

# NATIONAL Jeweler

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DELIVERING THE NEWS **JEWELERS NEED**

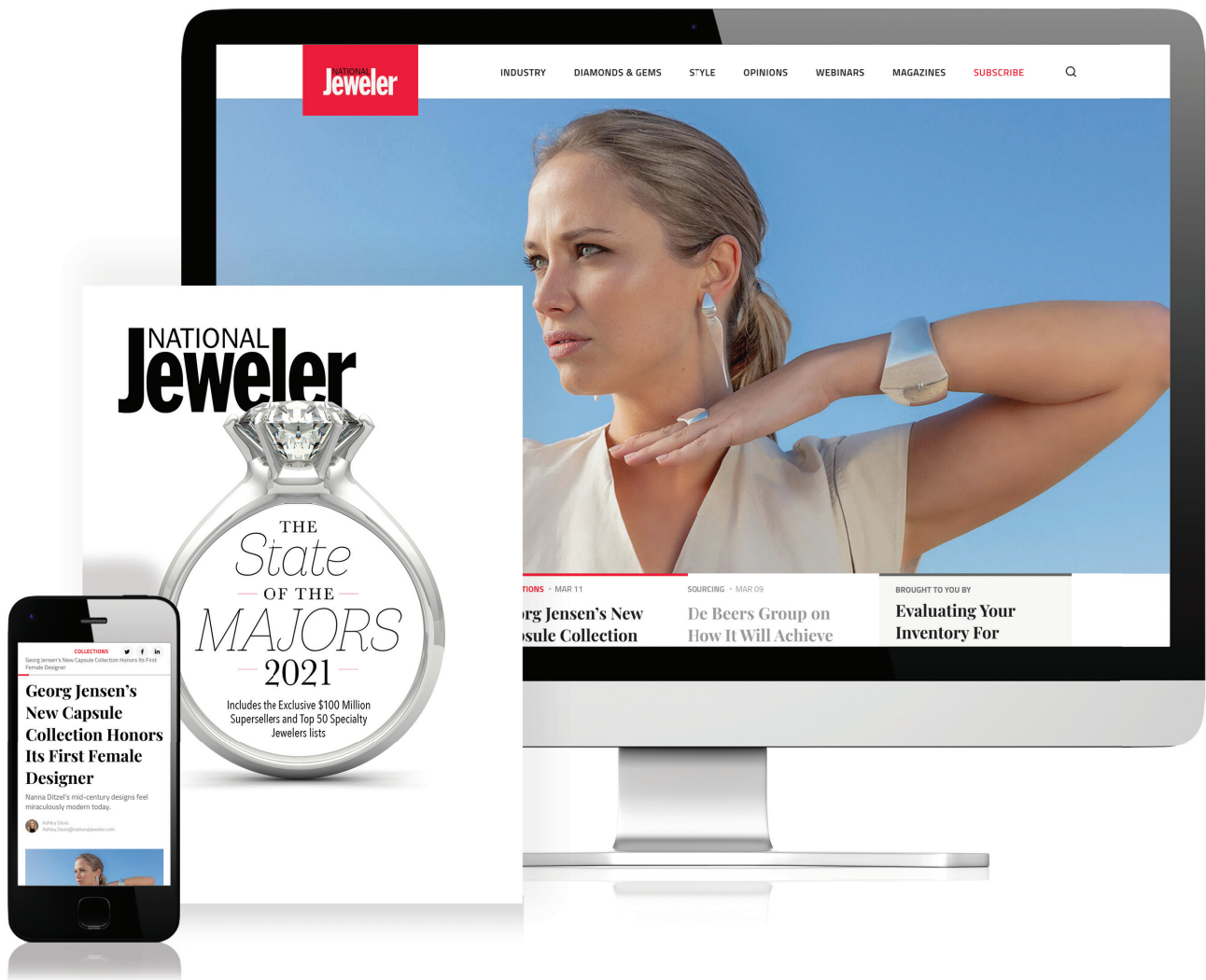
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**2022** MEDIA KIT

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

**RACHEL DERY**

*Rachel Dery Gem Design*



# Contents

ADVERTISING THAT WORKS	2
DAILY NEWS	5
THE DIAMOND REPORT NEWSLETTER	6
NATIONALJEWELER.COM DISPLAY ADS	8
NATIONALJEWELER.COM SPECIALTY ADS	11
SPONSORED SOCIAL MEDIA POSTS	15
WEBINAR SPONSORSHIPS	16
PRINT MAGAZINE	18
EMAIL BLASTS	22

# 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

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Steve Velasquez, Madison 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*

"Advertising with National Jeweler – it's been a 'game changer'. We have been in business over 45 years, but since we have started advertising with National Jeweler, we are being reintroduced to the jewelry industry with remarkable results."

