

NATIONAL Jeweler

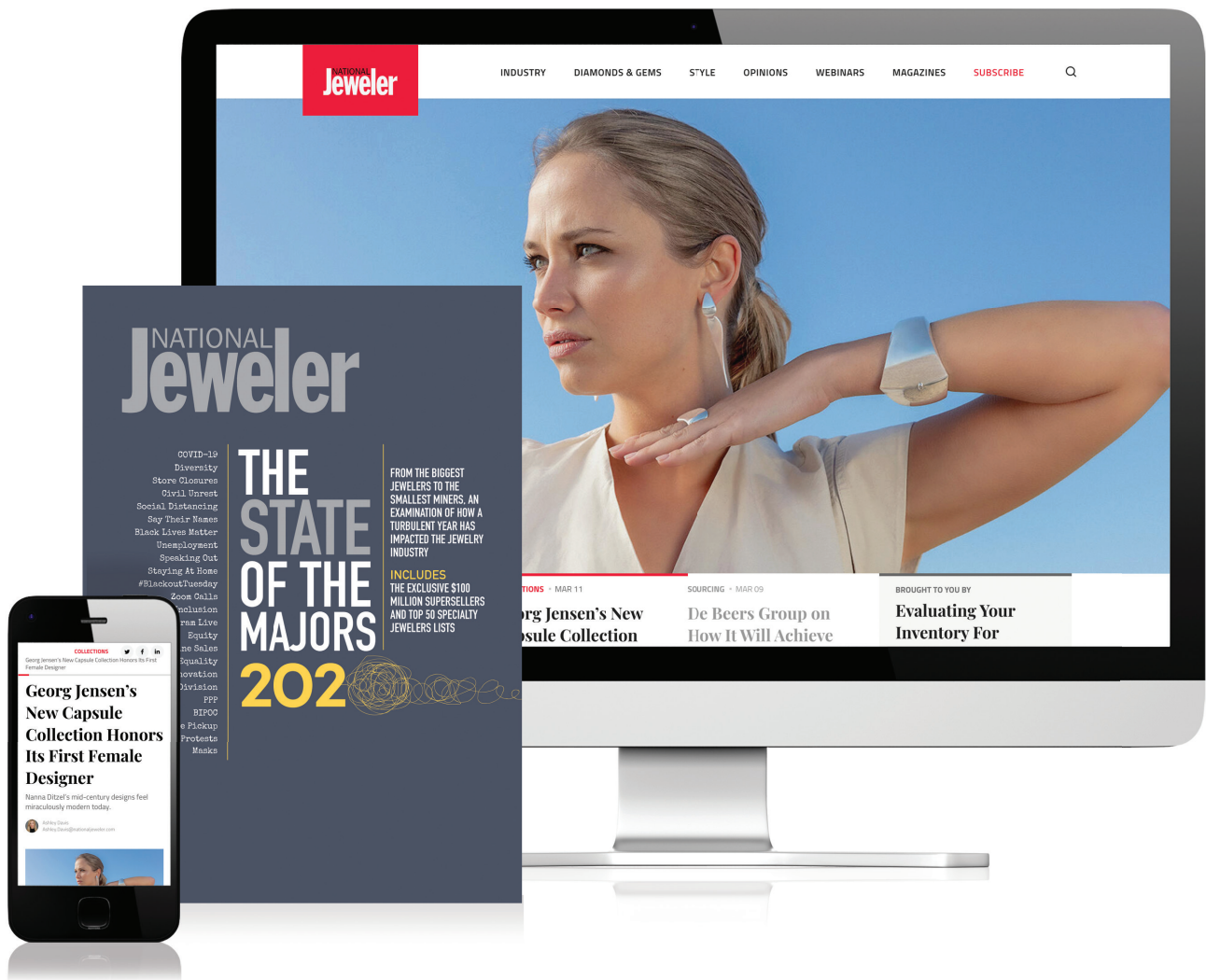
DELIVERING THE NEWS **JEWELERS NEED**

2021 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 30,000 subscribers and a 28.4% 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 7,500 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

NATIONAL JEWELER EDITORIAL ADVISORY BOARD

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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

 **30,000** SUBSCRIBERS*

 **28.4%** AVG. OPEN RATE*

 **17.5%** AVG. CLICK RATE*

*Average 10.01.19 - 9.30.20

ONLINE

 **91,000** AVG. VISITORS PER MONTH**

 **140,000** AVG. VISITS PER MONTH**

**Average 10.01.19 - 9.30.20

PRINT

 **10,000+** PRINT DISTRIBUTION

SOCIAL

 **50,000+** INSTAGRAM FOLLOWERS

 **23,000+** FACEBOOK FOLLOWERS

 **20,500+** TWITTER FOLLOWERS

As of January 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 30,000 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.

