



2025 MEDIA KIT

# JCK

## DELIVERING OUR AUDIENCE ON EVERY PLATFORM AVAILABLE



JCKONLINE .....	5
HOMEPAGE TAKEOVER .....	6
JCK NEWS DAILY .....	7
JCK SPECIAL REPORT .....	8
PAID SOCIAL .....	10
B2B EMAIL .....	11
NATIVE CONTENT .....	12
JCK MAGAZINE .....	15
FALL/WINTER DIGITAL MAGAZINE ..	17
PODCAST SPONSORSHIP .....	19
DIGITAL CLASSIFIEDS .....	20



## AN ENGAGED AUDIENCE

JCK has been the unparalleled thought-leader in the jewelry industry for decades, and we've got the audience to prove it. Our omnichannel approach covers what matters: the trends, the people, the powerful news that shapes us. That's why JCKonline, social media, newsletters, podcast, and magazine are the must-follows in the industry.

And that's why if you want to reach the decision makers, our channels are the place to be.

### ONLINE

104K+ average monthly users\* 183K+ average monthly page views\*



\*Google Analytics, monthly average, Jan.–Jun. 2024.

### SOCIAL\*

f • 34K+

📷 • 116K+

X • 25K+

UP 12K YOY!

\*Combined Facebook and Instagram followers for JCK Magazine & JCK Events.

### NEWSLETTERS†

19K+ subscribers\*

29% open rate

3.75% click rate\*\*



†Combined averages for JCK News Daily & Special Report newsletters.

\*We follow best practices regarding list hygiene: cleaning inactive subscribers and maintaining good sending habits. This protects our sender reputation, ensuring that our emails reach the right people, in the proper inbox.

\*\*Percentage of delivered messages that got clicks.

80% higher than retail industry average!

### PODCAST

106K+ total show listens

2.5K+ average monthly listens

UP 25% YOY!



### MAGAZINE

25K subscribers who have actively requested copies of the magazine

AWARD-WINNING



The branded fine jewelry market grew **15%** in 2023 —  
the highest of all luxury sectors.

**STRENGTHEN YOUR  
OMNICHANNEL PRESENCE**  
— and JCK is the right place to do it.

## Leverage Our Audience

### They Value Our Online Content:

**85%**  
say JCKonline  
influences their  
buying decisions.

**20%**  
of our visitors  
don't visit any  
competitive  
websites.

**78%**  
say JCKonline is  
important to their  
business.

### They Use JCK News Daily For:

**82%**  
Retail  
Trends



**81%**  
Product  
Knowledge



**72%**  
Product  
Trends



**50%**  
Marketing



**47%**  
Sales



*JCK helps me understand what is going on in the industry, what directions are best for my business, and what vendors are up-and-coming.*

# JCKONLINE

JCKonline is the Industry Authority for breaking news and information. Our visual-forward design allows your run-of-site advertising to shine. A share-of-voice pricing model provides the maximum amount of impressions per dollar spent, increasing your message's reach and impact.

**JCKONLINE ADS:** **2.1M** Avg. Monthly Impressions\* **0.46%** (UP 3X YOY) Avg. CTR\*

## MONTHLY RATES

Ad Units	Est. Range of Impressions*	Est. Share*	Monthly Rate
<b>A</b> - Crown Unit	400,000	80,000	\$7,800
<b>B</b> - Half Page 1 (Sticky)	600,000	120,000	\$5,950
<b>C</b> - Billboard	375,000	75,000	\$3,500
<b>D</b> - Half Page 2 (Sticky)	100,000	20,000	\$2,900

\*These are benchmarked averages and are not guaranteed. Web traffic on the site varies over time, and impressions could be lower or higher than the estimated numbers above.

## SPECIFICATIONS

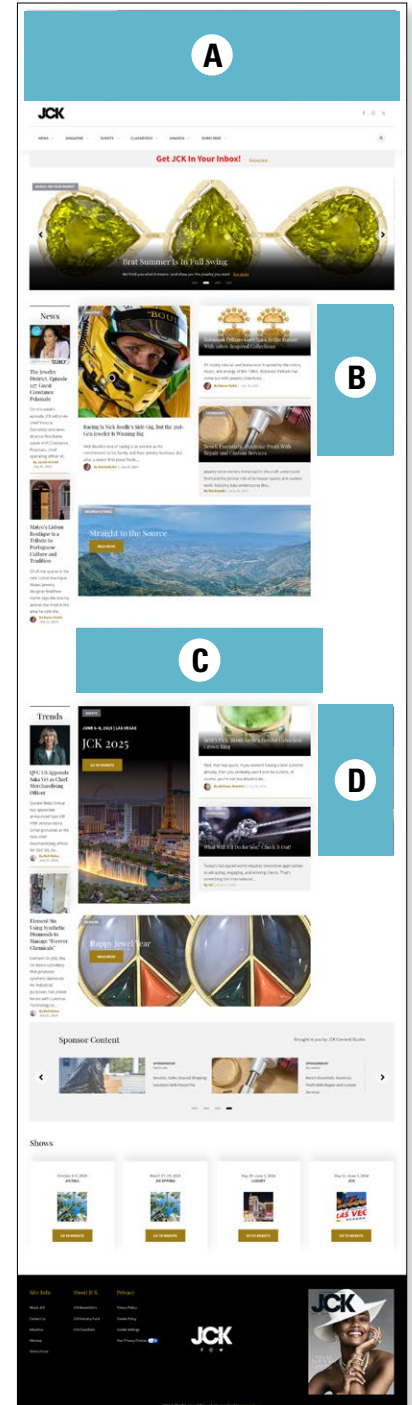
AD UNITS		DESKTOP SIZE	MOBILE SIZE	FILE FORMAT
<b>A</b>	Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 200 KB
<b>B</b>	Half Page 1 (Sticky <sup>†</sup> )	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB
<b>C</b>	Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 200 KB
<b>D</b>	Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB

<sup>†</sup>Not sticky on article pages

## SUBMISSION

Creative material must be submitted to [fulfillment@jckonline.com](mailto:fulfillment@jckonline.com) no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 5/1 – 5/31/2025)
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)



# HOMEPAGE TAKEOVER

## MAXIMIZE YOUR IMPACT

JCKonline is a fresh, clean, and modern website that delivers a better navigation for readers and a beautifully designed environment that allows advertisers to shine.

*L.O.V.E. Current.  
Luxury-focused.  
Smart. Great work.*

**25K**  
Estimated Impressions\*

### THE OPPORTUNITY

For one day, take over ALL ad units on the JCKonline.com homepage: four (4) total.

\*Impressions are estimates and are not guaranteed. Web traffic on the site varies over time, and impressions could be lower or higher than the estimated numbers above.

