

"People don't know what they want until you show it to them"

-Steve Jobs

THE RETAIL JEWELER™

Circulation Includes All JBT Listed Retailers

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
Full Page (per ad):	\$2,400	\$2,550	\$2,700	\$3,200	\$3,700
Half Page (per ad):	n/a	\$1,650	\$1,775	\$2,005	\$2,550
Quarter Page (per ad):	n/a	n/a	\$1,350	\$1,475	\$1,750
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 2020	12/11/20	1/15/21	Atlanta*, Select, Centurion, IJO, JANY*, JIS*, MJSA*, AGTA*, Tucson*
Mar/Apr	2/5/21	3/22/21	JIS*
May	3/19/21	4/26/21	AGTA*, Couture*, JCK*, JIS*, Las Vegas Antique*, Premier*,
June	4/23/21	5/24/21	AGTA, JCK, JIS, Premier
July/August	6/11/21	7/20/21	JANY, SJTA*, Select*
September	7/23/21	9/3/21	Centurion*, JIS*, Select
October	8/20/21	10/1/21	JA-Special Delivery
Nov/Dec	10/8/21	11/15/21	Happy Holidays

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

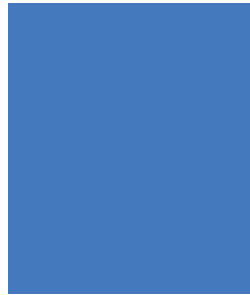
Advertising Sales

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

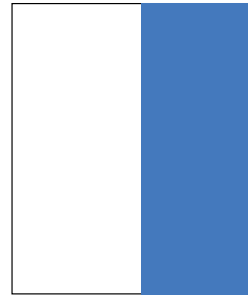
Ed Coyne 908-637-8461 • edcoyne@TheRetailJeweler.com

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

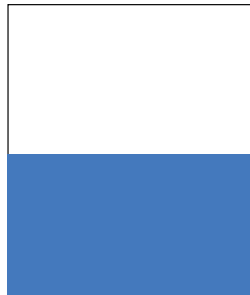
Melissa Vitale Director of Online Content
908-528-6573 • Melissa@TheRetailJeweler.com



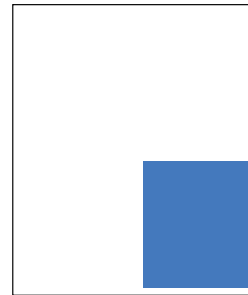
2-Page Spread - 20"x13"
Full Page -10"x13"



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:

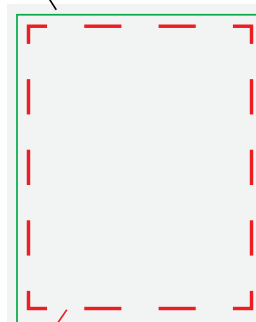
- Document size must include crop marks offset 12pts and .125" bleed (for bleed ads)
- Fonts and images must be embedded (All images CMYK and 300dpi at final size)
- Color management turned off
- Acrobat 4.0 or 5.0 compatible, resolution at 2438
- PDF/X-1A, PDF/X-3, PDF/X-4 accepted
- Test files recommended

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.

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

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	1 mo.	6 mo.
Headliner - 960x75 Pixels	\$1,250	\$990/mo.
Square: Rotating - 270x270 pixels	\$690	\$595/mo.
Rectangle: Rotating - 270x135 pixels	\$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.