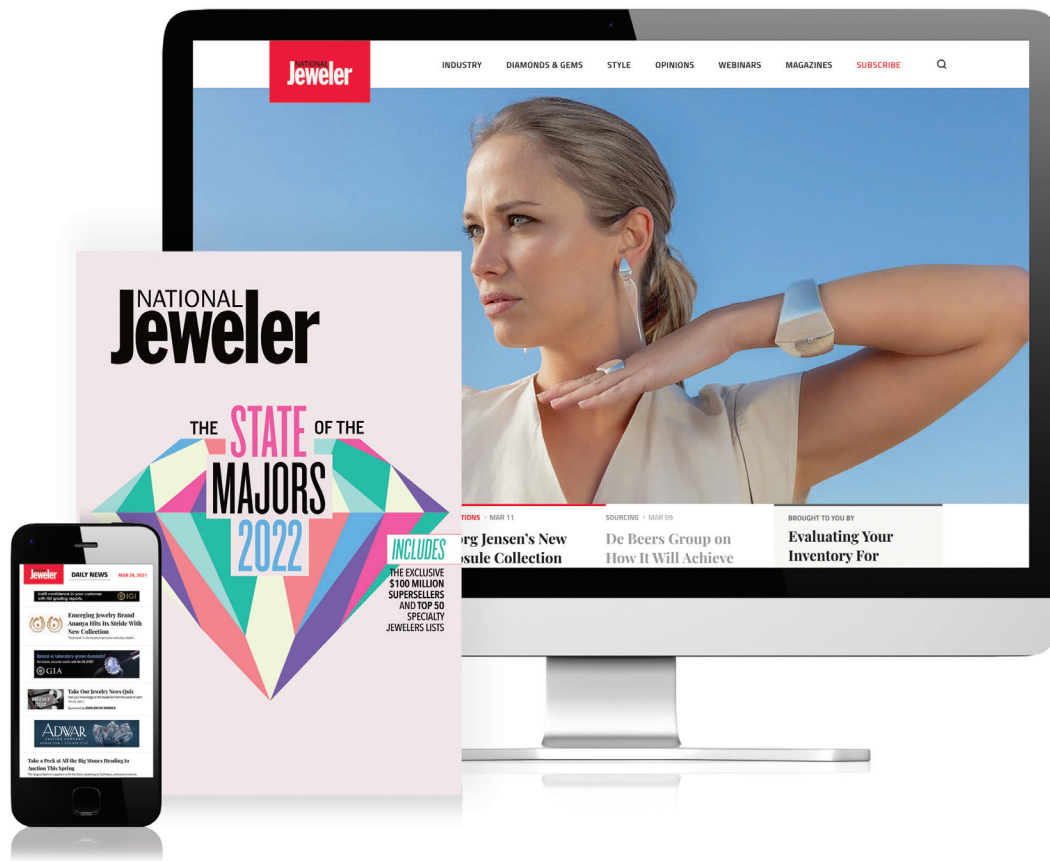
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**2023** MEDIA KIT

“*National Jeweler* is dependable for lively, relevant, journalistically correct, valuable news pieces in all of their platforms.”

**RACHEL DERY**

*Rachel Dery Gem Design*



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# Advertising That Works

## Grow Your Business by Partnering with Us

In publication for over a century, *National Jeweler* continues to be the leader in industry news, providing jewelry professionals with essential information and the resources they need to run their businesses knowledgeably and effectively.

*National Jeweler* is the go-to source for the latest news and information in the fine jewelry and watch industries. Our readers are the network of experts you want to reach – buyers, owners, and decision makers, all of whom are actively engaged. This is not just an audience of industry professionals. It is **THE** audience of industry professionals whom you need to connect with.

*National Jeweler* is the ideal tool to aid in selling more and increasing your brand exposure.

## The Leader

*National Jeweler* was the first industry news publication to introduce a daily newsletter directly to jewelers' email inboxes more than a decade ago. Now, with over 25,000 subscribers and a 25% open rate, we have the largest reach and best performance of all the daily newsletters in the industry.

## For the Industry, by the Industry

*National Jeweler* is published by Jewelers of America – the leading industry trade association made up of more than 4,000 jewelry stores. Jewelers of America was founded in 1906 **by jewelers for jewelers** with a mission to advance professionalism and ethics of the industry. Now over a century later, publishing *National Jeweler* is a direct extension of that mission.



### NATIONAL JEWELER EDITORIAL ADVISORY BOARD

Cathy Calhoun, Calhoun Jewelers  
Bill Farmer, Jr., Farmer's Jewelry  
Karen Goracke, Borsheims  
Steve Padis, Padis Jewelers  
Craig Rottenberg, Long's Jewelers

### JEWELERS OF AMERICA BOARD OF DIRECTORS

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Tobey Ritchie, Harry Ritchie  
Sherry Smith, The Edge Retail Academy  
Tonia Leitzel Ulsh, Mountz Jewelers

# National Jeweler by the Numbers

## RESULTS ADVERTISERS NOTICE...

"National Jeweler's digital reach is one of the strongest out there. Partnering with them has given us the exposure and recognition to continue our presence as the dominant force in our category and has kept our business very strong."

**PHILLIP GABRIEL MAROOF**  
*Royal Chain Group*

"The National Jeweler team is extremely adept at covering the latest topics, trends, and news in our sector, which makes them an ideal partner for our advertising mix. In addition to increasing brand awareness, we see great competitive benefits in placing daily newsletter ads with the outlet..."

**SUSAN BAUGHMAN**  
*IGI*

"Being on the forefront of providing industry news, topics, and trends, National Jeweler has a solid grasp of what matters in promoting our business. Delivering meaningful exposure and successful results is why National Jeweler is an integral part of our integrated marketing communication."

**SAM INDELICATO**  
*RDI Diamonds*

"National Jeweler's unwavering dedication to serving clients and the industry is admirable. They are able to accommodate our needs while striving for our mutual success."

**ANNA MARTIN**  
*GIA*

## EMAIL

 **18,000<sup>+</sup>** SUBSCRIBERS\*

 **51%** AVG. OPEN RATE\*

 **7%** AVG. CLICK RATE\*

\*Average 10.01.21 - 09.30.22

## ONLINE

 **85,000** AVG. VISITORS PER MONTH\*\*

 **118,700** AVG. VISITS PER MONTH\*\*

\*\*Average 10.01.21 - 09.30.22

## PRINT

 **10,000<sup>+</sup>** PRINT DISTRIBUTION

## SOCIAL

 **51,700<sup>+</sup>** INSTAGRAM FOLLOWERS

 **20,500<sup>+</sup>** FACEBOOK FOLLOWERS

 **21,600<sup>+</sup>** TWITTER FOLLOWERS

As of November 2022

## ...AND GROWING!

[Read on to Meet Our Editors >](#)

# Advertising That Works

## Original, Quality Content

Combining the digital content from NationalJeweler.com with quality print publications, our team of full-time journalists and editors are the best in the business. Providing breaking news and insightful analysis – we deliver more original content than any other industry publication. Our unofficial motto is “Jewelry Never Sleeps,” and it’s true - our team works day and night to bring readers the information and business tips they need to run their businesses more efficiently and be more profitable.

## Meet Our Editors



### **MICHELLE GRAFF** ▪ Editor-in-Chief

A native of Pittsburgh and an Ohio University journalism school graduate, Michelle Graff got her start on the crime beat at a daily newspaper in suburban Atlanta. She moved to New York in 2007 and has worked for *National Jeweler* ever since. Outside of work, she enjoys reading, running and the paranoia induced by watching too many episodes of “Dateline.”