### SPECIFICATIONS

AD UNITS	DESKTOP SIZE	MOBILE SIZE	FILE FORMAT
Crown Unit	1480 x 360	375 x 152	JPG, PNG, GIF max file size 200 KB
Half Page 1 (Sticky†)	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB
Billboard	970 x 250	300 x 250	JPG, PNG, GIF max file size 200 KB
Half Page 2 (Sticky)	300 x 600	300 x 250	JPG, PNG, GIF max file size 200 KB

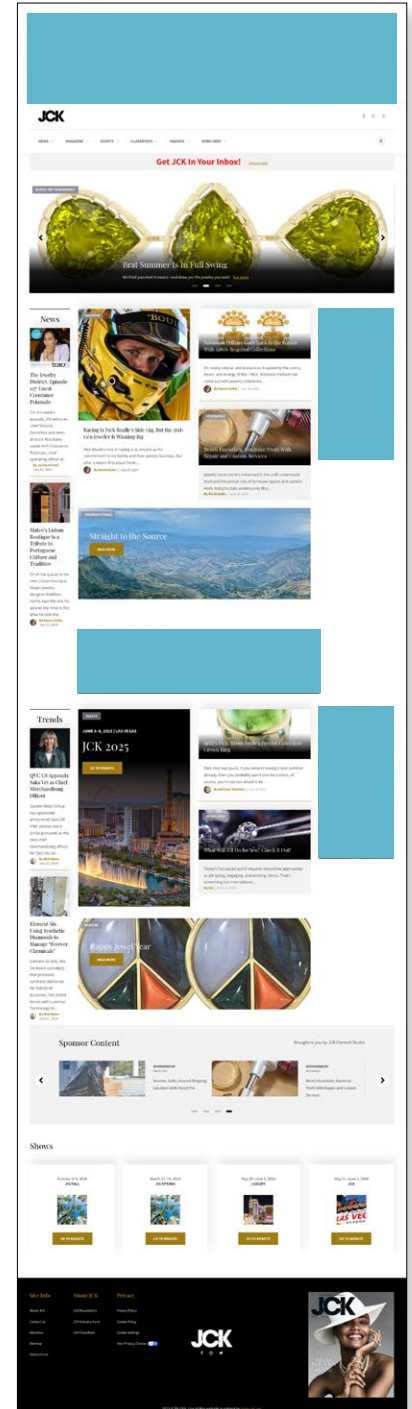
†Not sticky on article pages

**TOTAL COST: \$6,800 NET**

### SUBMISSION

Creative material must be submitted to [fulfillment@jckonline.com](mailto:fulfillment@jckonline.com) no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign date
- Click-through URL
- Banner ad files (For banners with a light background, include a one-pixel dark, interior border)



# JCK NEWS DAILY

The JCK News Daily delivers the industry's top stories to more than 18,000 professionals every day. With all original content, it is the industry's true business-to-business news source—providing immediate engagement with top decision makers.

*JCK News Daily gives me the most up-to-date information the industry has to offer, on a daily basis, and directly to my inbox.*

**18K**  
Subscribers\*

**36%**  
(UP 11% YOY)  
Avg. Open Rate

**935K**  
Avg. Monthly Ad Impressions\*\*

**0.25%**  
Avg. Monthly Ad Click Rate\*\*

## NEWSLETTER SPONSORSHIP OPPORTUNITIES

### RATES

ADVERTISER EXPOSURE			1x	12x	26x	52x
<b>A</b>	Daily Delivery Sponsor	Logo exposure in header bar & billboard ad unit (970 x 250)	\$1,680	N/A	\$1,275	\$1,155
<b>B</b>	Banner 1	In news flow, 728 x 90 ad unit	\$690	\$665	\$640	\$590
<b>C</b>	Banner 2	In news flow, 728 x 90 ad unit (Monday-Friday only)	\$690	\$665	\$640	\$590

## SPECIFICATIONS

**Daily Delivery Sponsor Logo** 130 x 45 (JPG, PNG, GIF)

### Standard Image Banner Ad

File formats accepted: JPG, PNG, GIF  
 Maximum file size: 200 KB  
 Image color mode: RGB (not CMYK)  
 Image resolution: 72 dpi

## SUBMISSION

Creative material must be submitted to [fulfillment@jckonline.com](mailto:fulfillment@jckonline.com) no later than one week prior to confirmed campaign start and must include:

- Advertiser name
- Campaign start and end dates (e.g., 10/1–10/31/2025)
- Click-through URL
- Banner ad files

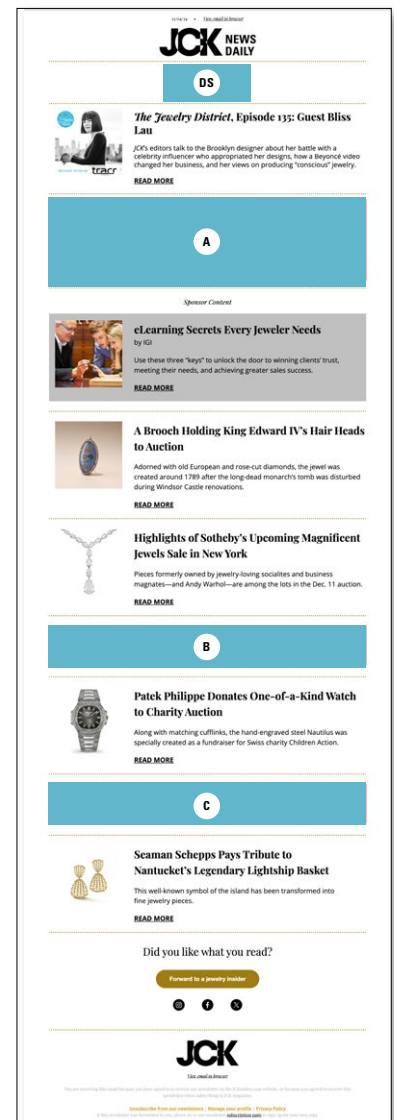
**92%**  
of the surveyed audience say the JCK News Daily is important to their business.

## EMAIL-FRIENDLY AD GUIDELINES

For banners with a light background, include a one-pixel dark, interior border. Keep text brief and use the largest font size possible.

\*We follow best practices regarding list hygiene: cleaning inactive subscribers and maintaining good sending habits. This protects our sender reputation, ensuring that our emails reach the right people, in the proper inbox.

\*\*Averages from Jan.–Jun. 2024



# SPECIAL REPORT

Meet the JCK Special Report, a series of newsletters from our editorial team. Each topic of interest gets four weekly installments devoted to it, and distribution includes over 20,000 jewelry industry enthusiasts.

Check out the editorial calendar of monthly topics on page 9 and secure your position today!