30,000 SUBSCRIBERS*

28.4% AVG. OPEN RATE

17.5% AVG. CLICK RATE*

*Average 10.01.19 - 9.30.20

Save 10%

POSITION	DIMENSIONS	WEEKLY RATE	MONTHLY RATE
Leaderboard	640x90	\$1,500	\$5,400
Billboard	500x50	\$1,300	\$4,600
Banner 1	500x130	\$1,200	\$4,300
Banner 2	500x130	\$1,100	\$3,900
Banner 3	500x130	\$1,000	\$3,600
Banner 4	500x130	\$900	\$3,200
Banner 5	500x130	\$800	\$2,800
Banner 6	500x130	\$700	\$2,500
Banner 7	500x130	\$600	\$2,100
Banner 8	500x130	\$500	\$1,800
Banner 9	500x130	\$400	\$1,500
Banner 10	500x130	\$300	\$1,200

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 in jewelry, 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.



Diamonds

Quarterly Newsletter

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

The Diamonds Quarterly Newsletter is sent each quarter to our subscription base of **more than 30,000 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.

Q1 PUBLISHED: January 20, 2021
AD DEADLINE: January 13, 2021
Editorial content focus: Bridal

Q2 PUBLISHED: April 21, 2021
AD DEADLINE: April 14, 2021
Editorial content focus: Diamond supply chain

Q3 PUBLISHED: July 21, 2021
AD DEADLINE: July 14, 2021
Editorial content focus: Lab-grown diamonds

Q4 PUBLISHED: October 20, 2021
AD DEADLINE: October 13, 2021
Editorial content focus: Selling diamonds during the holiday season

Advertising Rates

POSITION	DIMENSIONS	QUARTERLY RATE
Leaderboard	640x90	\$1,400
Billboard	500x50	\$1,200
Banner Ads 1-10	500x130	\$1,000

LEADERBOARD

NATIONAL Jeweler

DIAMONDS QUARTERLY Q2 2021

BILLBOARD

EDITORIAL

BANNER 1

EDITORIAL

BANNER 2

BANNER 3

BANNER 4

BANNER 5

BANNER 6

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 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 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.

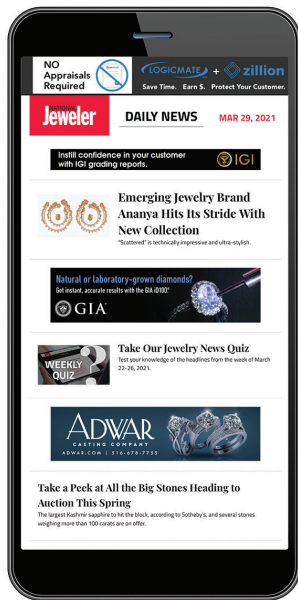
URL: Supply the active URL where your ad should link in the same email with the ad creative.

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. 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.