### **ASHLEY DAVIS** ▪ Senior Editor, Fashion

As Senior Editor, Fashion, Ashley Davis covers all things design and trend-related for *National Jeweler*. She received her introduction to fine jewelry and watches at WWD, where she covered the accessories markets. A native of Portland, Oregon and graduate of The New School’s Riggio Honors Program, Writing and Democracy, in New York City, Ashley is a lifelong philanthropist who currently devotes her time to rescuing dogs from the meat trade in South Korea. She is a proud dog mom to two adorable meat trade survivors—Sandwich and Gemma.



### **LENORE FEDOW** ▪ Associate Editor, News

Born and raised in Brooklyn, New York, Lenore Fedow graduated with a business journalism degree from Baruch College. She’s the newest member of the *National Jeweler* editorial team, joining as associate editor in 2019. She covers the retail beat and the business side of jewelry. When she’s not elbow-deep in quarterly filings, she likes baking, nerd culture, lighting candles, and hanging out with her pit bull Rock.



### **LAUREN MCLEMORE** ▪ Associate Editor, Gemstones

A Little Rock native and graduate of the journalism program at the University of Central Arkansas, Lauren McLemore moved to New York City in 2022 to attend NYU’s graduate school for digital publishing. After getting her intro to jewelry from working in the wholesale natural color diamond space for a year, she returned to her journalistic roots and joined *National Jeweler* in 2023 as associate editor, covering the colored gemstone beat. When she’s not writing, she enjoys cooking, running with her dog, reading and looking forward to graduation.



# Daily News

With a subscription base of more than 18,000 readers, including Jewelers of America members and leading independent jewelers nationwide, the Daily News, *National Jeweler's* e-newsletter, delivers breaking and relevant news directly to readers in one convenient email every weekday, plus a weekly review on Sunday.

**18,000<sup>+</sup> SUBSCRIBERS\***

**51% AVG. OPEN RATE**

**7% AVG. CLICK RATE\***

*\*Average 10.01.21 - 09.30.22*

*Save 10%*

POSITION	DIMENSIONS	WEEKLY RATE	MONTHLY RATE
Leaderboard	640x90	\$1,600	\$5,600
Billboard	500x50	\$1,400	\$5,200
Banner 1	500x130	\$1,300	\$5,000
Banner 2	500x130	\$1,200	\$4,100
Banner 3	500x130	\$1,100	\$3,800
Banner 4	500x130	\$950	\$3,300
Banner 5	500x130	\$850	\$2,900
Banner 6	500x130	\$750	\$2,600
Banner 7	500x130	\$650	\$2,200
Banner 8	500x130	\$550	\$1,900
Banner 9	500x130	\$450	\$1,600
Banner 10	500x130	\$350	\$1,300



LEADERBOARD

NATIONAL Jeweler

DAILY NEWS

JAN 01, 2022

BILLBOARD

EDITORIAL

BANNER 1

EDITORIAL

BANNER 2

EDITORIAL

BANNER 3

EDITORIAL

BANNER 4

BANNER 5

EDITORIAL

BANNER 6

BANNER 7

EDITORIAL

BANNER 8

BANNER 9

BANNER 10

**MORE ON NATIONALJEWELER.COM**

- Industry
- Diamonds & Gems
- Style
- Opinions
- Videos
- Magazines

Since 1916, National Jeweler has been the most-read news source for jewelers nationwide. Jewelers, designers, buyers, manufacturers, and suppliers. From market analysis to emerging jewelry trends, we cover the important industry topics vital to the everyday success of jewelry professionals worldwide. National Jeweler delivers the most current jewelry news necessary for running your day-to-day jewelry business via our daily e-newsletter, website and other specialty publications, such as The State of the Market.

National Jeweler is published by Jewelers of America, the leading national jewelry association in the United States.



# The Diamond Report

## Newsletter

*National Jeweler* has established an e-newsletter that delivers a compilation of news from the global diamond market. Each newsletter contains original, must-read articles authored by the *National Jeweler* editorial team.

The Diamond Report Newsletter is sent to our subscription base of **more than 18,000+ readers**, including Jewelers of America members and leading independent jewelers nationwide.

If you buy or sell diamonds or offer diamond-related services, this newsletter is the perfect place to promote your brand.

### SPRING

**PUBLISHED:** February 15, 2023

**AD DEADLINE:** February 8, 2023

### FALL

**PUBLISHED:** October 18, 2023

**AD DEADLINE:** October 11, 2023

## Advertising Rates

POSITION	DIMENSIONS	QUARTERLY RATE
Leaderboard	640x90	\$2,000
Billboard	500x130	\$1,500
Banner Ads 1-10	500x130	\$1,500

LEADERBOARD

NATIONAL Jeweler

THE DIAMOND REPORT

BILLBOARD

EDITORIAL

BANNER 1

EDITORIAL

BANNER 2

EDITORIAL

BANNER 3

EDITORIAL

BANNER 4

EDITORIAL

BANNER 5

EDITORIAL

BANNER 6

EDITORIAL

NATIONAL Jeweler

[f](#) [t](#) [in](#) [ig](#) [yt](#)

Since 1906, National Jeweler has been the most-read news source for smart jewelry professionals—jewelry retailers, designers, buyers, manufacturers, and suppliers. From market analysis to emerging jewelry trends, we cover the important industry topics vital to the everyday success of jewelry professionals worldwide. National Jeweler delivers the most urgent jewelry news necessary for running your day-to-day jewelry business via our daily e-newsletter, website and other specialty publications, such as *The State of the Industry*.

National Jeweler is published by Jewelers of America, the leading nonprofit jewelry association in the United States.



# Newsletter Display Advertising

## SPECS

**FILE FORMAT:** JPG, PNG or GIF files, animation accepted; no Flash or Javascript

**ANIMATED GIFS:** Maximum animation length is 30 seconds.

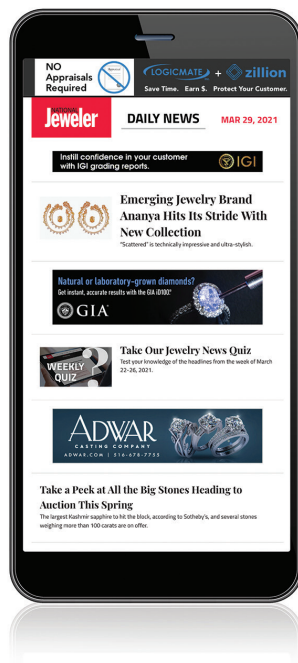
**URL:** Supply the active URL where your ad should link.

**ALT TEXT:** Supply the "Alt Text" to assist visually-impaired users and comply with accessibility guidelines. This text also displays if images are disabled. 100 characters max.

**RESOLUTION/COLOR:** Image resolution must be optimized at standard screen resolution, 72 PPI; RGB color.

**BORDER/TRANSPARENCY:** Include single pixel (1x1) solid color border on all four sides if transparent or white background. JPG banners must be full bleed with no transparency or background fill outside the border.

**FILE SUBMISSION:** Submit required assets online at:  
<https://nationaljeweler.com/pages/advertisement-submission>  
Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).



“National Jeweler provides easy to read, quick stories from a variety of topics. It’s easy to access and I always learn something new.”

**ISABELLE CORVIN**  
Panowicz Jewelers



# NationalJeweler.com

## Display Advertising

Our website, **NationalJeweler.com** continues to provide the latest news and information along with increased opportunities for reader engagement and brand recognition. With large display ad formats, as well as captivating daily content like hot topics, featured stories, Editor's Picks, weekly quiz roundups and more, NationalJeweler.com is the industry's daily must-read website. Advertisers can capitalize on *National Jeweler's* fast-growing online reach and original content through display ads and native content. There's an opportunity to fit every brand's goals.

