

The Retail Jeweler is the best value in jewelry advertising.

The print magazine circulation of 23,000+, updated with JBT data, reaches the largest number of qualified jewelers of any of the leading jewelry trade magazines.

The Retail Jeweler's mission is to provide independent retail jewelers with actionable, useful information to help manage and run their businesses more profitably. It is written by people who have worked extensively in the jewelry industry and are very familiar with the retail jewelry business. Regular features include new styles and trends.

The Retail Jeweler print magazine is published 8x per year – a strategy designed to cover the entire year, important trade shows and buying cycles. The reproduction quality is excellent and the large format gives ads added impact.

Online, jewelers can read the entire print version, get real time precious metal prices, read intelligent blogs with information pertinent to the jewelry business, relevant news, and see new styles.

The Retail Jeweler's cost advantages compared to other jewelry trade communication resources; and the quality of its editorial, provide advertisers with the most effective marketing vehicle.

Trusted, Authoritative Business Information for Jewelry Store Owners.

Member: The Jewelers Board of Trade.

Low Ad-to-Edit Ratio

Controlled Page Count

Significant Cost/Benefit Advantages.

THE RETAIL JEWELER™

Big Circulation • 23,000+

The Retail Jeweler Online Advantage

The current issue of the print version of the magazine is available online so your ad will get extra exposure from online readers.

FREE COLOR - no additional charge for 4-color ads

Annual Frequency	16x	12x	8x	4x	1x
Full Page (per ad):	\$2,175	\$2,300	\$2,450	\$2,925	\$3,350
Half Page (per ad):	n/a	\$1,450	\$1,575	\$1,875	\$2,350
Quarter Page (per ad):	n/a	n/a	\$1,175	\$1,285	\$1,495

2-Page Spread cost equals 2x multiple of page frequency rate less 5%.

Premium Positions: +20%

Center Stage is a special section in the June, Jul/Aug, and Nov/Dec issues. Ads are 4.5" x 2.5" and cost \$960 each.

Market Place	4.5" w X 2.5" h Full Color (per ad)	\$630	\$730	\$880
Classifieds: (per column inch)		\$ 90	\$105	\$120

Issue	Closing Date	Delivery Date**	
Jan/Feb 2018	12/1/17	1/12/18	JIS*, Tucson*, JANY*, Atlanta*, MJSA*,
Mar/Apr	2/9/18	3/22/18	JIS*
May	3/23/18	4/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	4/23/18	5/28/18	JCK, JIS
July/August	6/11/18	7/17/18	JANY, SJTA*, Select*
September	7/27/18	9/3/18	Centurion*, JIS*, Select
October	8/24/18	10/5/18	JA-Special Delivery
Nov/Dec	10/12/18	11/16/18	

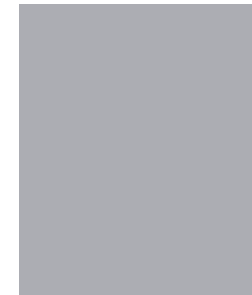
* Pre-show issue ** Delivery date is approximate and is for planning purposes only and is not guaranteed.

Advertising Sales

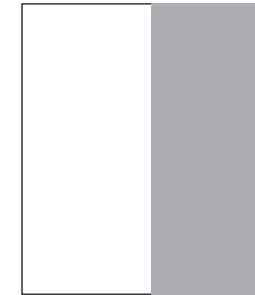
Andy Kohler 973-263-2498 ext 18 • andy@TheRetailJeweler.com

Ed Coyne 908-637-8461 • edcoyne@TheRetailJeweler.com

Frank Dallahan 267-229-2475 • frank@TheRetailJeweler.com



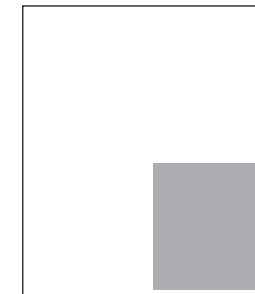
2-Page Spread - 20"x13"
Full Page -10"x13"