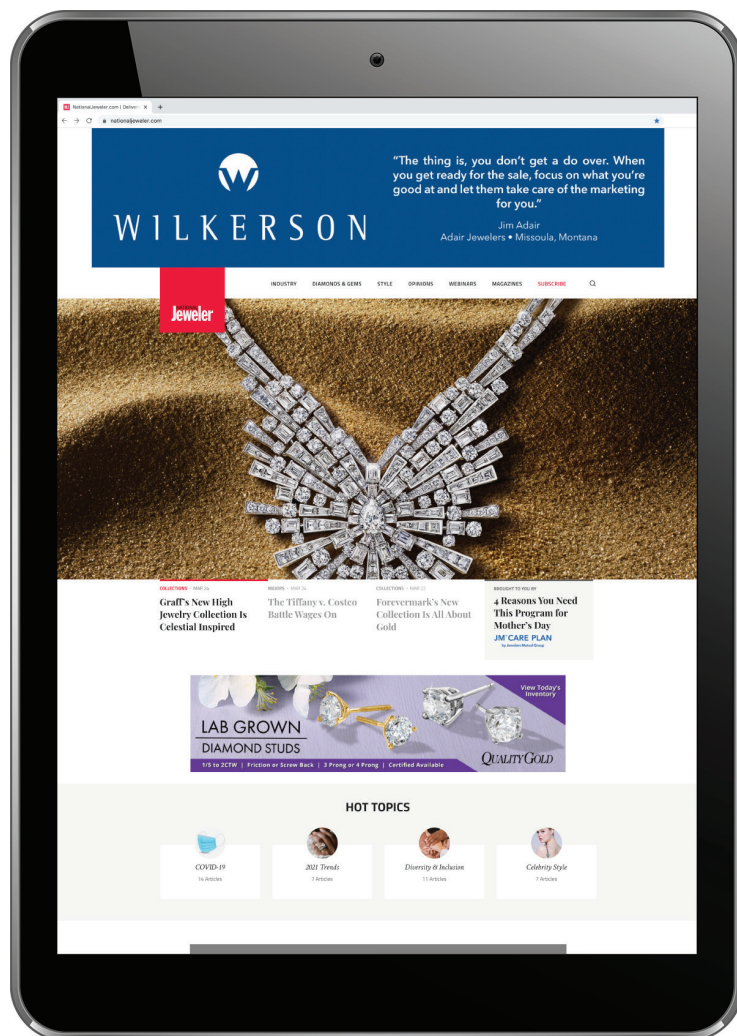
91,000 AVG. VISITORS PER MONTH**

140,000 AVG. VISITS PER MONTH**

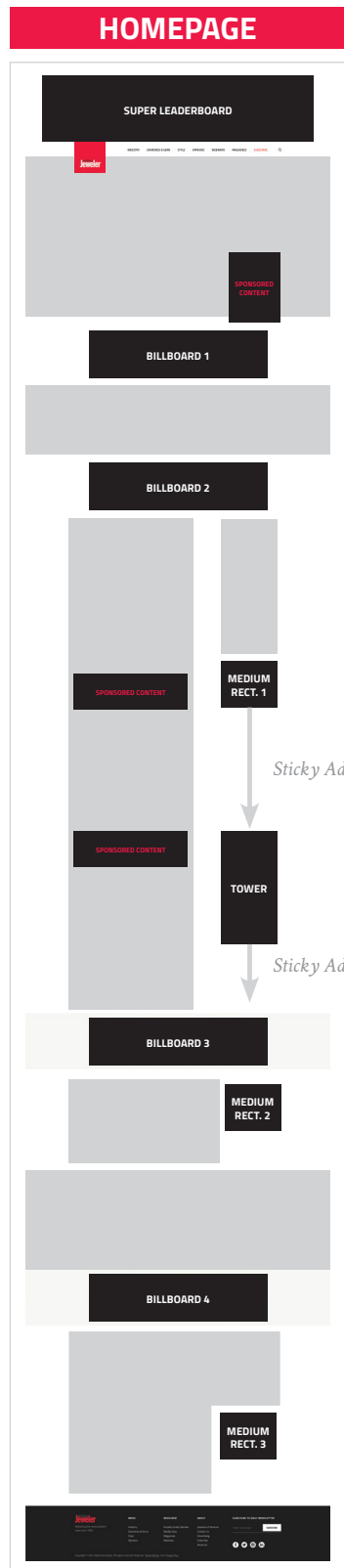
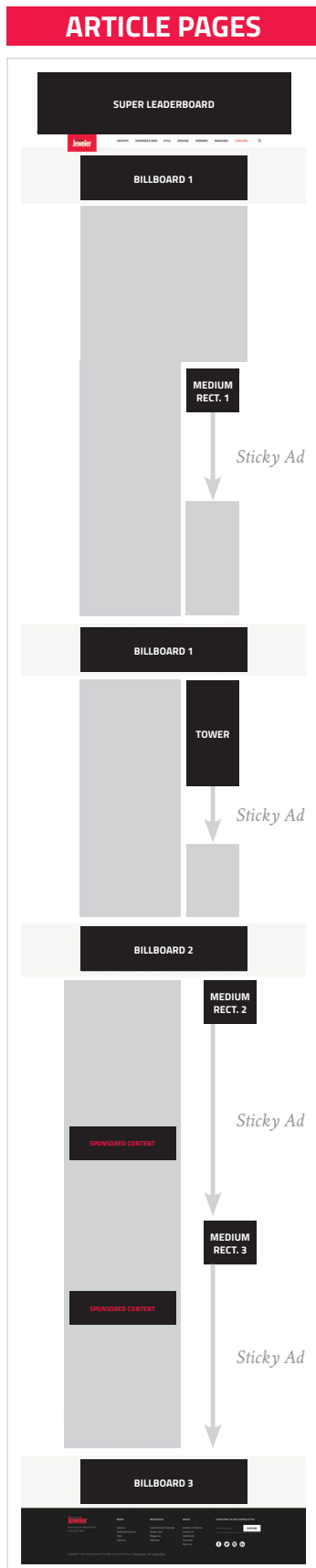
**Average 10.01.19 - 9.30.20