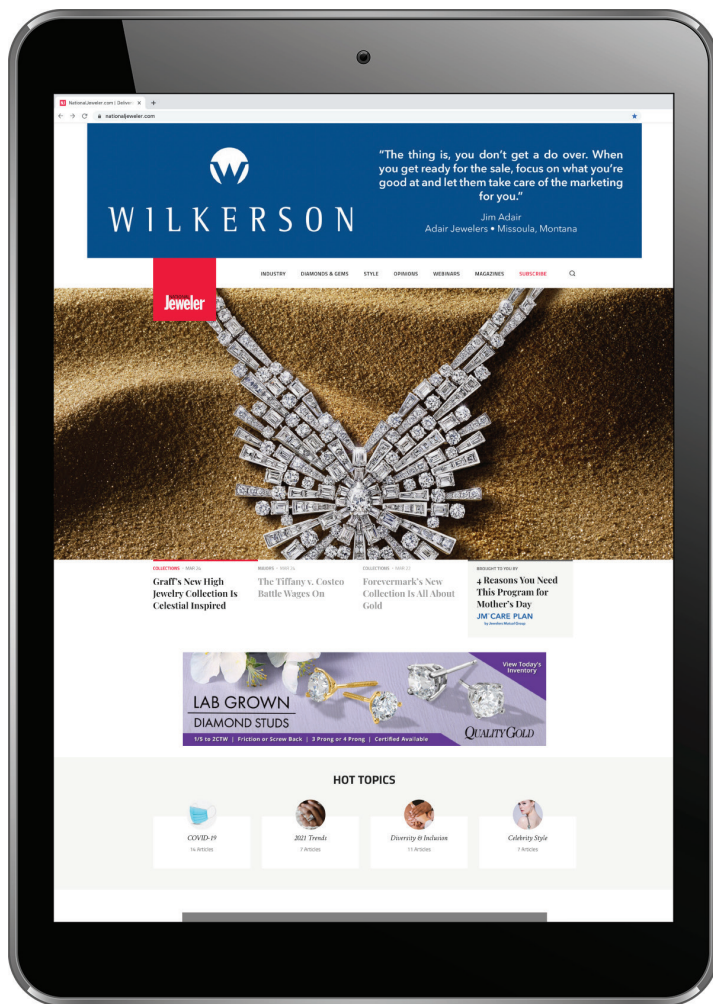
**80,000+** AVG. VISITORS PER MONTH\*

**118,700** AVG. VISITS PER MONTH\*

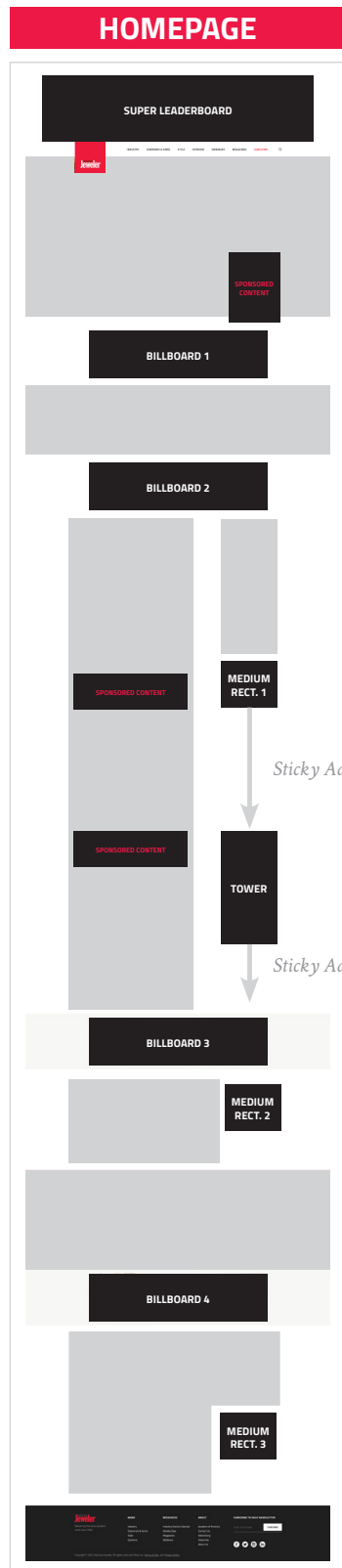
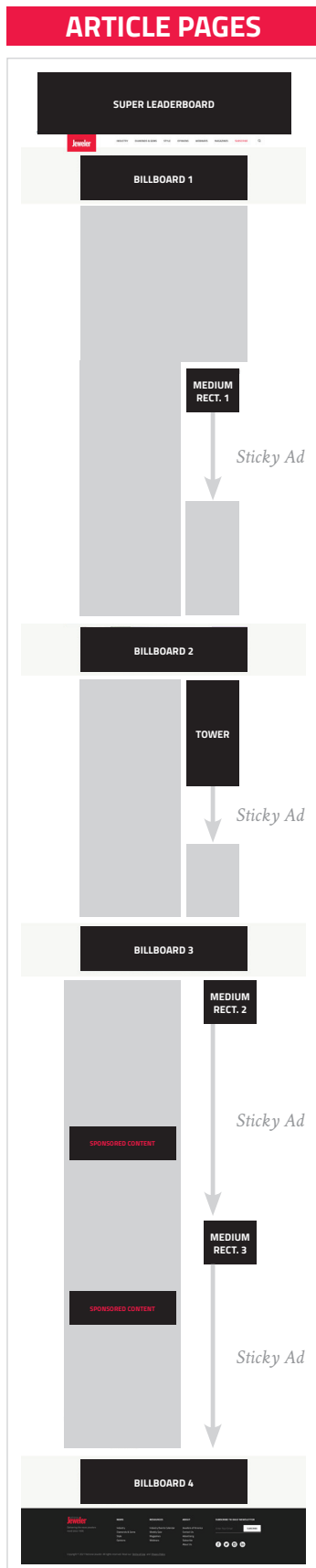
\*Average 10.01.21- 09.30.22

“*National Jeweler* keeps me up to date on current issues, challenges and successes in the jewelry industry. From mining, to retail trends, to hot fashions I can always count on *National Jeweler* to keep me in the know.”

**DAN DEANS**  
*Asurion*



# NationalJeweler.com Display Advertising



## Sticky Ad Placement

Your brand is front and center on NationalJeweler.com when you reserve the sticky ad. As NationalJeweler.com visitors scroll, your ad stays in place and in sight!



# NationalJeweler.com Display Advertising

## Display Ads

SIZE	POSITION	SHARE OF VOICE	DIMENSIONS: DESKTOP	DIMENSIONS: TABLET	DIMENSIONS: MOBILE	MONTHLY RATE
A	Super Leaderboard	33%	1480x360	728x90	300x100	\$6,700
B	Billboard 1	50%	970x250	728x90	300x100	\$6,200
	Billboard 2	50%	970x250	728x90	300x100	\$5,700
	Billboard 3	50%	970x250	728x90	300x100	\$4,700
	Billboard 4	100%	970x250	728x90	300x100	\$4,200
C	Medium Rectangle 1	50%	300x250	300x250	300x250	\$5,200
	Medium Rectangle 2	100%	300x250	300x250	300x250	\$4,700
	Medium Rectangle 3	100%	300x250	300x250	300x250	\$3,700
D	Tower Ad	50%	300x600	300x600	300x250	\$5,200

## SPECS

**FILE FORMAT:** GIF, JPG, PNG, HTML5; Third party tags: Javascript, IFrame, Campaign Manager. No Flash.

**VIDEO:** Less than 1MB file, HTML5; max duration 30 seconds

**URL:** Supply the active URL where your ad should link.

**ALT TEXT:** Supply the "Alt Text" to assist visually-impaired users and comply with accessibility guidelines. This text also displays if images are disabled. 100 characters max.