**20K** **36%**  
Subscribers\* Avg. Open Rate

**130K** **0.45%** **150%**  
Avg. Monthly Ad Impressions\*\* Avg. Monthly Ad Click Rate\*\* YOY Growth in Ad Click Rate

## NEWSLETTER SPONSORSHIP OPPORTUNITIES

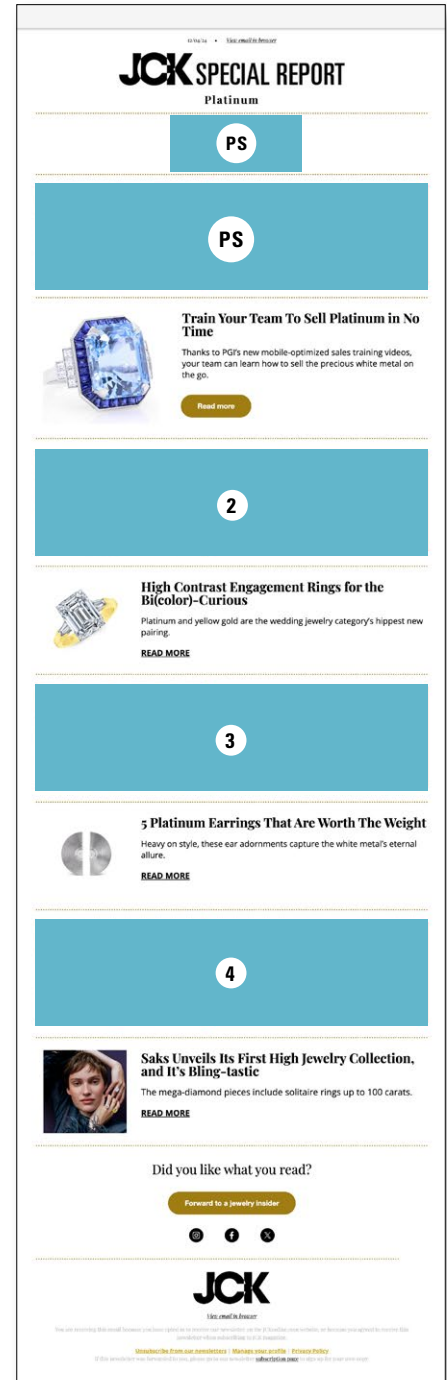
AD POSITIONS FOR 4-PART WEEKLY NEWSLETTER		RATE
Presenting Sponsor	Logo exposure in header bar & billboard ad unit (4 ads total)	\$5,450
Billboard 2	In news flow, 970 x 250 ad unit (4 ads total)	\$4,450
Billboard 3	In news flow, 970 x 250 ad unit (4 ads total)	\$4,450
Billboard 4	In news flow, 970 x 250 ad unit (4 ads total)	\$4,450

## SPECIFICATIONS

<b>Presenting Sponsor Logo</b>	130 x 45
<b>Billboard Ad Units</b>	970 x 250
<b>Format For All Ads</b>	JPG, PNG, or GIF; 200 KB max file size; RGB (not CMYK), 72 dpi

\*We follow best practices regarding list hygiene: cleaning inactive subscribers and maintaining good sending habits. This protects our sender reputation, ensuring that our emails reach the right people, in the proper inbox.

\*\*Averages from Jan.–Jun. 2024





## AD DEADLINES

Special Report Topic	Ad Materials Due	First Newsletter Send
January: <b>Arizona Report</b>	12/20	1/8
February: <b>Spring Weddings</b>	1/29	2/5
March: <b>Lab-Grown Diamonds</b>	2/26	3/5
April: <b>Fashion Trends</b>	3/26	4/2
May: <b>Las Vegas</b>	4/23	4/30
June: <b>Diamonds</b>	5/28	6/4
July: <b>Colored Stones</b>	7/2	7/9
August: <b>Tech Update</b>	7/30	8/6
September: <b>Gold</b>	8/27	9/3
October: <b>Pearl</b>	9/24	10/1
November: <b>Platinum &amp; Metals</b>	10/22	10/29
December: <b>Gen Z and Gen Alpha</b>	11/24	12/1

## SPECIFICATIONS

**Presenting Sponsor Logo** 130 x 45 (JPG, PNG, GIF)

### Standard Image Banner Ad

File formats accepted JPG, PNG, GIF  
 Maximum file size 200 KB  
 Image color mode RGB (not CMYK)  
 Image resolution 72 dpi

## SUBMISSION

Creative material must be submitted to [fulfillment@jckonline.com](mailto:fulfillment@jckonline.com) **no later than 1 week before first deployment date** and must include:

- Advertiser name
- Campaign name and start date (Ex: "JCK Special Report: Lab-Grown Diamonds, first send 3/6/2025.")
- Click-through URL
- Banner ad files

## EMAIL-FRIENDLY AD GUIDELINES

For banners with a light background, include a one-pixel, dark, interior border. Keep text brief and use the largest font size possible.

## PAID SOCIAL MEDIA MARKETING

**f<sup>+</sup> 34K+**

**116K+**

Average CTR is  
**197%**  
above Meta's  
industry benchmark  
for Apparel, Fashion  
& Jewelry.

### B2B

JCK will target your message to its dedicated Facebook and Instagram audience via paid social ads that appear directly in the news feed of JCK followers.

- Target: JCK magazine followers on Facebook (18k+), and Instagram (54k+) AND JCK Events Facebook (16k+) and Instagram (62k+).
- Timing: 14 or 28 days
- Reporting: See clicks, post engagement, reach, and more
- Average CTR 2.93%\*
- Average Link CTR 2.23%\*
- Price: \$4,150 net (14-day campaign); \$7,000 net (28-day campaign)\*

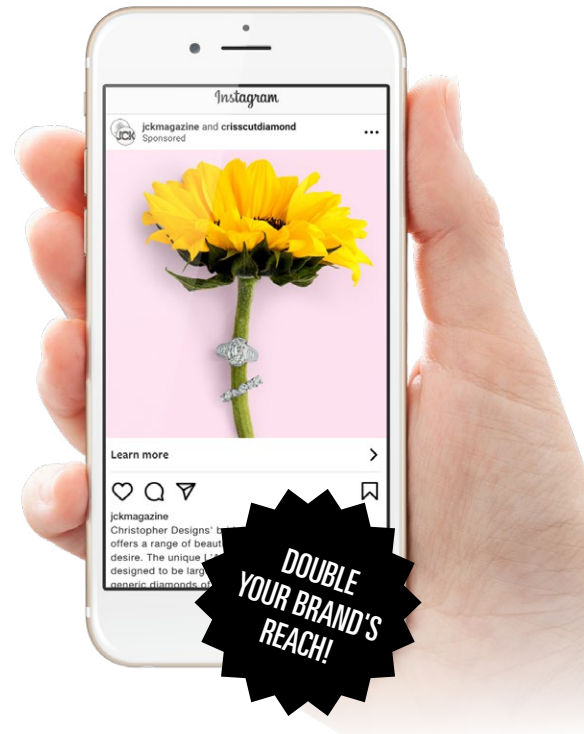
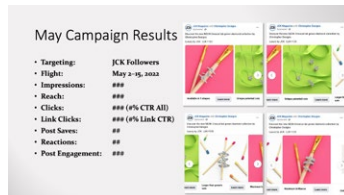
\*Results vary widely and are based on the quality of creative submitted.