“*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	\$6,500
B	Billboard 1	50%	970x250	728x90	300x100	\$6,000
	Billboard 2	50%	970x250	728x90	300x100	\$5,500
	Billboard 3	50%	970x250	728x90	300x100	\$4,500
	Billboard 4	100%	970x250	728x90	300x100	\$4,000
C	Medium Rectangle 1	50%	300x250	-	-	\$5,000
	Medium Rectangle 2	100%	300x250	-	-	\$4,500
	Medium Rectangle 3	100%	300x250	-	-	\$3,500
D	Tower Ad	50%	300x600	-	300x250	\$5,000

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. Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.



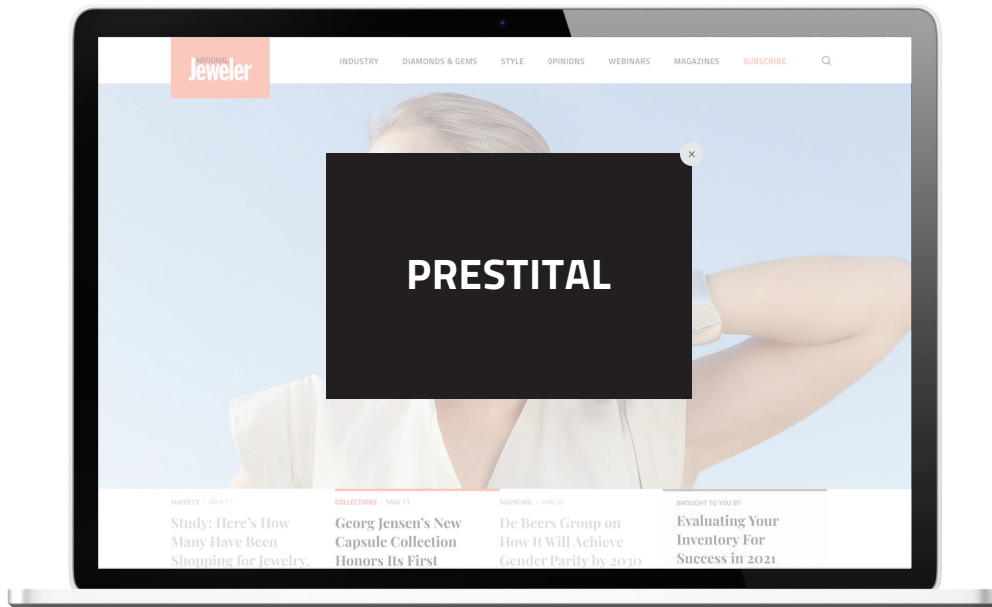
NationalJeweler.com

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 display ads under 5MB to 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 OUR
BROUGHT TO YOU BY COLLECTION

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 30,000+ 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.

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.