**KEITH ADWAR**  
*Adwar Casting Company*

"We have developed a great partnership with National Jeweler in promoting our service on their Daily News. Their dedication to our needs and success is evident in all aspects of the relationship."

**JAY GERBER**  
*Zillion*

## EMAIL

 **25,000<sup>+</sup>** SUBSCRIBERS\*

 **25%** AVG. OPEN RATE\*

 **15%** AVG. CLICK RATE\*

\*Average 10.01.20 - 09.30.21

## ONLINE

 **105,000** AVG. VISITORS PER MONTH\*\*

 **143,400** AVG. VISITS PER MONTH\*\*

\*\*Average 10.01.20 - 09.30.21

## PRINT

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

## SOCIAL

 **50,500<sup>+</sup>** INSTAGRAM FOLLOWERS

 **23,500<sup>+</sup>** FACEBOOK FOLLOWERS

 **20,800<sup>+</sup>** TWITTER FOLLOWERS

As of November 2021

## ...AND GROWING!

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

## Original, Quality Content

Combining the **newly designed NationalJeweler.com** with our publication, 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.”



### **BRECKEN BRANSTRATOR** ▪ Senior Editor, Gemstones

A Tar Heel through and through, Brecken Branstrator grew up in Greensboro, N.C., and graduated with a journalism degree from UNC Chapel Hill. She moved to New York to pursue a career in writing, joining the *National Jeweler* team in 2013 and tackling the colored gemstone beat ever since. In her spare time, she likes to play soccer, read and get overly invested in cheering on the UNC basketball team.



### **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.



# Daily News

With a subscription base of more than 25,000 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.

**25,000<sup>+</sup> SUBSCRIBERS\***

**25% AVG. OPEN RATE**

**15% AVG. CLICK RATE\***

*\*Average 10.01.20 - 09.30.21*

**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

**DAILY NEWS**
JAN 01, 2021

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
- Webinars
- Magazines

Since 1906, National Jeweler has been the most-read news source for small jewelry professionals: jewelry retailers, designers, buyers, manufacturers, and suppliers. From retail advice to emerging trends & insights, we cover the important topics & topics vital to the everyday success of jewelry professionals worldwide. National Jeweler delivers the most current news & 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 Majors.

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 25,000+ 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 16, 2022

**AD DEADLINE:** February 9, 2022

### FALL

**PUBLISHED:** September 21, 2022

**AD DEADLINE:** September 14, 2022

## 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

BANNER 3

BANNER 4

BANNER 5

BANNER 6

NATIONAL Jeweler

Since 1906, National Jeweler has been the must-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 Market.

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.

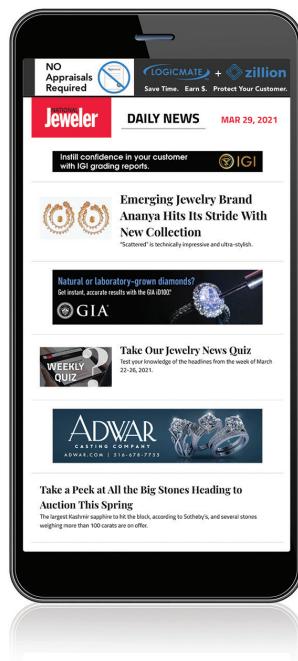
**URL:** Supply the active URL where your ad should link in the same email with the ad creative.

**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:** Display ad materials under 5MB can be emailed to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.



“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 **newly designed NationalJeweler.com** continues to provide the latest news and information along with increased opportunities for reader engagement and brand recognition. With new and larger display ad formats, as well as must-read 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 must-read content through display ads and native content. There's an opportunity to fit every brand's goals.