B2C Campaigns available upon request. Please ask your sales representative for more information.

#### Sample Report Cover



#### Sample Report

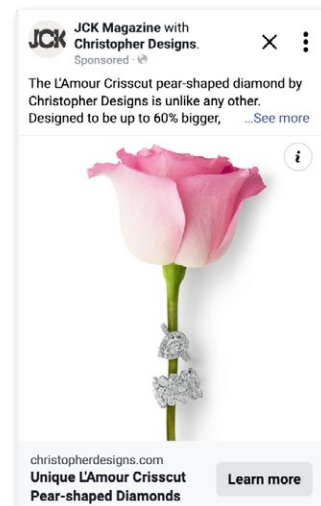


### CREATIVE SPECIFICATIONS

Submit 3-5 creative sets in your format(s) of choice: Video, video slideshow, carousels, or static images.

**ALL CREATIVE ASSETS ARE DUE 2 WEEKS PRIOR TO CAMPAIGN START DATE.**

[FULL SPECS AND REQUIREMENTS HERE](#)



\*Combined followers for JCK Magazine & JCK Events

# B2B EMAIL MARKETING

To get your message to jewelry industry professionals, JCK can execute your own email marketing campaign to an opted-in audience of 30,500 jewelry retailers.

Need help designing the perfect email? We have packages that include HTML creative development by a professional email designer. Want to make your email go that extra mile? Take advantage of our retargeting capabilities with display ads that reach the same jewelry store audience: 3 impressions per person, to be exact. This gives everyone who receives your email multiple chances to click through.

Let us partner with you to get your message across.

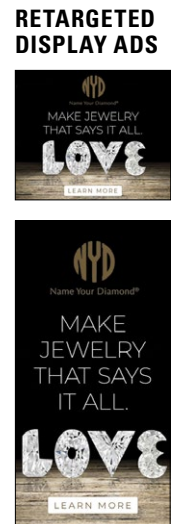
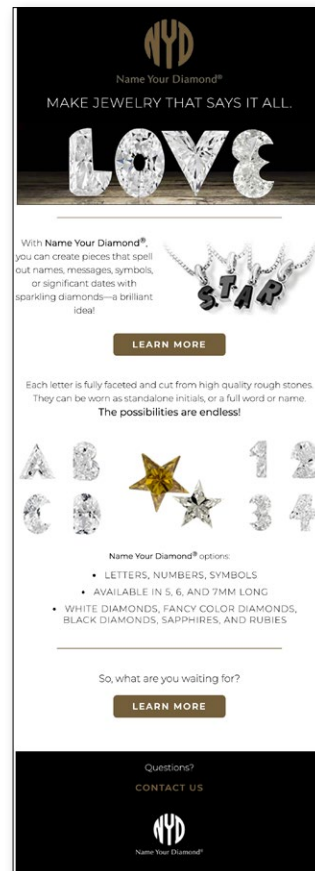
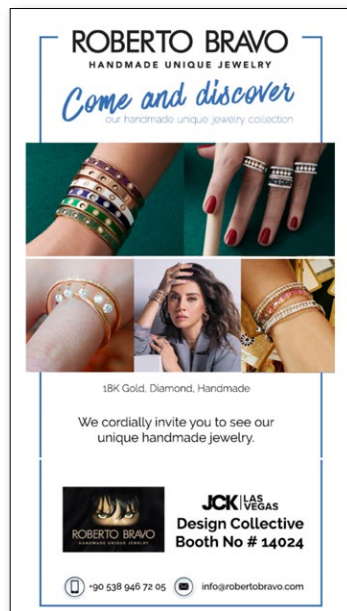
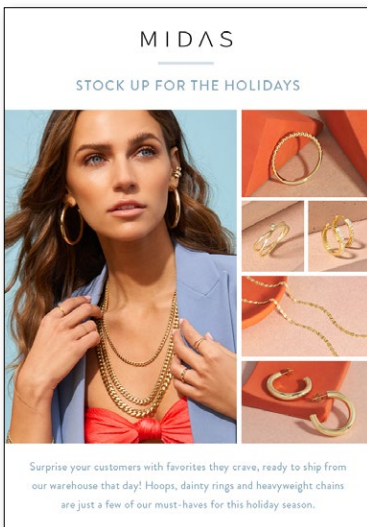
<b>PACKAGES</b> Audience: Jewelry Stores Total Audience Count: 30,500 (based in U.S)		RATES (except May)	MAY RATES
<b>A1</b>	Email (creative supplied by advertiser)*	\$4,300	\$5,300
<b>A2</b>	Email + creative development (HTML email design included)	\$5,800	\$6,800
<b>A3</b>	Email + 3 retargeted display impressions (all creative supplied by advertiser)*	\$18,000	\$18,000
<b>A4</b>	Email + 3 retargeted display ad impressions (HTML email & ad design included)	\$20,000	\$20,000

## EMAIL MARKETING BENCHMARKS

For opens, we typically see a 20–40% open rate and strive for a 1–3% click-through rate (CTR). However, campaigns can often exceed these rates. 90% of the audience is mobile.

Each campaign performs differently with variable factors including: offer quality, subject line, timing, and overall creative. And don't forget the importance of a quality landing page.

## CREATIVE SAMPLES



\*Email must be provided as HTML unless you have purchased a package that includes creative design

## NATIVE ADVERTISING ON JCKONLINE

### CREATE A CONNECTION WITH INDUSTRY LEADERS

Put the power of JCK to work for your business with a native article that puts your message in front of industry decision-makers.

#### THE OPPORTUNITY

One native advertising article about your brand or products, with related promotions for one month. Your article appears on a custom landing page dedicated to your brand, and is promoted through key placements on JCKonline.

#### NEED HELP?

If you want to write the article, feel free! Or, get paired with one of our seasoned writers who will work with you to craft your ideal article—for an additional fee.

#### GOT VIDEO?

See native video advertising (p.13) for more information!

**CONTENT**

- Your native article, with brand recognition in the byline
- Dedicated advertiser landing page collecting all of your brand's native articles to remain on JCKonline beyond your campaign
- Ads that get 100% exclusive share of voice on article page and advertiser landing page (billboard and half-page ad)
- Link to your website within article

**PROMOTIONAL SUPPORT PER ARTICLE**

- Editorial hero unit on homepage (one week)
- Position in news article flow on homepage (one week)
- Inclusion in Sponsored Content carousel (minimum two weeks)
- E-newsletter news article flow (two newsletters)
- One social push via JCK's Facebook and Twitter channels
- Custom, branded, ROS ad units driving to article (15,000 impressions)

#### MONTHLY RATES

**JANUARY, FEBRUARY, JUNE – DECEMBER** \$6,800 per month

**MARCH – MAY** \$8,000 per month

Ask your sales rep about 6- or 12-month series discounts.