**RESOLUTION/COLOR:** Image resolution must be optimized at standard screen resolution, 72 PPI; RGB color

**BORDER/TRANSPARENCY:** Include single pixel (1x1) solid color border on all four sides if transparent or white background. JPG banners must be full bleed with no transparency or background fill outside the border.

**FILE SUBMISSION:** Submit required assets online at:  
<https://nationaljeweler.com/pages/advertisement-submission>  
Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).



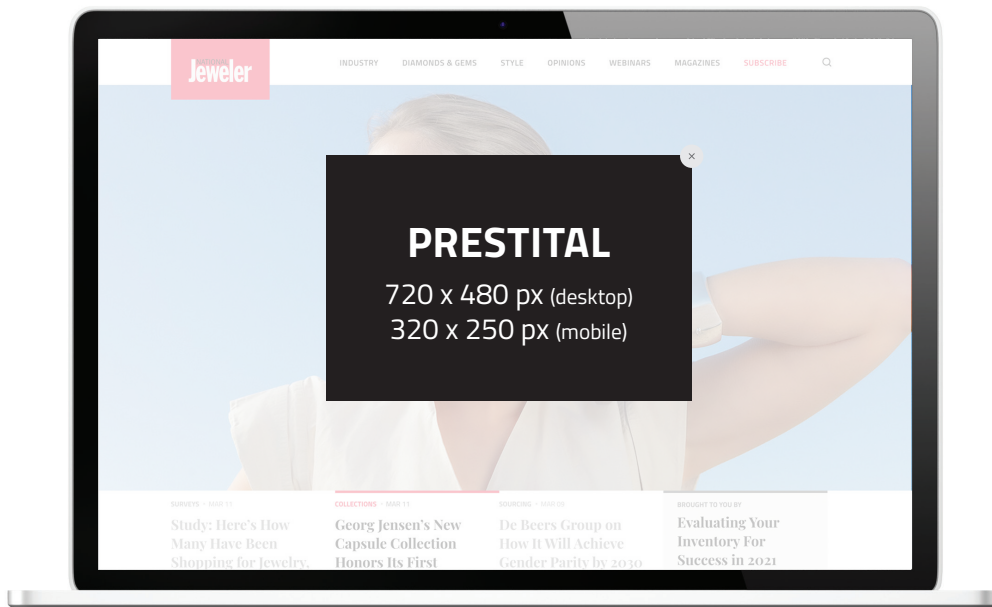
# NationalJeweler.com

## Specialty Advertising

## Prestital

### Call for Pricing

The Prestital ad displays as a pop-up before any visitor views a content page on NationalJeweler.com. The ad appears once per day for each visitor.



## SPECS

**FILES ACCEPTED:** GIF, JPG, PNG, HTML5; Third party tags: Javascript, IFrame, Campaign Manager. No Flash.

**VIDEO:** less than 1MB file, HTML5; max duration 30 seconds. Contact us for more information about custom video capabilities.

**DIMENSIONS:** 720 x 480px desktop, 320 x 250px mobile

**MAX INITIAL FILE SIZE:** 80K

**POLITE FILE SIZE:** 160K

**FILE SUBMISSION:** Submit required assets online at:  
<https://nationaljeweler.com/pages/advertisement-submission>  
*Questions?* Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).



# NationalJeweler.com Specialty Advertising

## Brought To You By - \$3,500

### Native Web & Daily News Article Placement

#### INCREASED EXPOSURE WITH SOCIAL POSTS!

Brought To You By, our collection of sponsored articles at NationalJeweler.com, gives brands the opportunity to tell their story the way they want to the *National Jeweler* audience in an article that will be published on NationalJeweler.com and featured in 4 Daily News e-newsletters.

Consider adding this channel to your advertising strategy to get more organic exposure across *National Jeweler's* website audience and 18,000+ e-newsletter subscribers.

**How it Works:** You provide the content! It's your story – you control the message and the visuals; see the specs below. Your article will be posted on NationalJeweler.com for the lifespan of the site and appear in the Tuesday, Wednesday, Thursday and Friday Daily News e-newsletters during the same week. The article will also be shared on *National Jewelers'* Facebook page for additional exposure.

## SPECS

### ADVERTISER MUST PROVIDE:

**ARTICLE TEXT:** No word count limit. Will be lightly copyedited for *National Jeweler* style standards. Content will not be edited.

### ARTICLE IMAGE(S):

One Top Image (required). Up to two additional images, in the body of the article may be provided.

- Top Image must be 1872 x 1052 pixels (or able to be edited to those proportions). Note that Top Image will be cropped to a square for thumbnail in news feed, main focus of image should be in the center.
- Other article images must be minimum 600 pixels wide
- All images must be 72dpi and RGB
- JPG or PNG files accepted

**VIDEO OPTION:** Advertiser may include one embed video in the article in place of an image; must provide YouTube or Vimeo URL.

**COMPANY NAME:** Provide company name as you would like it displayed

**COMPANY LOGO:** Must be provided as a PNG file with transparent background; 64 pixels high

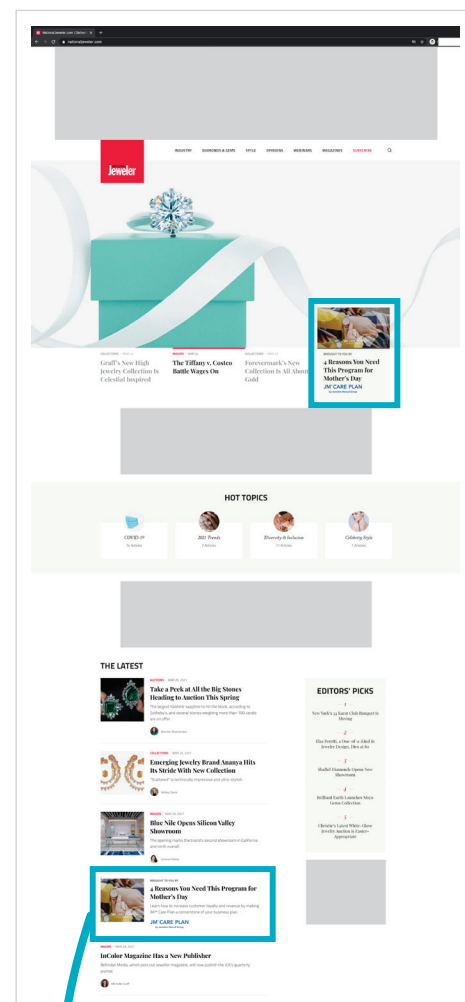
**COMPANY FACEBOOK PAGE:** Provide URL for company Facebook page\*

\*Advertisers required to have an active business Facebook page in order to run sponsored social posts.

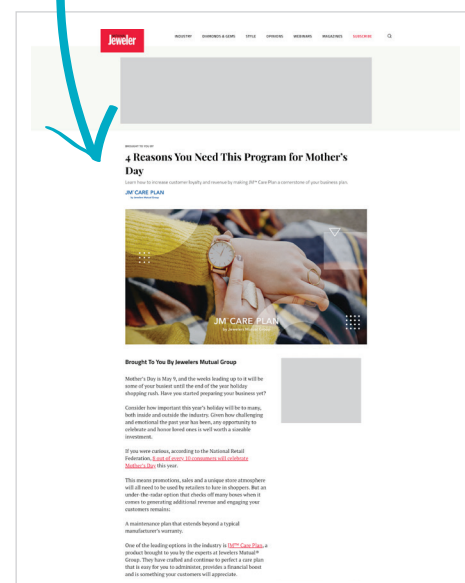
**FILE SUBMISSION:** Submit required assets online at:

<https://nationaljeweler.com/pages/advertisement-submission>  
Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).