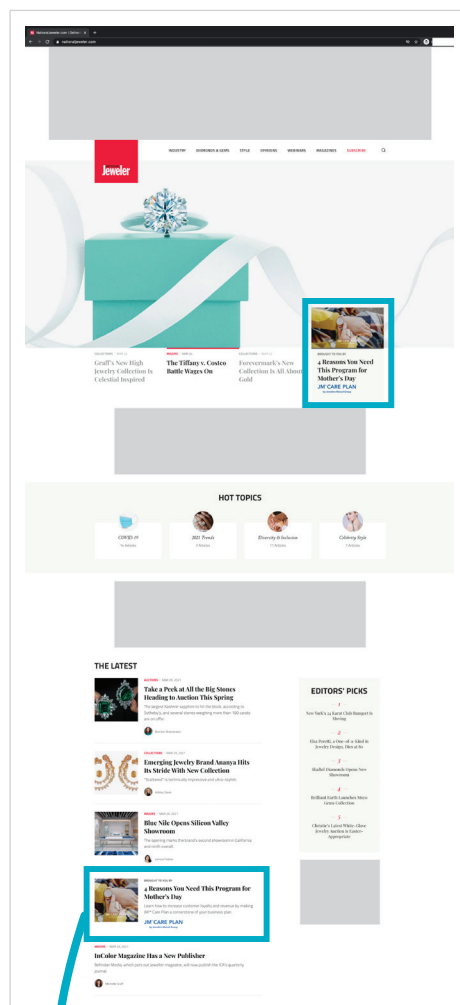
COMPANY NAME: Provide company name as you would like it displayed

COMPANY LOGO: Must be provided as a PNG file with transparent background; 32 pixels high

URL: Link for company website

FILE SUBMISSION: Materials under 5MB can be emailed to sponsors@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

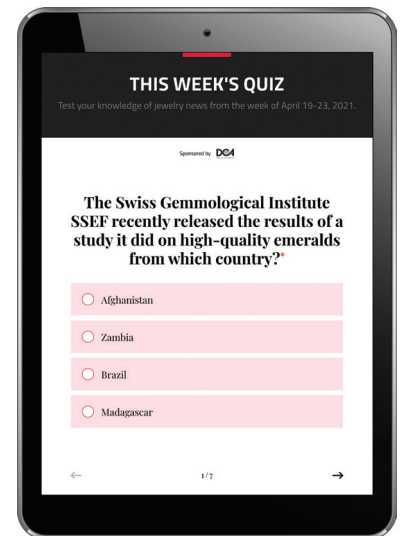
NEW! Quiz Sponsor

\$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 links to sponsor's website*)
- Logo featured in Weekly Quiz section on NationalJeweler.com homepage for duration of sponsorship (*logo links to sponsor's website*)
- 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



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:

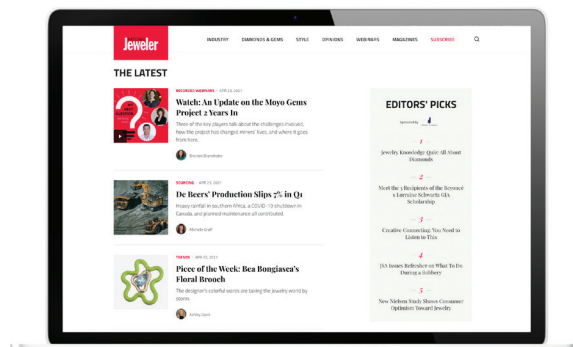
Submit materials under 5MB to sponsors@nationaljeweler.com. Files over 5MB can be emailed to the same address using a file-sharing site like Dropbox, Hightail or WeTransfer.

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 and links to sponsor's website – call for more information!





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.

10,000⁺ PRINT DISTRIBUTION

30,000⁺ DIGITAL DISTRIBUTION

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	\$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 2021 inductees and get exposure for your brand in this special issue that will be distributed in print and online.

One Ad Deadline Now:

ARTWORK DEADLINE: May 24, 2021

PUBLISH DATE: July 20, 2021



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:

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).