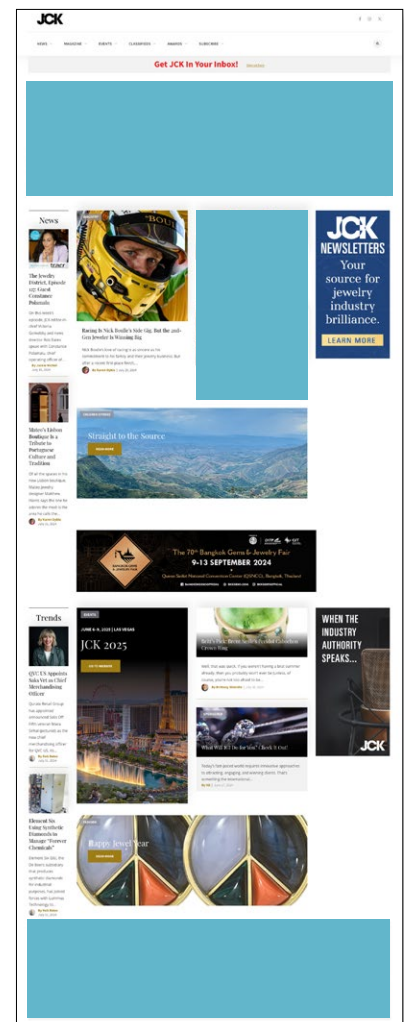
#### ARTICLE TOPIC STARTERS

- Educate on a new trend
- Identify a pain point and a savvy solution
- Inform with a how-to article
- Get personal with a profile of your company's leader
- Celebrate a company milestone

EDITORIAL HERO UNIT

POSITION IN NEWS ARTICLE FLOW

SPONSORED CONTENT CAROUSEL





# NATIVE VIDEO ON JCKONLINE

## CAPTIVATE YOUR AUDIENCE WITH VIDEO

Share your video content with the JCK audience! We'll embed it into a native article and promote it through key placements across JCKonline.

### THE OPPORTUNITY

One native advertising video and description about your brand or product offering, with related promotions for one month.

**Great platform for sharing webinars!**

#### CONTENT

- Your native video and description, with brand recognition in the byline
- Dedicated advertiser landing page collecting all of your brand's native content to remain on JCKonline beyond your campaign
- Ads that get 100% exclusive share of voice on article page and advertiser landing page (billboard and half-page ad)
- Link to your website within video article

#### PROMOTIONAL SUPPORT PER ARTICLE

- Editorial hero unit on homepage (one week)
- Position in news article flow on homepage (one week)
- Inclusion in Sponsored Content carousel (minimum two weeks)
- E-newsletter news article flow (two newsletters)
- One social push via JCK's Facebook and Twitter channels
- Custom, branded, ROS ad units driving to article (15,000 impressions)

#### SPECS AND REQUIREMENTS

- Video must be supplied and hosted by the advertiser on their own platform (ex: YouTube or Vimeo)
- Supplied intro text of 75 – 150 words and click-through link
- Lead article image: 1500w x 500h, with important subject matter centered. JPG, minimum 72 dpi
- Sponsor ads: 970 x 250, 300 x 600, and 300 x 250. JPG, PNG or GIF. Max file size 200KB. Click-through URL.

#### MONTHLY RATES

**JANUARY, FEBRUARY, JUNE – DECEMBER** \$6,800

**MARCH – MAY** \$8,000

#### NATIVE VIDEO EXAMPLE

## Natural Diamonds: A Great (but Often Untold) Geology Story

July 1, 2024 by JCK

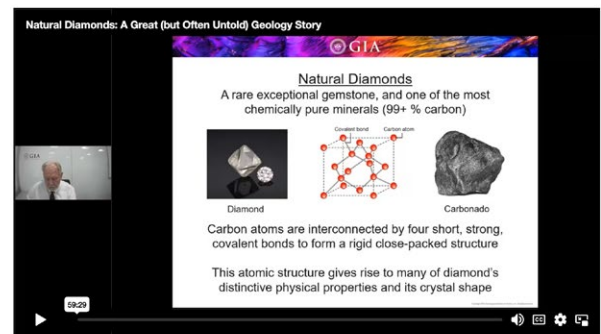
Share     

Natural diamonds are rare minerals and exceptional gemstones. They formed millions of years ago deep in the earth under conditions which created a unique geological "signature" in their atomic structure and crystal morphology. This natural signature, which can be detected using scientific instrumentation, is important because it cannot be created in laboratory-grown diamonds which form very quickly by methods which do not exist within the earth.



This presentation will summarize aspects of the geological history and mining of diamonds that will hopefully provide jewelers with ideas to share with customers considering a natural diamond purchase.

Watch the webinar here:



Panelists:

Dr. James Shigley – GIA Distinguished Res. Fellow • Research • [jshigley@gia.edu](mailto:jshigley@gia.edu)

John Cason – Manager, On-Campus Instruction • Resident Gemology • [jcason@gia.edu](mailto:jcason@gia.edu)

## NATIVE CONTENT PRINT & ONLINE COMBO

### CONNECT WITH YOUR KEY AUDIENCE ON AND OFF THE PAGE

This sponsored content combo includes an original sponsored advertorial article beside your full-page ad in *JCK* magazine PLUS a digital version of the article on JCKonline. The article is posted on a custom landing page dedicated to your brand, and promoted through key placements on JCKonline and the JCK News Daily newsletter. The print advertorial will also appear in a digital flip book on JCKonline.

MAGAZINE



#### CONTENT

- Your native article, with brand recognition in the byline
- Dedicated advertiser landing page collecting all native articles created for your brand to remain on JCKonline beyond your campaign
- Ads that get 100% exclusive share of voice on article page and advertiser landing page (billboard and half-page ad)
- Link to your website within article
- Advertorial opposite your ad in JCK magazine

#### PROMOTIONAL SUPPORT

- Editorial hero unit on homepage (one week)
- Position in news article flow on homepage (one week)
- Inclusion in Sponsored Content carousel (minimum two weeks)
- E-newsletter news article flow (two newsletters)
- One (1) social push via JCK's Facebook and Twitter channels
- Custom, branded, ROS ad units driving to article (15,000 impressions)

#### RATE

**\$18,000 NET** for digital native article AND 2-page spread in *JCK* magazine

#### PRINT DEADLINES

Commit By	Interview By*	Advertorial Images Due	Ad Materials Due
2/3/25	2/7/25	2/21/25	3/14/25

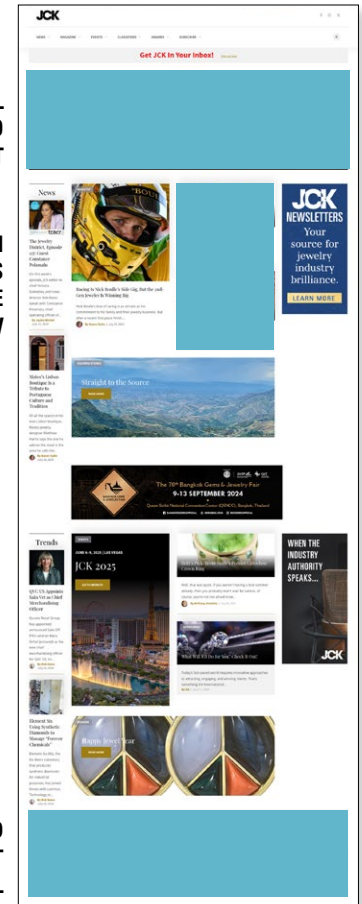
\*If the advertiser chooses to supply their own copy, disregard the "interview by" date and supply copy and images by 2/21/25.