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**105,000** AVG. VISITORS PER MONTH\*\*

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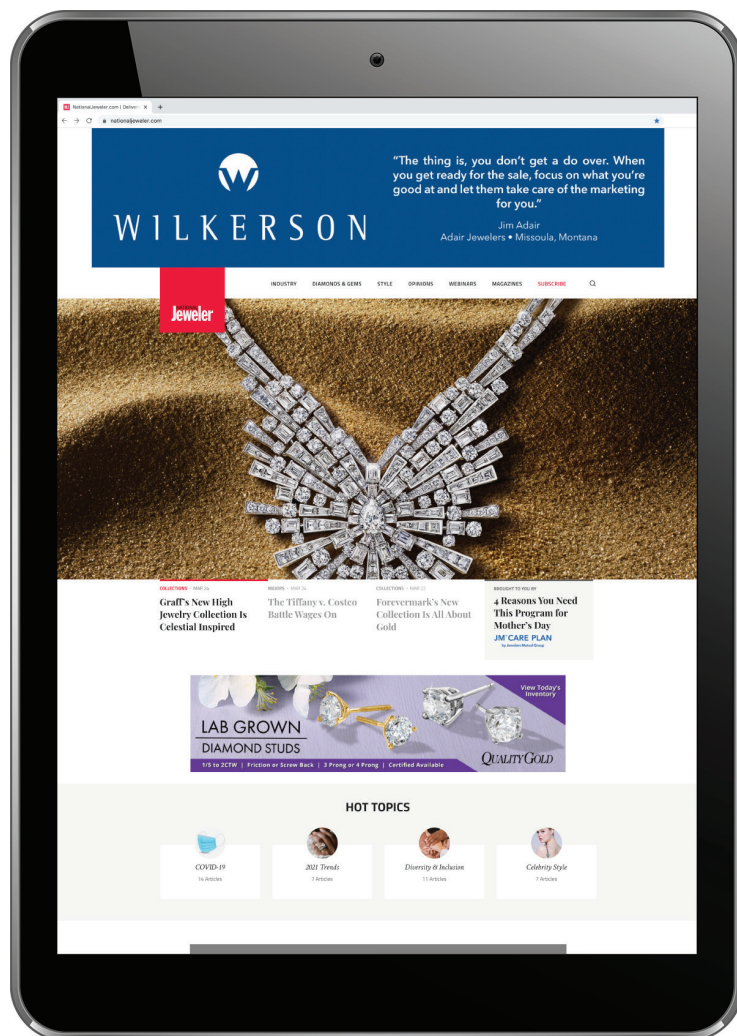
**143,400** AVG. VISITS PER MONTH\*\*

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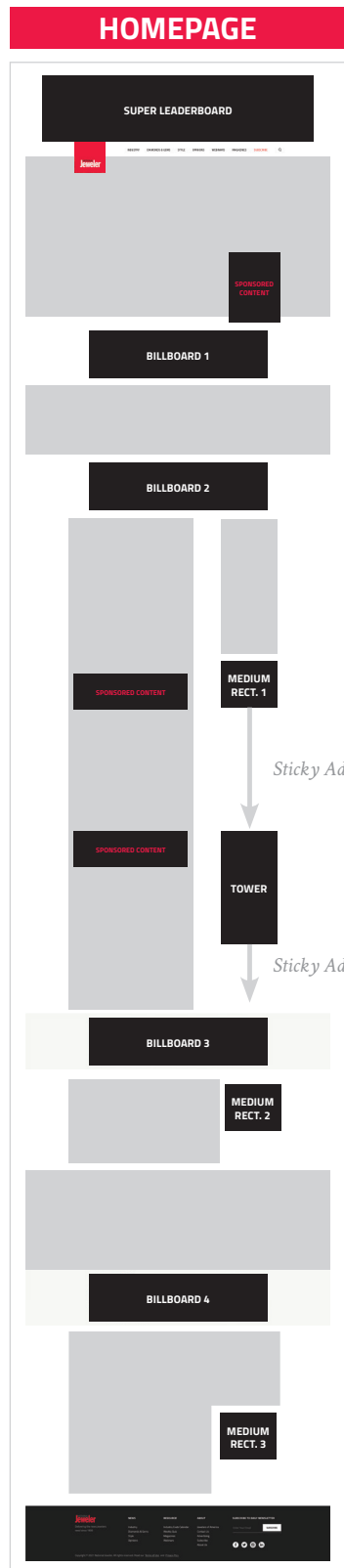
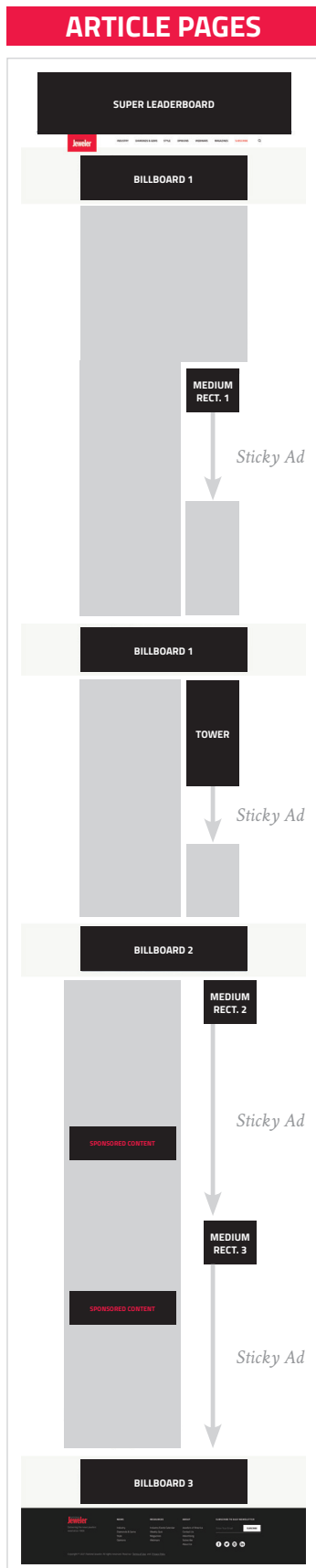
\*\*Average 10.01.20 - 09.30.21

