



The NATIONAL ASSOCIATION of JEWELLERS

# Media PACK 2017

THE MARK OF INDUSTRY INSPIRATION AND INFORMATION



What is THE JEWELLER?

*The source of  
INSPIRATION and  
INFORMATION for  
the jewellery industry*

The Jeweller magazine is the official publication of the National Association of Jewellers and features news, opinion and advice from the editorial team, industry insiders and topical experts.

In 2016 the magazine was re-branded to affirm its appeal to the current generation of leaders, and most importantly is now focused towards our primary contacts who are senior decision makers.

As a trade association representing every sector, we are in touch with our members on a daily basis and therefore understand what they, our industry colleagues, want to read about. From new design trends and manufacturing techniques, through to new developments in retail and services, our content hits the spot with our avid readers.

All our advertisers can expect to receive advice from our most senior advertising professional, who works to ensure their advert sits close to relevant features and is as eye-catching as the magazine itself. The service we provide to advertisers and the ROI they derive is why we have such a high percentage of repeat advertisers.

The Jeweller magazine can be viewed online at [naj.co.uk/thejeweller](http://naj.co.uk/thejeweller) and every issue is also uploaded to our online Members area which members access daily.

**Forthcoming features:**

**September / October**  
– Silver Jewellery / Post-Loughborough report

**November / December**  
– Store Design / Displays / Packaging /  
NAJ Awards 2017 review

*The  
JEWELLER  
Online*

The Jeweller Online is the Association's weekly newsletter. Our members receive it every Thursday as part of their membership benefits package.

A convenient addition to their inbox, the newsletter offers a roundup of the latest news and events as well as important changes to their membership services and benefits.

Our online advertising team will work with you to understand how a banner in the NAJ newsletter can work alongside your current advertising campaigns.



Image: Clogau





## Key FACTS

### The JEWELLER Magazine

**Circulation: 4,500**

**Readership: 22,500 in the UK, Ireland and overseas**

The Jeweller magazine also incorporates Gems and Jewellery, the dedicated magazine for GEM-A members providing specific content of interest to gemmologists and stone buyers.

### The JEWELLER Online

The Jeweller online is sent weekly to the inboxes of all our current 2,139 members. However our contacts have the ability to sign up to the newsletter and share the newsletter with their employees. The companies in membership employ over 23,000 individuals.

The online newsletter is also sent to key industry contacts such as journalists and buying groups.

*“The NAJ newsletter is excellent as it gives up to date information on industry issues and news.”*

**Pravin Pattni,  
Minar Jewellers**

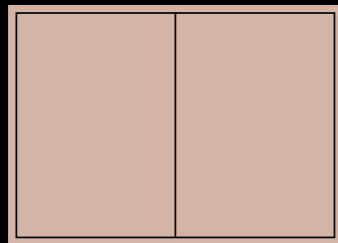
*“It is the go-to publication to reach the breadth of our wonderful industry.”*

**Vanessa Burkitt,  
Catherine Jones of Cambridge**

*“I encourage my staff to read The Jeweller as it gives us ideas on how we can evolve as a business.”*

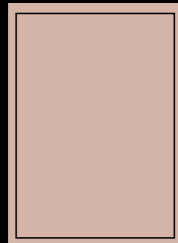
**Simon Johnson,  
Marmalade Jewellery**





**DOUBLE PAGE SPREAD**

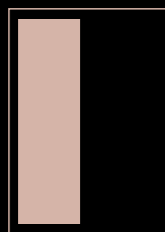
297mm x 420mm. Supply artwork as two single pages, both of which should conform to the whole page specification shown below.



**WHOLE PAGE**

Bleed size: 303mm x 216mm (3mm on all edges)  
Trim size: 297mm x 210mm  
Type area: 273mm x 174mm

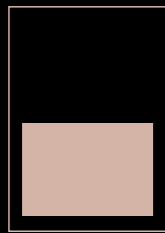
New size!



**HALF PAGE Portrait**

273mm x 84mm (no bleed)

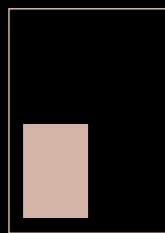
New size!



**HALF PAGE Landscape**

134mm x 174mm (no bleed)

New size!



**QUARTER PAGE Portrait**

134mm x 84mm (no bleed)

New size!

**Cover and Advertorial OPTIONS**

The front cover is available to advertisers (excluding July / August issue) and can also be purchased as part of a special offer with an advertorial page or spread in order to promote your company's products or services.

	Member rate	Non-member
<b>Standard positions</b>		
Double page spread	£1,700	£2,185
Whole page	£750	£1,095
Half page (portrait)	£495	£690
Half page (landscape)	£495	£690
Quarter page	£295	£460

**Special positions**

*Visual / design to be approved by House Creative*

Front cover	£1,500	£2,000
Back cover	£1,200	£1,600
Inside front cover	£1,200	£1,600
Inside back cover	£1,200	£1,600

**Advertorial options**

Front cover and double page spread advertorial package	£2,700	£3,000
Double page spread advertorial	£1,800	£2,250
One-to-one interview by Editor	£200	-
Single page advertorial	£1,000	£1,500
One-to-one interview by Editor	£200	-
Page design & artwork (per page)	£90	£90

**Loose inserts**

Full insertion £860

*Inserts must not exceed A4 size (297mm x 210mm)*

**Other**

Specialist packages, direct debits, monthly and multi-year deals can also be arranged on an individual basis.