#### WEBSITE

EDITORIAL HERO UNIT

POSITION IN NEWS ARTICLE FLOW

SPONSORED CONTENT CAROUSEL



# JCK MAGAZINE: ANNUAL PRINT ISSUE

## ANNUAL ISSUE (MAY)

- **Jewelers' Choice Award winners**
- **JCK Las Vegas Show Feature:** A guide to what's new and noteworthy at the JCK and Luxury shows.
- **Fall 2025 Fashion Preview:** The colors and styles of the season, with expert tips on jewels that pair best with fall clothing trends.
- **Las Vegas Off-Hours Feature:** The newest hotel, dining, and nightlife hotspots in Las Vegas to prep readers for the 2025 JCK Show.
- **Colored Stones Special Section:** a focus on the latest market trends including up-and-coming gemstones and colors, supplies, and pricing.

**DISTRIBUTED TO 25,000  
OPTED-IN SUBSCRIBERS ANNUALLY**

**BONUS DISTRIBUTION:** JCK Las Vegas, Luxury, JIS Miami

**AD CLOSE:** 3/19 | **MATERIALS:** 3/25 | **MAIL DATE:** 4/28

**With every full page or 2-page spread ad, a digital product preview will be included as added value.**



# DATES, RATES & SPECS

ISSUE	AD CLOSE	MATERIALS DUE
Annual (May)	3/19	3/25

## RATES

2P Spread	\$17,000
Full Page	\$10,500
1/2 Page	\$5,000
1/3 Page	\$4,000

Digital product preview is included with full page or 2-page spread ad purchase -- value \$1,890

## SPECS

AD SIZES	BLEED	TRIM	NONBLEED
2P Spread	20.25 x 12.25	20 x 12	18.5 x 10.5
Full Page	10.25 x 12.25	10 x 12	8.5 x 10.5
1/2 Horizontal	10.25 x 6	10 x 5.75	8.5 x 5
1/2 Vertical	5 x 12.25	4.75 x 12	4 x 10.5
1/3 Vertical	3.5 x 12.25	3.25 x 12	2.5 x 10.5

Printing: Web offset, 200 line screen

Binding Method: Perfect bound

## ABOVE SIZES ARE INCHES

Sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 1/4" from all sides. Perfect alignment of type or design across gutter of two facing pages can't be guaranteed. Only advertisements fitting these specified sizes will be accepted.

## REQUIRED DIGITAL MATERIALS

### FILE SUBMISSION

Ad materials should be uploaded digitally via [adshuttle.com/jck](https://adshuttle.com/jck).

### RESOLUTION

All continuous tone images (grayscale and color images) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi. Maximum Total Ink Density (TDI) is 300.

### DIGITAL ADVERTISEMENT FORMAT

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

### PROOF

JCK utilizes Virtual Proofing technology at its print facility. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #3 Data Set: SWOP2006\_Coated3.

### DISCLAIMER

All ads submitted via the portal must meet the above listed criteria. Out-of-spec files will be rejected and will require your immediate attention.

### UPLOAD INFORMATION

**FOR ADS:** [adshuttle.com/jck](https://adshuttle.com/jck)

### FOR DIGITAL PRODUCT PREVIEW:

Upload completed Product Preview Form and high resolution image to [JCK Advertiser Product Preview](#)

### QUESTIONS

#### FOR ADS:

Tania Lara, Quad  
[tglarayanez@quad.com](mailto:tglarayanez@quad.com)  
414-622-2834

#### FOR DIGITAL PRODUCT PREVIEW:

For questions related to Product Preview, email [JCKProductPreview@advancelocal.com](mailto:JCKProductPreview@advancelocal.com)





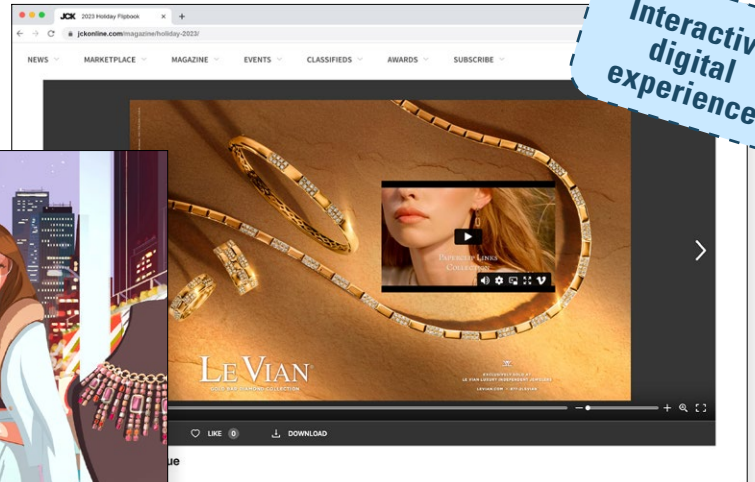
## FALL/WINTER DIGITAL MAGAZINE

Picture a publication with the sophisticated design and insightful content of *JCK* magazine, but with all the advantages of a digital format. Meet our Fall/Winter Digital Magazine.

With premium multimedia ad positions, embedded links to drive to your ecommerce sites, and easy shareability across social media—get an interactive digital experience with the elegant look of print.

The guide will arm retailers with all the essentials to prep them for pre holiday buying right through Q1. Topics include: Pantone color report, Gen Z, holiday guide, new trends, and more.

**Live Date: 9/17/25**



**Interactive digital experience**



[SEE THE 2024 ISSUE](#)

### AD OPPORTUNITIES:

CLASSIC ADS	
Classic ads with click-through capabilities.	
<b>Full page: \$4,400</b>	<b>2-page spread: \$7,600</b>

PREMIUM VIDEO ADS	
Premium ads with the ability to embed your own video!	
<b>Full page: \$5,700</b>	<b>2-page spread: \$8,900</b>

**JCK SHOP THE LOOK**

**INOX Men's Jewelry**  
16 Rich Street, Norwich, CT 06251  
Tel: 203-805-1441; Email: [online@inox-us.com](mailto:online@inox-us.com); [info@inox-us.com](mailto:info@inox-us.com); Website: [inox-us.com](http://inox-us.com)

1. Crafted for the daring, the Kaden collection blends a bold metal black finish with 18K PVD gold accents and genuine black onyx, delivering a powerful yet sophisticated style.
2. From clock to hold—the Noshell collection offers the best of both worlds: the unmatched strength of stainless steel and the classic charm of chain links.
3. A tribute to men's levers, the Noshell collection is crafted with white gold steel and embedded with real diamond gemstones as genuine with what caused the annual excitement. Material's history has never looked so good.
4. 66 million years later, they meet again... The Estacion collection combines diamond bone diamonds as genuine with what caused the annual excitement. Material's history has never looked so good.