“*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



## **NEW!** Sticky Ad Placement

Your brand is front and center on NationalJeweler.com when you reserve the sticky ad. As 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	-	-	\$5,200
	Medium Rectangle 2	100%	300x250	-	-	\$4,700
	Medium Rectangle 3	100%	300x250	-	-	\$3,700
D	Tower Ad	50%	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 in the same email with the ad creative.

**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:** Display ad materials under 5MB can be emailed to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.



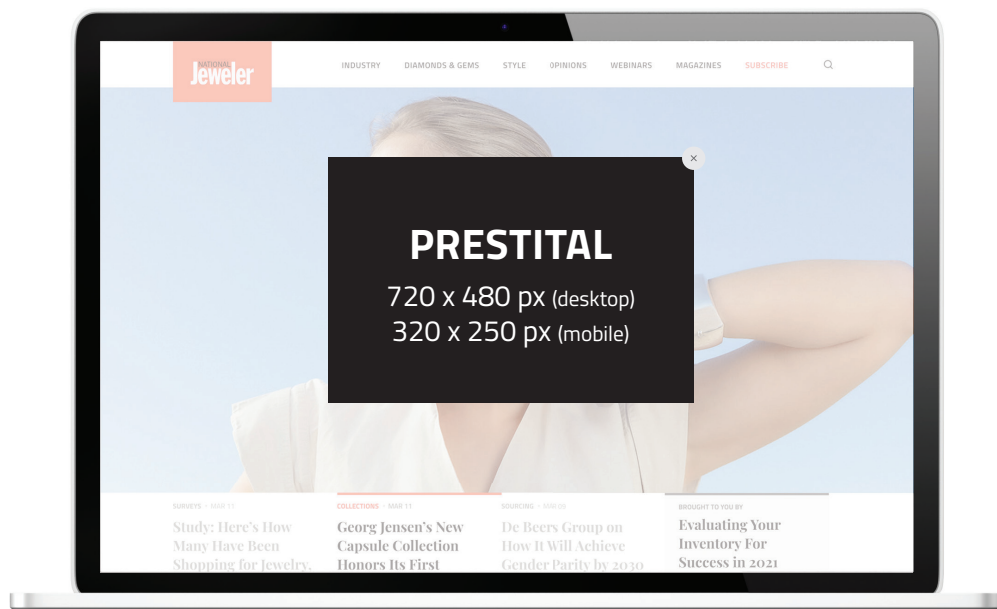
# NationalJeweler.com

## Specialty Advertising

## Prestitial

### Call for Pricing

The Prestitial 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 display ads under 5MB to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Also supply the active URL where your ad should link in the same email with the ad creative.