## HOMEPAGE



## ARTICLE PAGE



# NationalJeweler.com Specialty Advertising

## Supplier Bulletin • \$3,000

### Native Web & Dedicated Email Blast

The Supplier Bulletin, our collection of native content on NationalJeweler.com is designed for advertisers looking to use video or a gallery of product images to promote their products or services. The video or image gallery will be published in an article page on NationalJeweler.com, where it will live indefinitely in a special “Supplier Bulletin” section, in addition to being sent out to National Jeweler readers in a dedicated email blast. The article will also be shared on National Jewelers’ Facebook page for additional exposure.

*How it Works:* You provide the video or gallery of images, along with a brief description of your company, product or services (up to 350 words). Your article will be posted on NationalJeweler.com for the lifespan of the site and will be deployed in an email blast on Thursday during the week the article is published.

### NATIVE WEB CONTENT

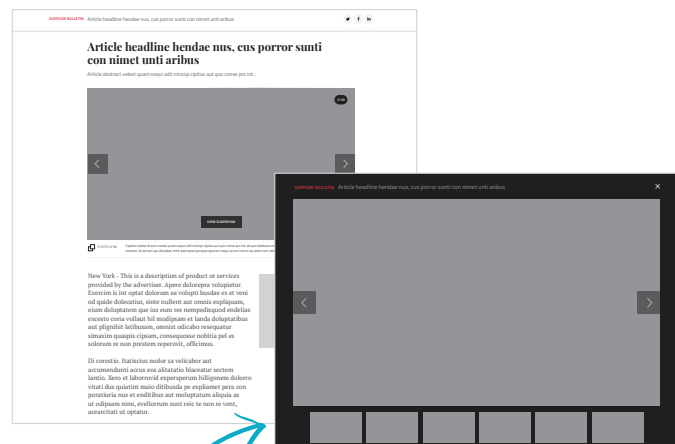
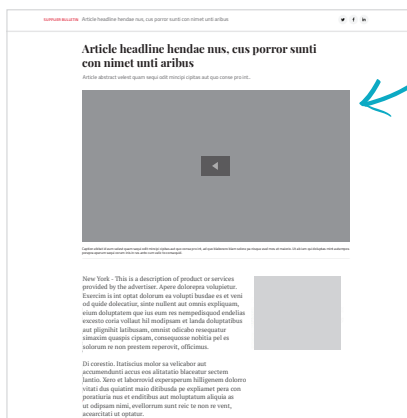


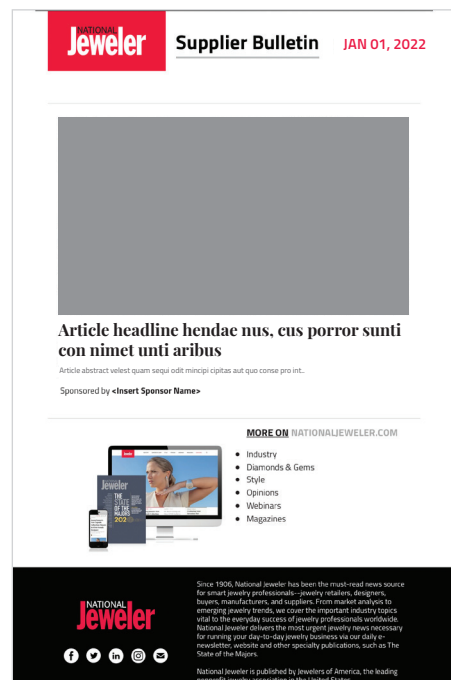
Image Gallery



Video Embed



### EMAIL BLAST



# NationalJeweler.com Specialty Advertising

## MORE DETAILS ABOUT THE SUPPLIER BULLETIN:

The Supplier Bulletin pages will live on nationaljeweler.com indefinitely in a new section: Industry > Supplier Bulletin.

On the day the Supplier Bulletin is published, it will display as one of the first 6 articles in the “Latest News” feed that appears on the left rail of the homepage (with all National Jeweler editorial articles), the Industry category page, the Supplier Bulletin topic page and on the bottom of every article page on the site where it says “Latest News.” Note that as new articles are published, the article will move down in the Latest News Feed (daily on the homepage).

The Supplier Bulletin pages are designed to have a hero image, slideshow of multiple images or video at the top, with the copy below describing their product or services. The advertiser can provide up to 350 words for the company description. “Sponsored by (advertiser name)” will appear at the top of the page, as well as in the email blast.

The email blast will be deployed on Thursdays –to the entire National Jeweler subscriber list.

## SPECS

### ADVERTISER MUST PROVIDE:

#### CONTENT FOR THE WEB PAGE:

- Article Headline
- Top image area on article page can be either a video, single image or image gallery
  - If video, provide YouTube or Vimeo URL
  - For single image or carousel images, they must be 1872x1052 pixels, 72dpi and RGB. Note that Top Image will be cropped to a square for thumbnail in news feed, main focus of image should be in the center.

**COPY:** Up to 350 words of description of company, products or services

**COMPANY NAME:** Provide company name as you would like it displayed

**COMPANY LOGO:** Must be provided as a PNG file with transparent background; at least 500px wide

**COMPANY FACEBOOK PAGE:** Provide URL for company Facebook page\*

*\*Advertisers required to have an active business Facebook page in order to run sponsored social posts.*

**FILE SUBMISSION:** Submit required assets online at:

<https://nationaljeweler.com/pages/advertisement-submission>

Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).



# NationalJeweler.com Specialty Advertising

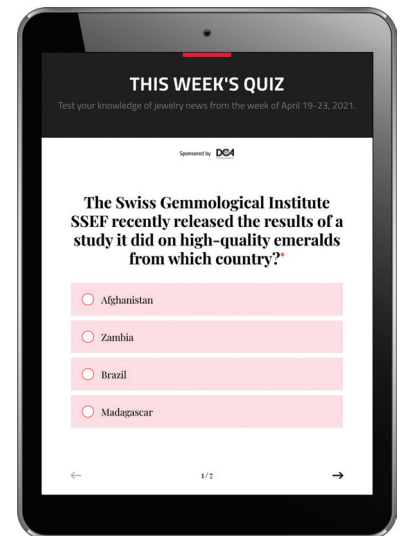
## Quiz Sponsor

**\$1,500/month** (four weeks)

The Weekly Quiz is a fun and engaging element of the *National Jeweler* website. Each week, the *National Jeweler* editorial team shares a quiz that recaps the top news stories found on NationalJeweler.com. Each quiz lives on the website for one week (Friday – Thursday) and is distributed in the the Daily News e-newsletter on Friday and the following Monday. *Call to find out more about this exciting new sponsorship!*

### What's Included:

- Logo featured at the top of the Weekly Quiz webpage on NationalJeweler.com for four weekly quizzes
- Logo featured in Weekly Quiz section on NationalJeweler.com homepage for duration of sponsorship
- Company name featured with Quiz in the Daily News e-newsletter on Friday and Monday for four weeks of sponsorship
- Company mention in Facebook and Instagram post linking to Weekly Quiz once a week for the four weeks of sponsorship

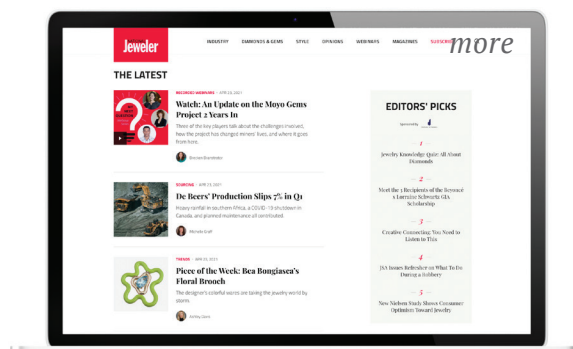


## Editors' Picks Sponsor

**\$2,500/month** (calendar month)

Your brand can be featured as a sponsor of one of the newest elements on the *National Jeweler* website, the Editors' Picks. This content module features a feed of the top stories, curated by the *National Jeweler* editorial team, and is featured on the site homepage, as well as every category landing page and every news article page on the site.