Half-Page Vertical
4.875"x13"



Half-Page Horizontal
10"x 6.375"



Quarter-Page
4.625" x 6" No Bleed

Classifieds: 2.1875" wide, x number of inches deep

Publication Trim Size: 10" x 13"

Bleed: Add .125" on all 4 sides

Safety: Keep live material .25" from trim

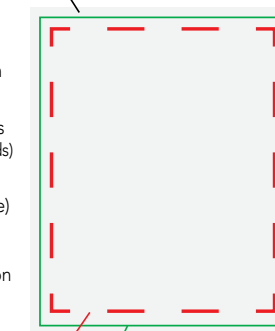
File Formats: PDFs: Print-optimized with the following specs:

- Document size must include crop marks offset 12pts and .125" bleed (for bleed ads)
- Fonts and images must be embedded (All images CMYK and 300dpi at final size)
- Color management turned off
- Acrobat 4.0 or 5.0 compatible, resolution at 2438
- PDF/X-1A, PDF/X-3, PDF/X-4 accepted
- Test files recommended

Digital files submitted must be in CMYK.

If supplying EPS or TIFF format image files, image resolution to be 300dpi on all images at final size.

BLEED: Image is .125" (1/8") larger than trim on all 4 sides. This area trims off during printing.



TRIM: (10" W x 13"H) This is the actual size of the finished magazine.

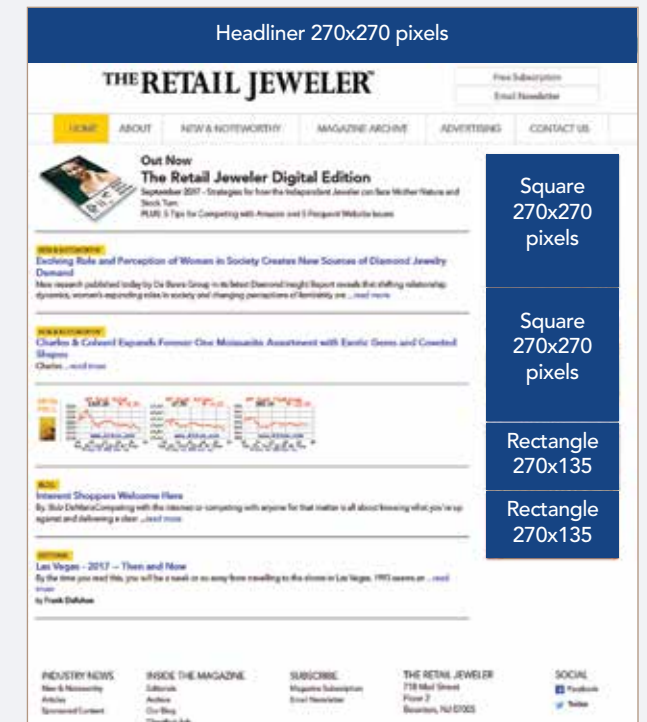
SAFETY: All live matter (important parts of the image and ALL type) should be .25" (1/4") in from the trim. This area may be trimmed off during printing.

e-mail files to: editor@theretailjeweler.com

Print and Online are subject to the advertising terms and conditions of TRJ Publishing, LLC. Format and cost are subject to change. TRJ Publishing, LLC. is not responsible for errors, omissions or typographical errors or the content of advertisements.

www.TheRetailJeweler.com

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Square
270x270
pixels

Square
270x270
pixels

Rectangle
270x135

Rectangle
270x135

	1 mo.	6 mo.
Headliner (run of site)	\$1,250	\$990/mo.
Square**	\$690	\$595/mo.
Rectangle**	\$415	\$355/mo.

The Retail Jeweler Online Advantage Information Jewelers Want.

- Real Time Metal Prices • Intelligent Blogs
- Relevant News • New Styles

THE RETAIL JEWELER™



Member: The Jewelers Board of Trade.