# NationalJeweler.com

## Specialty Advertising

Brought To You By • **\$3,500**

### Native Web & Daily News Article Placement

**NEW!** 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 25,000+ 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 Jeweler's* 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

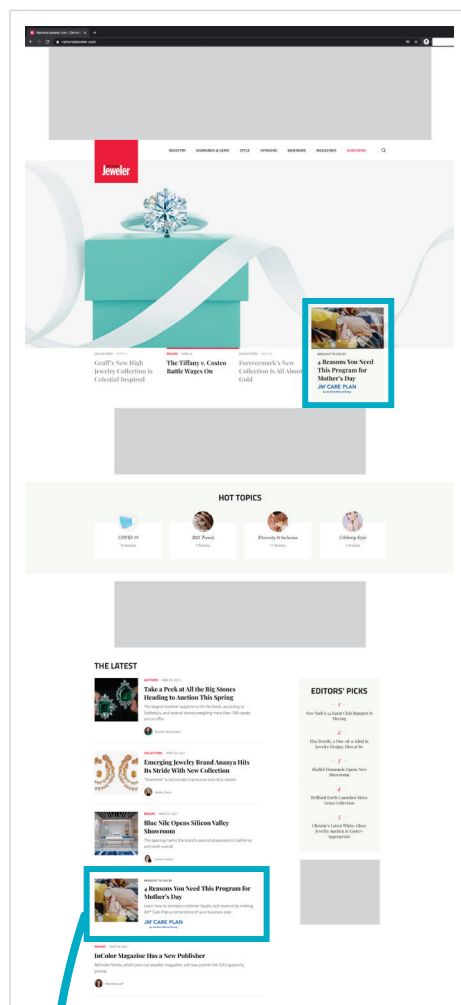
**COMPANY LOGO:** Must be provided as a PNG file with transparent background; 64 pixels high

**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:** Display ad materials under 5MB can be emailed to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.

## HOMEPAGE



## ARTICLE PAGE



# NationalJeweler.com Specialty Advertising



## Supplier Bulletin - \$3,000

### Native Web & Dedicated Email Blast

The Supplier Bulletin, our newest 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 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. 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.

## SPECS

### ADVERTISER MUST PROVIDE:

#### CONTENT FOR THE WEB PAGE:

- Article Headline
- Article Abstract (up to 140 characters)
- 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; 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:** Display ad materials under 5MB can be emailed to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.





# NationalJeweler.com Specialty Advertising

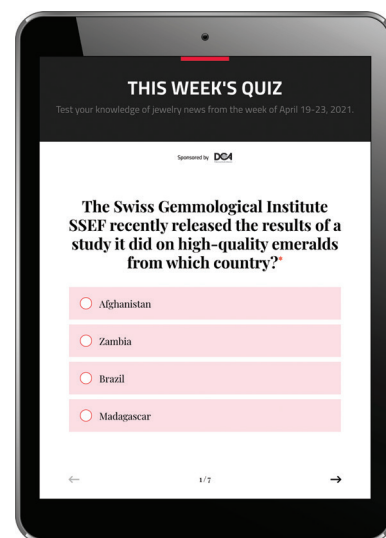
## NEW! Quiz Sponsor

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

The Weekly Quiz is a fun and engaging element of the newly redesigned *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

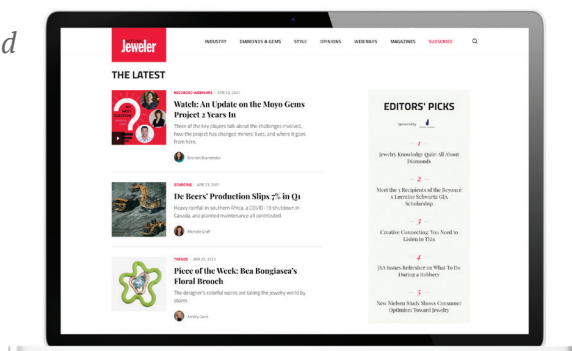


## NEW! Editors' Picks Sponsor

**\$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 more 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 materials under 5MB to bobbie.hamburg@nationaljeweler.com. Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.