*The sponsor logo is featured on the module – call for information!*



### SPECS

#### ADVERTISER MUST PROVIDE:

- Company name as it should appear in sponsorship credit
- Company logo as a PNG file with transparent background
- URL to link to company website

**FILE SUBMISSION:** Submit required assets online at: <https://nationaljeweler.com/pages/advertisement-submission> Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).





# Sponsored Social Media Posts

Today, a layered and targeted digital marketing strategy is essential and will set your brand up for greater success. Create a social media marketing campaign that meets your objectives and budget while getting you in front of *National Jeweler's* Facebook and Instagram followers. You will realize increased brand awareness, more traffic to your website and a boost in conversion rates and sales.

Reach *National Jeweler* followers on Facebook and Instagram with a brand message that appears directly in their news feed.

**1 MONTH • \$3,500**

**51,700<sup>+</sup> INSTAGRAM FOLLOWERS**

**20,500<sup>+</sup> FACEBOOK FOLLOWERS**

*As of November 2022*

## SPECS

### COPY:

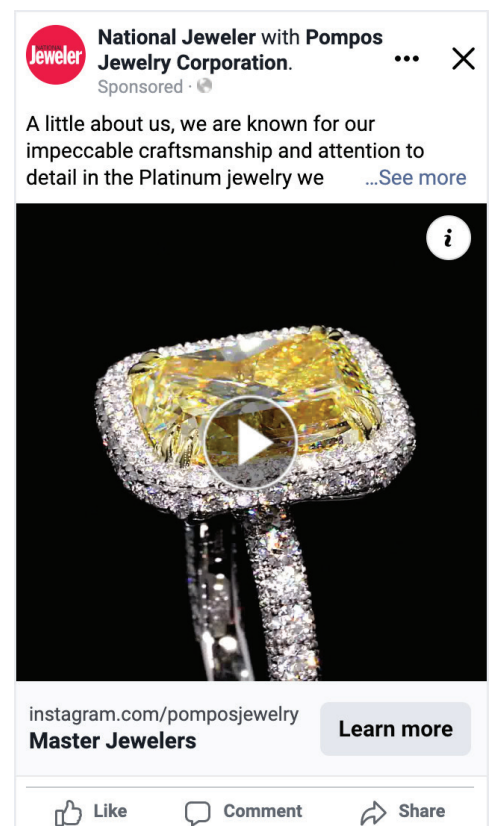
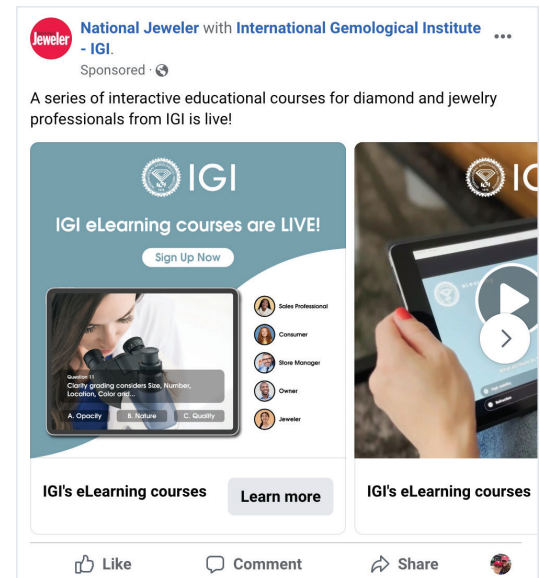
- Headline: 25 characters maximum
- Post Text: 125 characters maximum
- URL for ad link
- URL for company Facebook page\*

*\*Advertisers required to have an active business Facebook page in order to run sponsored social posts.*

### VISUAL ASSETS (pick one):

- Image (static, 1200 x 628 pixels)
- Video (supplied by advertiser MOV or MP4 file, 60 seconds, 2 GB maximum)
- Video Slideshow (3-10 supplied images at 1080 x 1080)
- Carousel (up to 5 images at 1080 x 1080)

**FILE SUBMISSION:** Submit required assets online at:  
<https://nationaljeweler.com/pages/advertisement-submission>  
Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).





# Webinar Sponsorships

NEW!

## “My Next Question...” now a National Jeweler & Jewelers of America Webinar Series

*National Jeweler* is joining forces with Jewelers of America for a co-branded webinar series that will bring exclusive content to both audiences in an interactive, online format. Every month the *National Jeweler* editors and JA staff will interview a guest – or guests - that will bring their expertise to webinar attendees on industry hot topics. Topics will include: the diamond industry, the colored gemstone industry, jewelry trends, emerging designers, and retail trends.

The webinars will be recorded and available for viewing at any time on both websites, [NationalJeweler.com](http://NationalJeweler.com) and [jewelers.org](http://jewelers.org).

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## Webinar Sponsorship Packages

If you're looking for an easy way to increase visibility across a variety of channels, look no further.

Webinar sponsorship packages offers an ideal opportunity to get your brand in front of the *National Jeweler* and Jewelers of America audiences - made up of the industry's top jewelers - at an accessible price.

Each month will be limited to one sponsor, offering exposure in promotions leading up to, and during, two live webinars - and after in the on-demand recording - increasing brand recognition, and making a lasting impression.

Sponsors will be featured in webinar registration promotions going out to *National Jeweler's* 18,000+ email subscribers and Jewelers of America's 2,500 members - in addition to social media channels.

Sponsor branding and messaging will be featured to an engaged audience during the live webinar, hosted by the best in the business - the *National Jeweler* and Jewelers of America teams.



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### 1 MONTH (2 WEBINARS/MONTH)

▪ **\$2,500**

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### What's included:

- Sponsor name included in registration promotions, including emails to *National Jeweler* subscribers and Jewelers of America members.
- Banner ad in registration promotion email during the week of sponsored webinar
- Company page tagged in Registration posts on Facebook and/or Instagram
- Company page tagged in Registration posts on Facebook and/or Instagram
- One post on *National Jeweler* and Jewelers of America's Facebook page for additional exposure
- Mention in webinar description in "Upcoming Webinars" page on both websites
- Logo on-screen at beginning and end of webinar
- Verbal mention at beginning and end of webinar by moderator or host
- 30-word "commercial" with call-to-action read by moderator before Q&A portion of webinar

# Webinar Sponsorships

## My Next Question 2023 Content Schedule

### JANUARY

Retail Trends With JA's 20 Under 40  
Macro Financial Outlook for 2023

### FEBRUARY

2023 Top Jewelry Trends  
Tucson Show s Rewind

### MARCH

GEM Awards Preview  
Diversity in the Fine Jewelry Industry

### APRIL

Finding Quality Employees  
2023 Top Bridal Trends

### MAY

Pre-Vegas Show Planning  
Lab-Grown Diamonds

### JUNE

Legislative Update  
Vegas Shows Rewind

### JULY & AUGUST

No webinars scheduled

### SEPTEMBER

Keys to Retail Success With JA's 20 Under 40 Class  
Loss Prevention

### OCTOBER

Pre-Holiday E-Commerce Planning  
Social Media Landscape Overview

### NOVEMBER TBD

### DECEMBER

End-of-the-Year Rewind

## SPECS

### SPONSOR WILL NEED TO PROVIDE:

- Company name (as it will be credited) and logo, minimum 600px wide
- Company logo as a PNG file with transparent background
- URL to link to company website
- Banner ad: 500px wide x 130px high, and URL to link ad
- Photo for Powerpoint – 700px wide x 383px high
- Commercial script: **MAXIMUM 30 WORDS.** Will be read during live webinar - write script as if webinar host is reading it (use third person). Cannot imply *National Jeweler* or host endorsement of product or service.
- Commercial Call to Action: Either Web Address, Phone Number or Email. Will be read at the end of above script.
- Company Facebook page and Instagram handle\*

*\*Advertisers required to have an active business Facebook and Instagram page in order to be tagged in social posts.*

### FILE SUBMISSION: Submit required assets online at:

<https://nationaljeweler.com/pages/advertisement-submission>

Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).

