

It's back! 2020 was doozy for our industry - and the world - but National Jeweler is looking forward and staying positive! We're pleased to announce that we've selected the 2021 inductees for our Retailer Hall of Fame and will be honoring them with a special issue published in July.

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.

REACH MORE JEWELERS & BUYERS

Advertising in the **Retailer Hall of Fame** 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 and Jewelers of America's National Convention attendees.

Upgrade your ad with a video embed in the digital issue! See page 2 for more information.

Ad Material Deadline: May 24, 2021

Publish date: July 20, 2021

Published in print and digital formats:

Print circulation: 10,000

Digital circulation: 30,000+

2021 INDUCTEES



SINGLE-STORE INDEPENDENT:

DAN AND HOPE WIXON

Wixon Jewelers
Minneapolis



MULTI-STORE INDEPENDENT:

TERRY BETTERIDGE

Betteridge Jewelers
Greenwich, Connecticut; Palm Beach, Florida;
and Vail and Aspen, Colorado



MULTI-STORE INDEPENDENT:

MARIE HELENE MORROW

Reinhold Jewelers
San Juan and Ponce, Puerto Rico

AD SIZE	PRICE
2-Page Spread	\$6,800
Full-Page	\$3,900
Half-Page	\$2,100

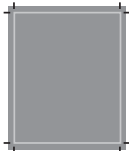
MAGAZINE SPECS

AD SIZES FOR ALL PRINT ISSUES



2-PAGE SPREAD

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



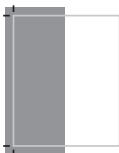
FULL-PAGE

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 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 & 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.

BE SURE TO ALSO SEND your company name as it should appear in the Advertisers Index and the URL for your digital ad link.

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 the Retailer Hall of Fame issue. The video will appear within your ad page and play on click. This is a great added value and 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.