# 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**

**50,500+ INSTAGRAM FOLLOWERS**

**23,500+ FACEBOOK FOLLOWERS**

*As of November 2021*

## SPECS

### COPY:

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

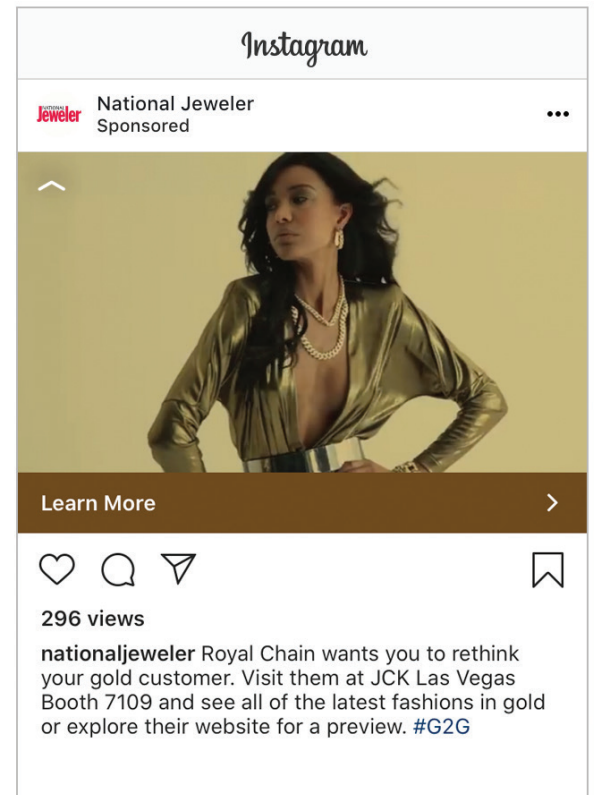
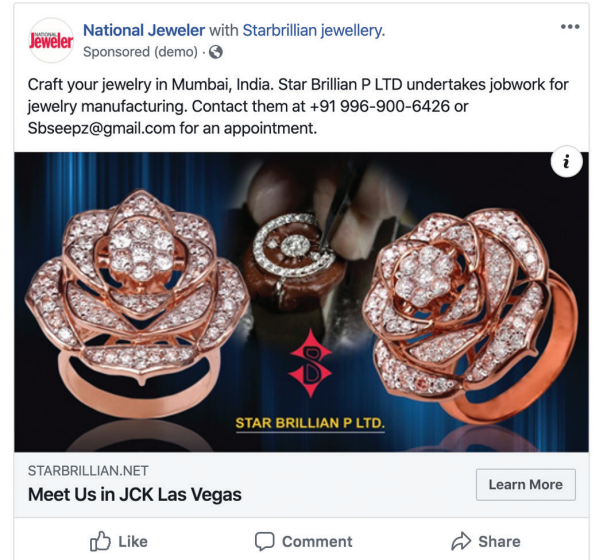
*\*Advertisers required to have an active business Facebook page in order to run sponsored social posts.*

### 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 materials under 5MB to bobbie.hamburg@nationaljeweler.com. Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.





# Webinar Sponsorships

## Introducing “My Next Question...” A *National Jeweler* Webinar Series

*National Jeweler* is launching a new webinar series that will bring exclusive content to our audience in an interactive, online format. Every month the *National Jeweler* editors 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 our website, [NationalJeweler.com](http://NationalJeweler.com).



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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* audience - made up of the industry's top jewelers, including Jewelers of America members - at an accessible price.

Each webinar will be limited to one sponsor, offering exposure in promotions leading up to, and during, the live webinar - 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* 25,000+ email subscribers, 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* editorial team.

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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's* list of over 25,000 subscribers
- Banner ad in registration promotion email during the week of sponsored webinar
- Company page tagged in Registration posts on Facebook and/or Instagram
- **NEW!** One post on *National Jeweler's* Facebook page for additional exposure
- Mention in webinar description in "Upcoming Webinars" page on [NationalJeweler.com](http://NationalJeweler.com)
- 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