**JCK SHOP THE LOOK**

**Stuller**  
361 New Louis XIV, Lafayette, LA 70508  
Tel: 800-477-7777; Email: [ad@stuller.com](mailto:ad@stuller.com); Website: [stuller.com](http://stuller.com)

1. 302 Fine Jewelry is about more than just jewelry. Our award-winning styles and seasonal collections are fresh, available, and up to date with those who produce releases every year. Learn about becoming a retail partner at [stuller.com/302/jewelry](http://stuller.com/302/jewelry).
2. Designed with contemporary consumers in mind, Madras Brilliance™ is your solution for timeless pieces at exciting price points—the luxury of brand, fine jewelry, and findings we work with lab-grown diamonds. Learn more at [madrasbrilliance.com](http://madrasbrilliance.com).

**Debakar**  
62 W. 45th St., Eighth Floor, New York, NY 10036  
Tel: 212-730-8388  
Email: [info@debakar.com](mailto:info@debakar.com)

1. Luxon square dangle earrings, contemporary adorning diti. Face orange sapphire and green topaz, a combination not common. MSRP: \$340
2. Luxon square dangle earrings, contemporary adorning diti. Face orange sapphire and green topaz, a combination not common. MSRP: \$340

SHOP THE LOOK ADS
Provide the pieces you want to feature in a section readers can easily click through on each product.
<b>Full page: \$4,200</b>
<b>Half page horizontal: \$2,900</b>

Note: Ad images for illustration purposes only. Design may change by publication.



# FALL/WINTER DIGITAL MAGAZINE

## CLASSIC & PREMIUM VIDEO ADS

Dates and specs for full page and spread ads.

**Ad close: 8/18/25 | Materials due: 8/25/25**

Ad dimensions: 10" x 12". All images must have a minimum resolution of 300 dpi at 100%. All ads must be submitted as single-page files not spreads. Keep live matter (text) 1/8" away from the edge. Do not include crop marks. SPREAD ads must be submitted as 2 single pages. **Premium video ads must include a full page designed PDF ad in addition to the video link.**

### DIGITAL ADVERTISEMENT FORMAT

For ads with interactive links, export the document from InDesign as an Interactive PDF with the following settings:

#### General

- Optimize for Fast Web View: Enabled
- Create Tagged PDF: Enabled
- Export Layers: Visible layers
- Include Hyperlinks: Enabled

#### Compression settings

- Set images to Bicubic Downsampling to 300 pixels per inch for images over 300 pixels per inch.
- Compress Text and Line Art: Enabled

[Click here](#) for step-by-step instructions with screenshots.

#### EMBEDDED VIDEO

Videos must be available publicly where they are hosted (on either Youtube or Vimeo). Private/non-published videos won't function properly.

#### Length best practices

We recommend keeping your video between 30 and 120 seconds. Keep in mind that the first 10 seconds is your chance to grab—and hold—the viewer's attention.

## SHOP THE LOOK ADS

Dates and specs for JCK-formatted full and half-page ads featuring your pieces.

**Ad close: 8/4/25 | Materials due: 8/11/25**

Please submit according to the specs above.

For full-page ads, send 3-4 product images. For half-page ads, send 2 product images.

Please ensure that product images are at least 1,800 x 1,800 pixels excluding white space, saved at maximum image quality.

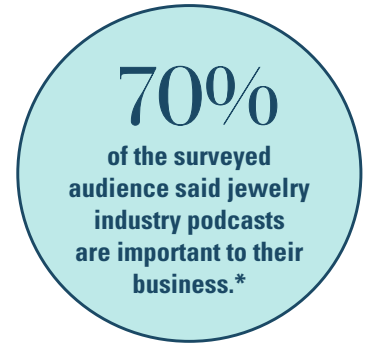
JPEG, TIFF, or PNG file formats accepted. Layout requires white backgrounds.

# PODCAST SPONSORSHIP

Podcast revenue is projected to reach \$4 billion by 2025.<sup>1</sup>

Get in on the action. Hosted by JCK editor-in-chief Victoria Gomelsky and news director Rob Bates, The Jewelry District provides informed takes on everything professionals want to know—every other Tuesday. Each month, listen to a news episode and an interview episode featuring an industry expert.

Speak directly into the jewelry industry's ears every other week!



### TITLE SPONSOR PROMOTION DETAILS

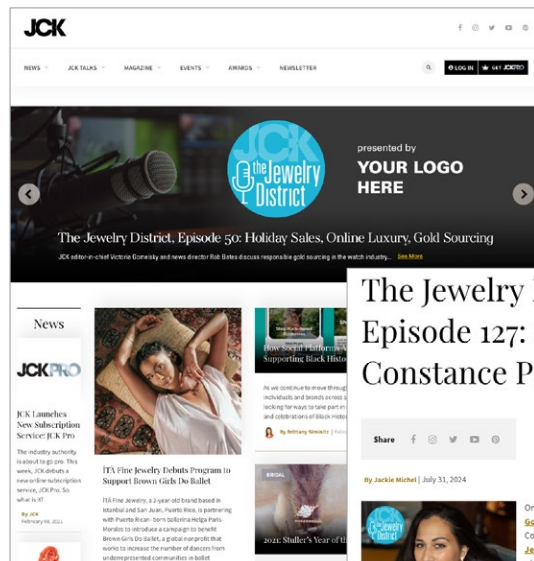
- Your logo is integrated into the podcast logo, everywhere it is streamed.
- Your ad is read aloud in the middle of the episode.
- JCKonline article on the episode featuring your clickable logo and URL.
- Episode article featured at the top of the JCKonline homepage the week it drops.
- Episode is the lead story in the JCK News Daily the week it drops.
- Podcast and article live online forever.

**TITLE SPONSOR \$4,500/MONTH (2 EPISODES)**

Present your company as an industry thought leader with a Title Sponsorship.

**MID-ROLL AD \$3,180/MONTH (2 EPISODES)**

Your ad read in the middle of 2 sequential episodes, and your company and URL of choice in podcast article and notes.



## THE JEWELRY DISTRICT PODCAST AUDIENCE AT-A-GLANCE:



<sup>1</sup> "U.S. Podcast Ad Revenues Grew 19% YoY in 2020; set to exceed \$1B this year and \$2B by 2023," 2021, <https://www.iab.com/news/us-podcast-ad-revenues-grew-19-yoy-in-2020-set-to-exceed-1b-this-year-and-2b-by-2023> (accessed July, 6, 2022).