“Of course I love the daily email news, but I especially like the webinars *National Jeweler* conducts on so many different and relevant subjects. They are all non-promotional, educational, highly informative, and available to anyone even after the presentation.”

**BILL BOYAJIAN**

*Bill Boyajian & Associates, Inc.*

NEW!

## Supplier Spotlight - \$4,000

### Dedicated Webinar & Sponsor Promotions

The Supplier Spotlight, our newest offering is designed for advertisers looking to present a dedicated webinar to the *National Jeweler* industry audience in order to promote their products or services.

The 30-minute webinar will be presented by the advertiser and attendance will be promoted to the *National Jeweler* audience -- in addition to being sent out to over 25,000 subscribers in a dedicated email blast, the webinar registration link will also be shared on *National Jeweler's* Facebook page for additional exposure. Additionally, a recording of the webinar will be embedded on a dedicated article page on NationalJeweler.com, where it will live indefinitely in the "Recorded Webinars" section.

*Supplier Spotlights are available to be scheduled on the first or third Wednesday of each month at 10am eastern time. Space is limited and available on a first-come, first-serve basis.*

*Materials are due at least three weeks prior to confirmed webinar date.*

### The Supplier Spotlight Package includes:

- Webinar presentation (up to 30 minutes) with speaker and content provided by sponsor
  - Content is subject to review by *National Jeweler* prior to webinar
  - Webinar is facilitated via Zoom by *National Jeweler*
- Company logo and contact information on screen at the beginning and end of webinar
- Advertiser credited as sponsor in registration promotions, including email to *National Jeweler's* list of over 25,000 subscribers
- Banner ad in registration promotional email during the week of Supplier Spotlight Webinar
- One post on *National Jeweler's* Facebook page for additional exposure
  - Company Facebook page tagged in registration posts
- Webinar description (including company sponsor) listed in "Upcoming Webinars" page on *National Jeweler* website
- Recorded webinar (including company sponsor) available to view in "Recorded Webinars" page on National Jeweler website
- Exposure in *National Jeweler's* Daily Newsletter

**How it Works:** You provide the webinar title, description, presentation and speaker. *National Jeweler* will facilitate the Zoom meeting and provide a moderator to run the webinar behind-the-scenes. Registration promotion will begin at least two weeks prior to the webinar, provided advertiser has supplied all the necessary deliverables.

**Pro Tip:** Presentations should include "educational" content or tips - not just promotional - in order to attract registration from a larger audience. Consider providing tips or information on how your product or service can enhance the viewer's business.



# Print Magazine

From market analysis to emerging jewelry trends, *National Jeweler* covers the essential industry topics vital to the success of jewelry professionals with two annual print issues. Each issue is mailed to over 10,000 print subscribers – including Jewelers of America members and leading independent jewelers nationwide.

In addition to the printed circulation, each issue is available on **NationalJeweler.com** and featured in *National Jeweler's* Daily News e-newsletter, distributed to 18,000 subscribers. Gain bonus value for your print ad placement with direct clicks to your preferred website from the digital, interactive version of the publication.

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**10,000<sup>+</sup> PRINT DISTRIBUTION**

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**30,000<sup>+</sup> DIGITAL DISTRIBUTION**

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**NEW!**

## Digital Ad Video Embed Upgrade

Available with purchase of a spread or full-page ad. Upgrade your ad with a video embed in the digital flipbook version of your choice of a *National Jeweler* publication issue. The video will appear within your ad page and play on click. This is a great added value and an interactive feature to bundle with your magazine ad.

### Video Embed • \$1,500

**SPECS:** Advertiser must provide:

- YouTube URL for video
- Hi-Rez PDF of ad creative (this can be different creative than the print ad) with rectangle identifying where video embed should be placed within the ad. PDF should be the same dimension as print ad. The rectangle should be the same proportion as the video.







AD SIZE	PRICE
2-Page Spread	\$10,900
Full Page Ad	\$5,800
Half Page Ad	\$3,000
List Strip Ad	\$8,000

## The State of the Majors

This must-have jewelry business reference includes two comprehensive lists - with a new drop date just in time for the Las Vegas trade shows:

### Top 50 North American Specialty Jewelers and \$100 Million Supersellers

The special issue will also include in-depth analysis by the best trade writers in the industry – the *National Jeweler* editorial team!

Maximize your exposure with a strip ad in the popular “Top 50 North American Specialty Jewelers” or “\$100 Million Supersellers” lists in the State of the Majors issue. Ads will appear on every page of the list (excluding title page).

**AD SPACE DEADLINE:** March 20, 2023

**AD MATERIALS DEADLINE:** March 27, 2023

**PUBLISH DATE:** May 23, 2023



AD SIZE	PRICE
2-Page Spread	\$6,995
Full Page Ad	\$3,795
Half Page Ad	\$1,900

## Retailer Hall of Fame

### Honor our industry's best & brightest

*National Jeweler's* Retailer Hall of Fame, first introduced in 1989, recognizes jewelers who have inspired their peers and made significant contributions to jewelry retailing. Congratulate the 2023 inductees and get exposure for your brand in this special issue that will be distributed in print and online.

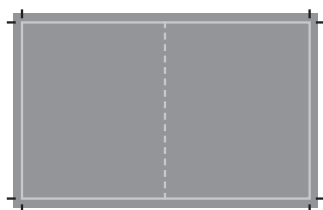
**AD SPACE DEADLINE:** August 14, 2023

**AD MATERIALS DEADLINE:** August 21, 2023

**PUBLISH DATE:** October 16, 2023

# Print Magazine

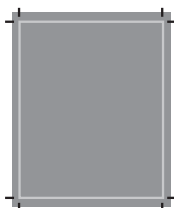
## AD SIZES FOR ALL PRINT ISSUES



### 2-PAGE SPREAD

18.75" x 13.25" w/ bleed

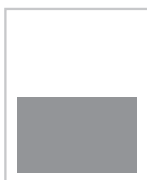
18.50" x 13.00" trim size



### FULL-PAGE

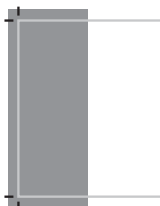
9.50" x 13.25" w/ bleed

9.25" x 13.00" trim size



### HALF-PAGE HORIZ.

8.75" x 6.125" no bleed



### HALF-PAGE VERT.

5.00" x 13.25" w/ bleed

4.75" x 13" ad size

## SPECS

### FILE FORMAT ACCEPTED:

PDF, compatible with Acrobat 7.0 or higher

### OTHER SPECS:

- At least 300 dpi resolution
- Files saved as CMYK color (no RGB or spot colors)
- All fonts embedded
- **ALL ARTWORK MUST INCLUDE CROP MARKS AND 1/8" BLEED ON ALL SIDES**

**FILE SUBMISSION:** Submit required assets online at:

<https://nationaljeweler.com/pages/advertisement-submission>

Questions? Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).