One Ad Deadline Now:

ARTWORK DEADLINE: August 18, 2021

PUBLISH DATE: October 19, 2021



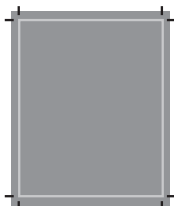
Print Magazine

AD SIZES FOR ALL PRINT ISSUES



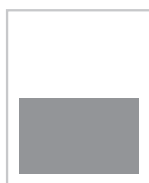
2-PAGE SPREAD

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



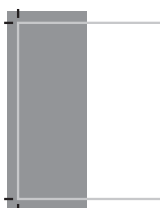
FULL-PAGE

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. 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.

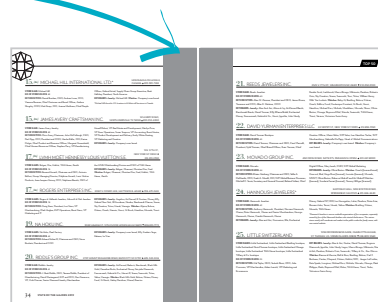
Advertiser should provide different artwork for LHP and RHP with 1/4" safe area on corresponding side for gutter.

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.



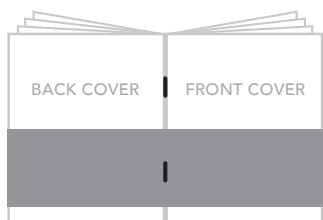
NEW! Premium Cover Ads

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



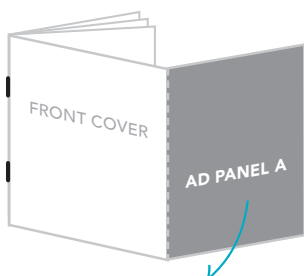
Cover Label • \$7,500

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.



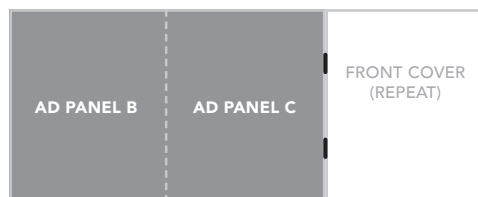
Cover Band • \$12,000

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.





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.

4 WEEKS • \$3,500

50,000⁺ INSTAGRAM FOLLOWERS

23,000⁺ FACEBOOK FOLLOWERS

20,500⁺ TWITTER FOLLOWERS

As of January 2021

SPECS

COPY:

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

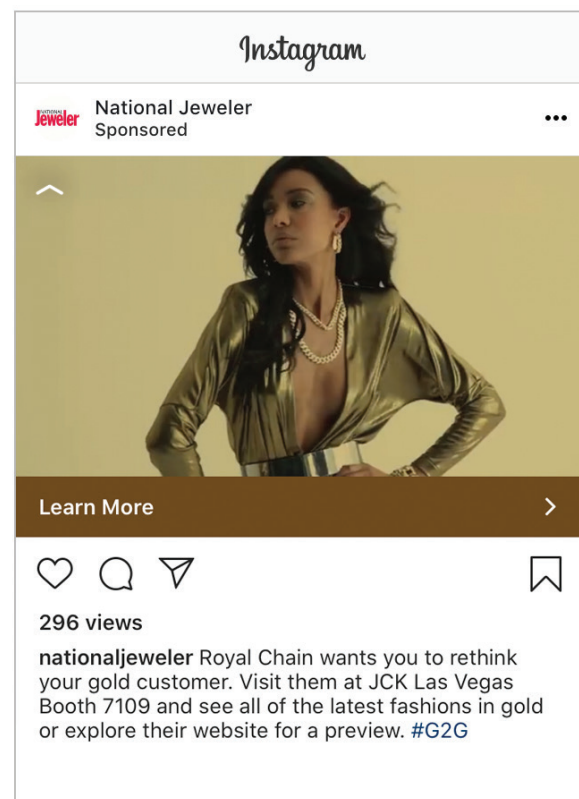
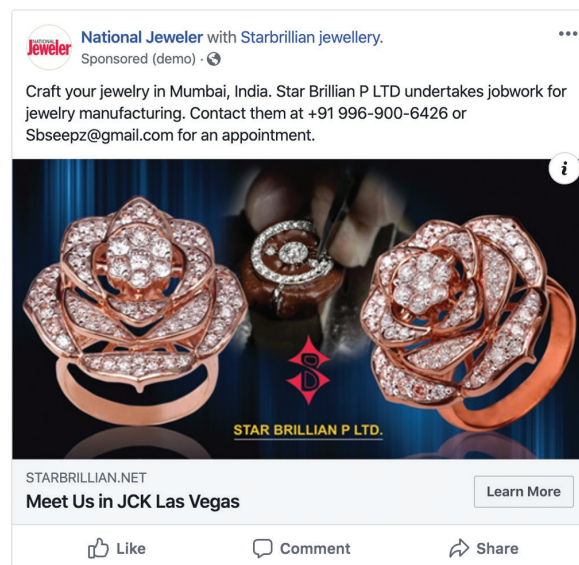
**Advertisers required to have an active business Facebook page in order to run sponsored social posts.*