“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.*

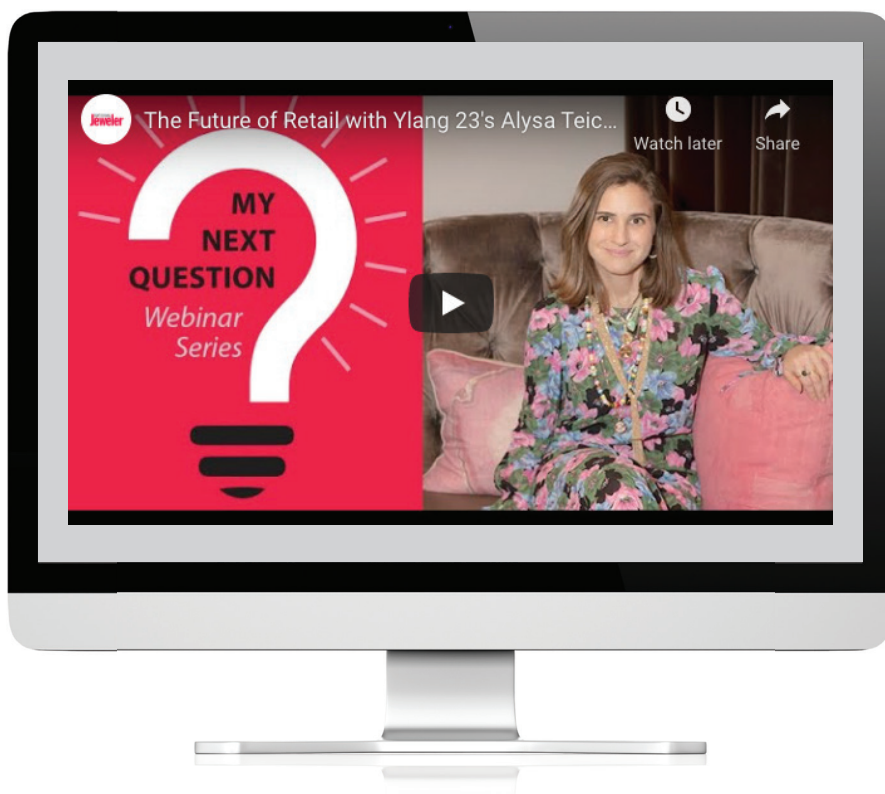
## SPECS

### 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
  - 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 materials can be emailed to [bobbie.hamburg@nationaljeweler.com](mailto:bobbie.hamburg@nationaljeweler.com).





# 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 the **newly redesigned NationalJeweler.com** and featured in *National Jeweler's* Daily News e-newsletter, distributed to 30,000 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-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.





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 - now 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 21, 2022

**AD MATERIALS DEADLINE:** March 28, 2022

**PUBLISH DATE:** May 24, 2022



AD SIZE	PRICE
2-Page Spread	\$6,800
Full Page Ad	\$3,600
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 2022 inductees and get exposure for your brand in this special issue that will be distributed in print and online.

**AD SPACE DEADLINE:** August 15, 2022

**AD MATERIALS DEADLINE:** August 22, 2022

**PUBLISH DATE:** October 17, 2022





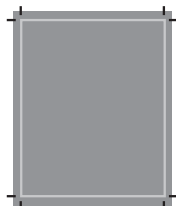
# Print Magazine

## AD SIZES FOR ALL PRINT ISSUES



### 2-PAGE SPREAD

18.75" x 13.25" w/ bleed  
18.50" x 13.00" trim size



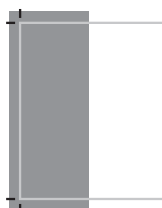
### FULL-PAGE

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 spot colors)
- All fonts embedded
- Include crop marks on ads with bleed
- Include with disc or in body of email: name of advertiser, contact name and phone number

### FILE SUBMISSION:

Submit materials under 5MB to [bobbie.hamburg@nationaljeweler.com](mailto:bobbie.hamburg@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.

## 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.

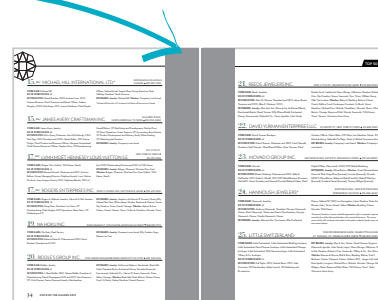
Advertiser should provide different artwork for LHP and RHP with 1/4" safe area on corresponding side for gutter.

### Loose-Leaf Insert • \$6,500

Your marketing single-leaf, 2-sided marketing material will be printed in full color, and included in a polybag 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.



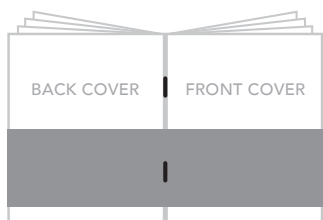
## **NEW!** Premium Cover Ads

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



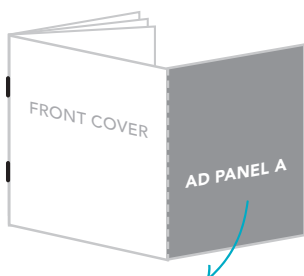
### **Cover Label • \$7,500**

**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.



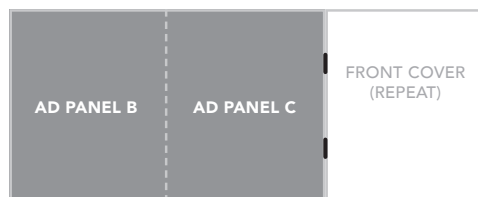
### **Cover Band • \$12,000**

**SPECS:** Trim size is 19" wide x 6" high and folds in half to 9.5" wide x 6" high. 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 thousands (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:** Display ad materials under 5MB can be emailed to [production@nationaljeweler.com](mailto:production@nationaljeweler.com). Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.

