



SPECIAL ISSUE: State of the Majors 2024

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).

UPGRADE YOUR AD WITH A VIDEO EMBED IN THE DIGITAL ISSUE! SEE PAGE 2 FOR MORE INFORMATION.



REACH MORE JEWELERS & BUYERS

Advertising in the State of the Majors print issue will help you reach 10,000 *National Jeweler* subscribers – including Jewelers of America members and leading independent jewelers nationwide.

In addition to the print circulation, an interactive digital version of the issue will be distributed to *National Jeweler's* 30,000+ Daily Newsletter subscribers.

Ad Space Deadline: March 11, 2024

Ad Materials Deadline: March 25, 2024

Publish date: May 14, 2024

Published in print and digital formats:

Print circulation: 10,000

Digital circulation: 30,000+

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

RESERVE YOUR SPACE TODAY! CONTACT BOBBIE HAMBURG // (610) 716-1225 // BOBBIE.HAMBURG@NATIONALJEWELER.COM

Print Magazine Specs

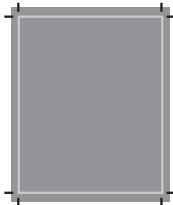
AD SIZES FOR ALL PRINT ISSUES



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.

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-Res 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.