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 1200 x 628)
- Carousel (up to 5 images at 1200 x 628)

FILE SUBMISSION:

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





Email Blast

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)

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 materials to Kristin.Altieri@reachmarketing.com at the third-party email vendor, Reach Marketing.

“ 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





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, each of the four *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.

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 dedicated 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.



1 WEBINAR • \$1,200

1 MONTH OF WEBINARS (4x) • \$4,800

What's included:

- Sponsor logo included in registration promotions, including weekly 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
- Mention in webinar description in "Upcoming Webinars" page on 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.

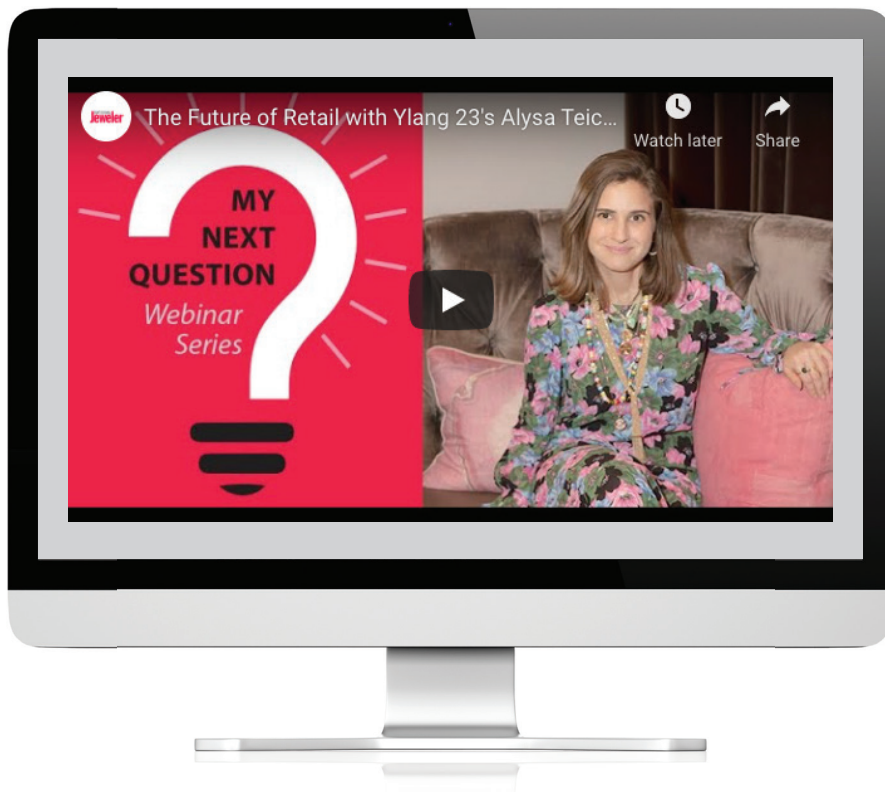
SPECS

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:

Email materials to sponsors@nationaljeweler.com.



Advertising Sales

BOBBIE HAMBURG ▪ National Sales Manager

Phone: (610) 716-1225

Fax: (646) 658-0256

bobbie.hamburg@nationaljeweler.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, serif font. The text is set against a solid red rectangular background.

NATIONAL
Jeweler

WWW.NATIONALJEWELER.COM