“ 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*

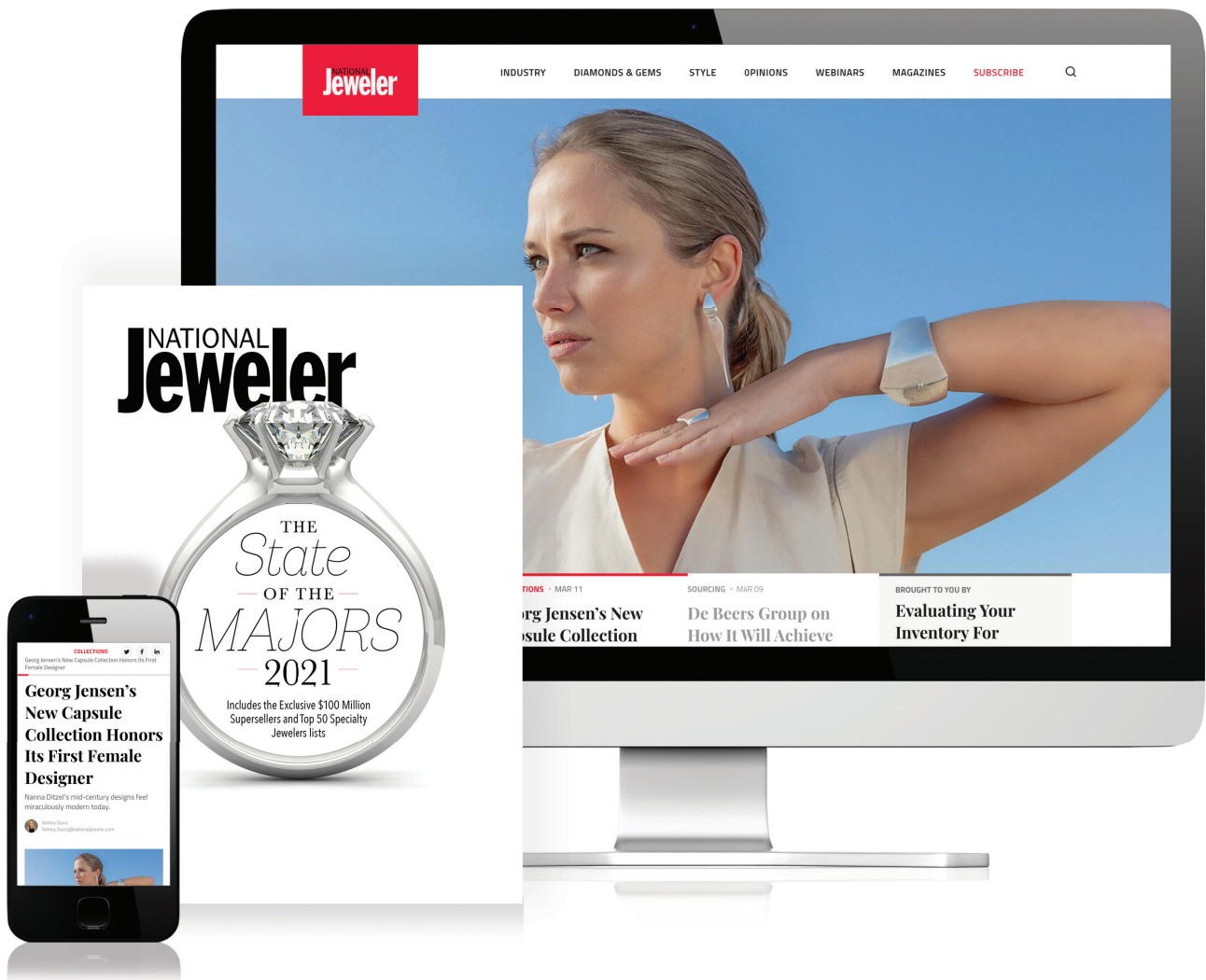
NATIONAL  
**Jeweler**



“ *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

**BOBBIE HAMBURG** ▪ National Sales Manager

Phone: (610) 716-1225

Fax: (646) 658-0256

bobbie.hamburg@nationaljeweler.com

### India Representative

**KAUSHAL SHAH**

Phone: +91 9821715431

kaushal@kaushals.com

### Editorial

**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**

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WWW.NATIONALJEWELER.COM

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