\*Results from the 2022 JCK Audience Survey

# ONLINE CLASSIFIEDS & JOB LISTINGS

JCK's classifieds have gone digital! Give your want ad exposure on JCKonline, and keep it up to date with the option to list or update your listing each month. The online classifieds are easily discoverable on the main menu and in the footer.

**RATE**  
\$415 / Month

## SUBMISSION GUIDELINES

Include a headline, text (150 characters minimum, including spaces), an image (optional), and contact information.

### IMAGE SPECS

- File format: JPG
- 300 x 300 px
- Max file size: 80 KB

## HOW TO PLACE YOUR AD

All classified orders must be accompanied by advance payment.

Once the order is paid for, you will receive a link to a form. Fill out the information requested and submit it.

### DEADLINES

Please submit your ad on either the 1st or 15th of the month.

[Send on the 15th of the month for a 1st of the month live date; Submit by the 1st for a 15th of the month live date.]

### CONTACT






Your JCK Sales Representative or email [advertise@jckonline.com](mailto:advertise@jckonline.com).


### PAYMENT

Once order is placed you will receive an invoice with instructions for submitting payment online. Payment must be made in full prior to the date which you want your ad to post.

JOB LISTINGS

## Unique Opportunity: Join Pure Dink! Seeking Sales Reps for Luxury Pickleball Jewelry

Share     



**About Us:**  
Pure Dink is defining luxury pickleball jewelry and offering a unique opportunity to grow with our startup in this niche market.

**Role:**  
Seeking traveling sales reps with proven records, possessing an outgoing personality, driven and passionate with an attention to detail.

**Responsibilities:**  
- Cultivate relationships with retailers, showcasing our jewelry line.  
- Travel to present our products, effectively conveying our brand's value.

**Requirements:**  
- Proven jewelry sales experience, providing three current store references.  
- Able to carry a noncompete line  
- Self-starter attitude with strong organizational skills.

**Perks:**  
- Competitive 10% commission + perks based on performance.  
- Join a dynamic startup culture valuing dedication and creativity.

**To Apply:**  
Send resume and cover letter to [info@puredink.com](mailto:info@puredink.com). Ready to define luxury with pickleball jewelry? Join Pure Dink and sparkle with us!



# INSERTS & DELIVERY

### CONTACT

To request print order requirements, due dates and additional information, please contact:

Chris Wengiel, PubWorX  
212-450-0910  
[chris.wengiel@pubworx.com](mailto:chris.wengiel@pubworx.com)

*A hard copy mock-up must be approved prior to printing and supplying an insert to the plant.*

### DEADLINE

**Commitment is required by January 19** if JCK will supply the insert to guarantee paper supply due to current market conditions.

### FULL PAGE BIND-IN INSERTS

Publication trim size: 10" w x 12" h  
Delivered untrimmed size: 10 1/4" w x 12 1/4" h  
Publication to trim: 1/8" from head, foot, grind, face

Live Matter: To be kept 1/4" from all four sides of final publication trim size.

All material jogs to the head.

Minimum paper weight for furnished inserts is 60 lb. book.

*Perfect alignment of type or design across the gutter between an insert and run of book page cannot be guaranteed.*

### MAGNA STRIPPED INSERTS

Minimum width of magna strip: 4"  
Minimum weight of magna strip: 9 pt. card stock

### MAGNA STRIP PRODUCT DIMENSIONS

Maximum insert size: 9" x 11"  
Minimum insert size: 5" x 3 1/2"  
Position: 1/2" from the edge of the magna strip  
All inserts on a magna strip will float. Perfs on supplied inserts are not preferred.

These will be evaluated on a case-by-case basis.

### PACKING

All dividers must be cardboard or chip board.

All dividers must be fit to exact height, width, and length of the container carton.

Dividers must be used between specified lifts when loads are banded and/or strapped.

Cartons must be sized to fit product size.

Each carton should not exceed 40 lbs.

Cardboard slip-sheets are to be used between carton layers.

Eggshell cartoning is to be used for large envelopes

and for inserts with open glue lines.

No more than two separate inserts per pallet/carton and mark clearly.

Large quantities that are brick stacked must follow these guidelines:

- Product must fit skid and power-pac (no oversized containers or skids)
- Cardboard slip-sheets between lifts
- Maximum of 5" to 6" vertical lift size
- Backbone compensate between lifts and pile outward
- Lifts to be same height and square throughout load
- Load must be properly secured:
  - Wooden top
  - Banded
  - Corner boards
  - Shrink-wrapped

No more than one insert on bulk pallet. If to be used on multiple issues, must be cartoned and clearly marked if on one skid.

### PALLET SIZE

40" x 48" 4-way entry with bottom runners. There should be no missing boards.

### MAXIMUM PALLET HEIGHT AND WEIGHT

48" high (including pallet) and no more than 2500 lbs. Inserts are to be stacked brick style in consistent counts. The entire skid should be wrapped in plastic and strapped.

### LABEL EACH PALLET

Publication title, insert name, and issue date to the attention of the CSR  
Skid number (1 of 2, etc.)  
Quantity of inserts on pallet

Packing slips must accompany each shipment. A sample of the insert is to be affixed to two sides of each pallet.

### CARTONS

Packed carton weight must not exceed 40 lbs. Cartons exceeding 40 lbs. will be subject to repackaging charges.

### IF SHIPPED IN CARTONS

Name and issue date of publication  
Skid number  
Quantity of inserts in each carton and total on pallet  
Packing slips must accompany each shipment.

A sample of the contents is to be affixed to each carton. Labels must be clearly marked and large

enough to be read from a 15 ft. distance.

### LOAD

Inserts should be furnished to LSC/Liberty brick stacked on pallets in 6" lifts with all unit lifts facing one direction.

Cartons should be used when the nature of the insert or card does not permit brick stacking, or if additional protection of the material is required.

Cartons should have uniform quantity. Pieces inside cartons should have uniform orientation. Maximum of two lifts per carton is acceptable if compensation is necessary for packing. Individual cartons must weigh less than 40 lbs.

### DELIVERY

Advance notice of 24 to 48 hours is required for all bulk insert shipments.

Inserts are to be delivered between 7 a.m. and 4 p.m., Monday through Friday. Weekends, holidays, or after hours by exception only.

Include detailed packing list showing total quantity per carton and/or pallet and total quantity of cartons/pallets. Reference the publication title and issue date.

Address/consign shipments to:

Quad  
555 South 108<sup>th</sup> Street  
West Allis, WI 53214 -1145

### RECEIPT OF DAMAGED GOODS

Damaged materials will be reported to the carrier and photographed. Photographs will be forwarded to your CSR if needed for repair assessment. If material is judged to be unacceptable for receiving, the load may be refused.

*If the specifications as outlined above are not followed, extra handling may occur which could result in additional charges to the supplier.*

\*Subject to availability. Space limited.