## NEW! Specialty Ads

### State of the Majors List Strip Ad

**\$8,000 per list** • 2 available

**SPECS:** 1.5" w x 13" h, hi-rez, 4-color PDF with 1/8" bleed and crop marks.

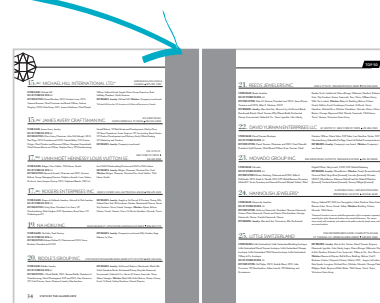
Advertiser should provide different artwork for LHP and RHP with 1/4" safe area on corresponding side for gutter.

### Loose-Leaf Insert • Call for pricing

Your single-leaf, 2-sided marketing material will be printed in full color, and included with the mailed magazine.

**SPECS:** Same trim size as magazine: 9.25" wide x 13" high.

Advertiser to provide a hi-rez, 4-color PDF with 1/8" bleed and crop marks.





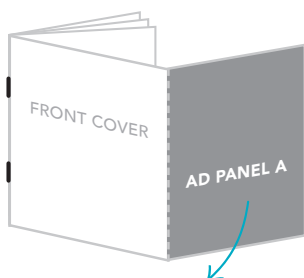
## **NEW!** Premium Cover Ads

Get your brand front and center on the cover of the *National Jeweler* magazine with one of these premium options:



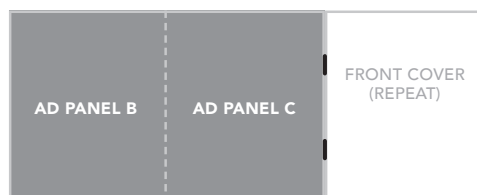
### **Cover Label • \$7,500**

**SPECS:** Trim size is 3" x 3" w/ rounded corners; 60lb gloss removable label affixed to cover (location TBD based on cover art). Advertiser to provide a hi-rez, 4-color PDF with 1/8" bleed and crop marks.



### **Fold-Out Cover • \$18,000**

**SPECS:** Panel A is 9.125" wide x 13" high. Panels B & C are adjacent to each other as a spread: Panel B is 9.125" wide x 13" high, Panel C is 9.25" wide x 13" high. Advertiser to provide hi-rez, 4-color PDF with 1/8" bleed and crop marks.





# Email Blasts

Email marketing is an essential and cost-effective option to get your brand in front of *National Jeweler's* subscribers. You provide the email for broadcast (see specs below), or we help you create it for a modest fee (you provide the text and images), this is a must-add opportunity to your marketing plans for generating increased brand exposure.

**\$300 per thousand (Min. \$600)**

*Optional: Fee for email creation is \$750*

## SPECS

**FROM LINE:** Less than 32 characters

**SUBJECT LINE:** Less than 49 characters

**HTML CREATIVE:** 600px wide; links embedded; images hosted (if images cannot be hosted, an additional flat fee will be added)

**TEXT COPY:** Text to be used as a backup for recipients who cannot receive HTML creative

**POSTAL ADDRESS:** For the footer of the email

**SEED LIST FOR TEST EMAIL:** Provide email addresses of anyone who would like to see the tests for approvals/revisions

**SEED LIST FOR FINAL DEPLOYMENT:** Email addresses of anyone who would like to see the final mailing

**SUPPRESSION/OPT-OUT FILE:** For CAN SPAM compliance

**FILE SUBMISSION:** Submit required assets online at:  
<https://nationaljeweler.com/pages/advertisement-submission>  
*Questions?* Email [ads@nationaljeweler.com](mailto:ads@nationaljeweler.com).

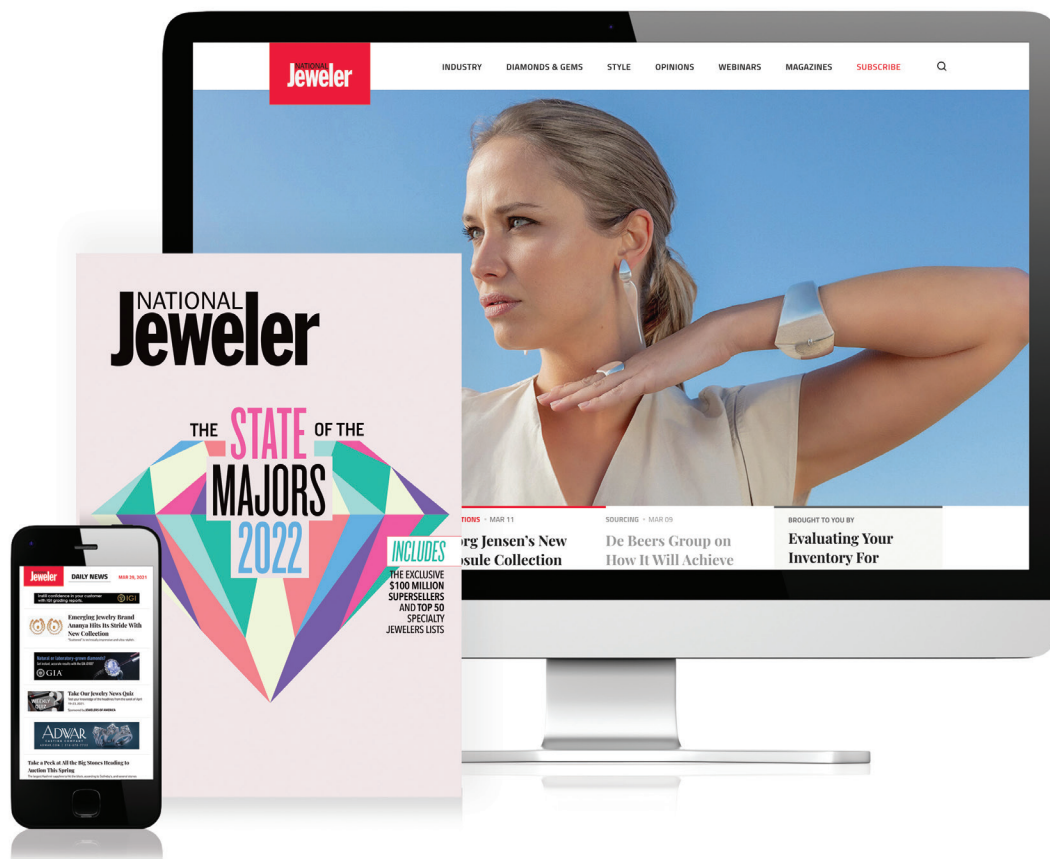
“ I love *National Jeweler* publication and especially the Facebook page posts, interesting stories and fun articles. The news and photos are both informative and relevant to the jewelry industry and just life in general. *National Jeweler* makes our lives easier and more educational. ”

**THOMAS LAURRIE**  
*Firth Jewelers*

“*National Jeweler* is dependable for lively, relevant, journalistically correct, valuable news pieces in all of their platforms.”

**RACHEL DERY**

*Rachel Dery Gem Design*



### Advertising Sales

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**MICHELLE GRAFF** ▪ Editor-in-Chief

Phone: (212) 687-2758

michelle.graff@nationaljeweler.com

The logo for National Jeweler, featuring the word "NATIONAL" in a smaller, black, sans-serif font above the word "Jeweler" in a large, white, bold, sans-serif font. The text is set against a solid red rectangular background.

NATIONAL  
**Jeweler**