There is a surcharge of 15% on the set membership rate card for booking of advertisements by an advertising agency.

For more information on formats and rates

contact Ian Francis.

Email: [ian.francis@naj.co.uk](mailto:ian.francis@naj.co.uk)

Tel: 020 7749 1705 (direct).

**Discounts**

Series of three or more insertions: 10% off full rate card cost for non-members.

**Publication dates 2017**

September / October – 17th October

November / December – 5th December

**Copy dates**

Advertisers will be notified of required copy dates for artwork following booking.

**Terms**

Strictly 30 days. A 50% charge will be made for bookings cancelled after the copy date.

VAT is added to all rates.

**Supplying print ready artwork**

Advertisements should be supplied as per sizes listed and as a high res PDF.

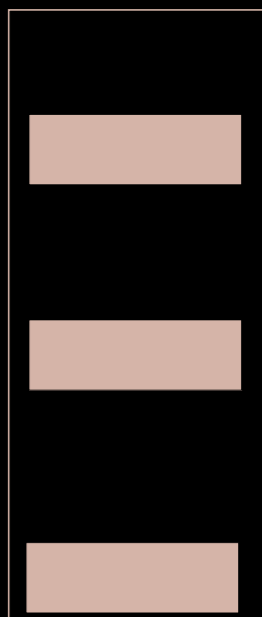
*House Creative also offers an artwork creation service for advertisers who cannot provide print ready artwork. Please contact [thejeweller@housecreative.co.uk](mailto:thejeweller@housecreative.co.uk)*

*“From my point of view advertising in The Jeweller is the most effective way to support a B2B business. We received feedback from readers straight away... I am now a regular advertiser and I look forward to booking many more full page adverts.”*

**Hans C. Brandt,  
Pointtec UK Ltd**



## The Jeweller Online

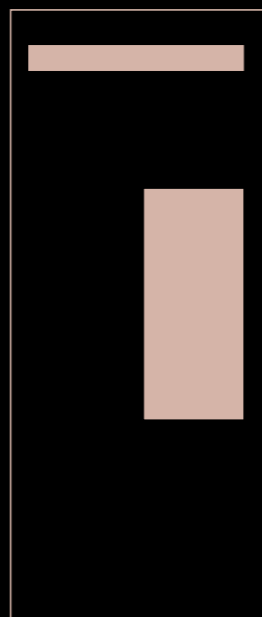


**BANNER AD 1**  
600 pixels x 200 pixels  
(to be supplied as a JPEG,  
max file size 60K)

**BANNER AD 2**  
600 pixels x 200 pixels  
(to be supplied as a JPEG,  
max file size 60K)

**BANNER AD 3**  
600 pixels x 200 pixels  
(to be supplied as a JPEG,  
max file size 60K)

## NAJ.co.uk



**TOP LEADERBOARD**  
468 pixels x 60 pixels  
(to be supplied as a JPEG,  
max file size 40K)

**SKYSCRAPER**  
218 pixels x 500 pixels  
(to be supplied as a JPEG,  
max file size 40K)  
home page only

## Online OPTIONS

### The Jeweller Online

	Member rate	Non-member
Weekly newsletter cost per insert		
Banner ad 1	£100	£200
Banner ad 2	£100	£200
Banner ad 3	£100	£200

Update your online advertising at any time free of charge

*“Following our advert in the NAJ newsletter we received some very positive enquiries. It is important for us to maximise our involvement and engagement with members so that both suppliers and retailers benefit from NAJ membership. The newsletter is an effective tool to promote products or services.”*

**Lorraine Thomas,  
Lido Pearls & Gemstones**

### The NAJ Website

As the UK's No.1 trade Association our website **naj.co.uk**, is a goldmine of industry news, events and much more.

Members access the website every day to login to the Members area and members and non-members access the website to use our online search facility.

On average we receive 10,000 visits per month so why not benefit from this traffic by placing an online advert at some of the most competitive rates in the industry.

	Member rate	Non-member
Ad position cost per year		
Top leaderboard (rotating banner)	£1,200	£2,000
Skyscrapers (only available on home page)	£600	£1,000

Update your online advertising at any time free of charge



Image: Corona Jewellery Company





Contact DETAILS

Display advertising, sales and sponsorship enquiries  
 Ian Francis: [ian.francis@naj.co.uk](mailto:ian.francis@naj.co.uk)  
 020 7749 1705

Editorial enquiries  
 Belinda Morris: [bmorris@colony.co.uk](mailto:bmorris@colony.co.uk)  
 01692 538007

Production and artwork enquiries  
[thejeweller@housecreative.co.uk](mailto:thejeweller@housecreative.co.uk)  
 01625 614005

[naj.co.uk](http://naj.co.uk)



Image: Dower & Hall





**JEWELLER**  
JUNE 2016 £7.50



**JEWELLER**  
JUNE 2016 £7.50



NOVEMBER/DECEMBER 2016 £7.50

**All CHANGE...**

**SIMON JOHNSON**  
*our new chairman*

**EDF** *reimagined*

**MAPPIN & WEBB**  
*relaunched*

**MEN'S JEWELLERY**  
*rediscovered*

**NAJ AWARDS**  
*winners revealed!*

**INTERIOR MOTIVES**  
*display tips and trends*

**THE ART OF GIVING**  
*in praise of silverware*

**OFF THE CUFF**  
*a big birthday for Deakin & Francis*

**LUCY**  
QUARTERMAINE

**The JEWELLER**  
THE MARK OF INDUSTRY INSPIRATION & INFORMATION