

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.

Online or in print, 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.

THE RETAIL JEWELER™
The Jewelry Business Magazine • www.TheRetailJeweler.com

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 gets extra exposure from online readers.

Annual Frequency	16x	12x	8x	4x	1x
2-Page Spread (per ad):	\$4,370	\$4,655	\$4,940	\$5,890	\$6,745
Full Page (per ad):	\$2,300	\$2,450	\$2,600	\$3,100	\$3,550
Half Page (per ad):	n/a	\$1,550	\$1,675	\$1,995	\$2,395
Quarter Page (per ad):	n/a	n/a	\$1,250	\$1,375	\$1,595

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 2019	12/7/18	1/11/19	Atlanta*, Centurion, IJO, JANY*, JIS*, MJSA*, AGTA*, Tucson*
Mar/Apr	2/8/19	3/22/19	JIS*
May	3/22/19	4/26/19	AGTA*, Couture*, JCK*, JIS*, Las Vegas Antique*, Premier*,
June	4/23/19	5/24/19	AGTA, JCK, JIS, Premier
July/August	6/10/19	7/16/19	JANY, SJTA*, Select*
September	7/26/19	9/3/19	Centurion*, JIS*, Select
October	8/23/19	10/4/19	JA-Special Delivery
Nov/Dec	10/11/19	11/15/19	Happy Holidays

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

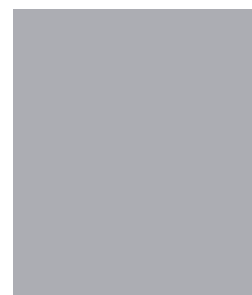
Advertising Sales

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

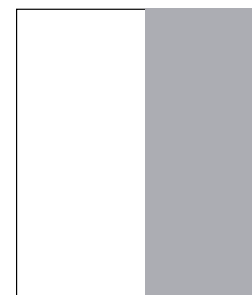
Ed Coyne 908-637-8461 • edcoyne@TheRetailJeweler.com

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

Melissa Vitale Director of Online Content
908-528-6573 • Melissa@TheRetailJeweler.com



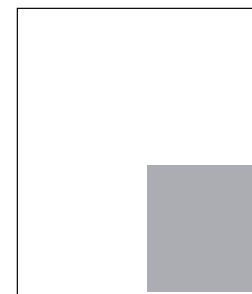
2-Page Spread - 20" x 13"
Full Page - 10" x 13"



Half-Page Vertical
4.875" x 13"



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:

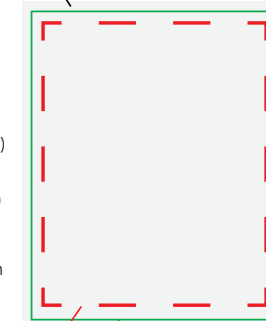
- Document size must include crop marks offset 12pts and .125" bleed (for bleed ads)
- Fonts and images must be embedded (All images CMYK and 300dpi at final size)
- Color management turned off
- Acrobat 4.0 or 5.0 compatible, resolution at 2438
- PDF/X-1A, PDF/X-3, PDF/X-4 accepted
- Test files recommended

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.

e-mail files to: editor@theretailjeweler.com

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



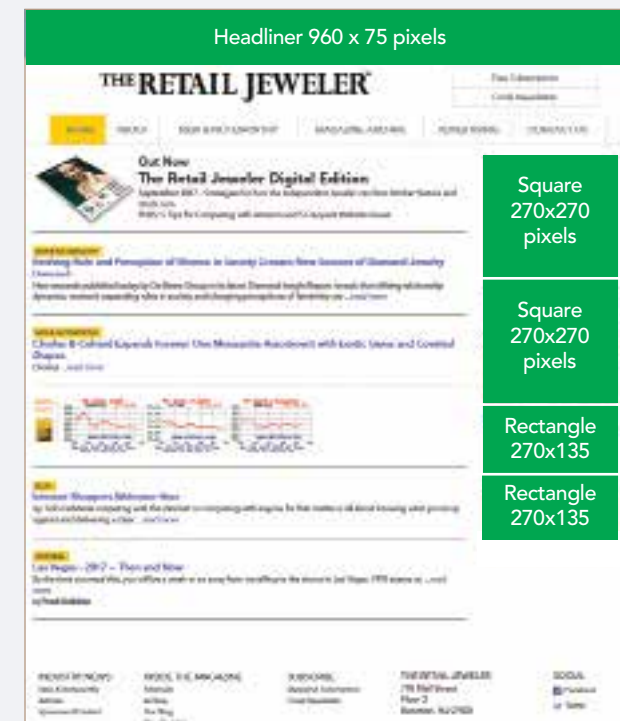
TRIM: (10" W x 13" H) This is the actual size of the finished magazine.

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.

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

Melissa Vitale Director of Online Content
908-528-6573 • Melissa@TheRetailJeweler.com



- Square 270x270 pixels
- Square 270x270 pixels
- Rectangle 270x135
- Rectangle 270x135

Headliner (run of site)	1 mo. \$1,250	6 mo. \$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



Member: The Jewelers Board of Trade.