The National Association of Jewellers

Media Pack 2026

Helping you grow your reach and influence



The Jeweller

The source of Inspiration and Information for the jewellery industry



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

The Jeweller magazine is a go-to source for senior decision-makers in the UK jewellery industry. As a trade association representing every sector, we understand what the industry wants and needs to read about. Our content hits the spot with our avid readers, from new design trends and manufacturing techniques to developments in retail and services.

All our commercial partners receive expert advice from our experienced sales manager, who works to ensure their advert sits close to relevant features and is as eye-catching as the magazine itself. The professional service we provide and the return on investment they receive are why we have such a high percentage of repeat advertisers.

The Jeweller magazine is delivered in print and digital, broadening the reach and audience. Every issue is included in our online Members Area, which NAJ members access daily.

"The Jeweller is a must read for anyone in the jewellery industry. Whether you are a retailer or supplier it is full of great articles and has a wealth of information in every edition. As a manufacturer, I cannot recommend it enough.

Pete Carmichael

Readership **11,763**

Circulation **3,921**

Advertising

Options to Suit You



Our experience building commercial partnerships with advertisers have taught us one important thing - there is no one-size-fits-all. This is why we only offer bespoke advertising packages to suit your business.

Whatever your needs and budget, the NAJ's commercial team can provide an option to maximise your investment return and increase your exposure. Whether you are looking for a long-term brand-building campaign or a time-sensitive promotion, we will create a unique package that works for you and your business.

With a rapidly growing digital presence, commercial options extend far beyond the pages of The Jeweller magazine to include the NAJ website, social media channels, e-newsletter platforms and in-person events, creating a powerful omnichannel network to reach your audience.

The Details

Working with agencies

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

Copy dates

For copy dates, editorial, display and advertorial deadlines, contact Belinda Morris, Editor: editor@naj.co.uk 07802722625

Supplying artwork

Advertisements should be supplied per the sizes listed and as high-resolution CMYK PDFs.

Terms

Strictly 30 days. A 50% charge will be made for bookings cancelled after the copy date. VAT is added to all rates.

Need help with your artwork?

Want to advertise with us, but you don't have any artwork? Our designers can help you create your advertising artwork, whether as an advertorial or a striking visual.

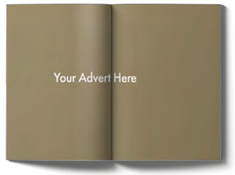
There is an additional charge for this service; however, by placing three or more features at the time of booking, we will deliver the artwork for free.

Display Advertising

Specifications and positions







Double page spread

297mm x 420mm - Supply single pages with 3mm bleed [303mm x 216mm]



Whole page

297mm x 210mm - Supply single pages with 3mm bleed [303mm x 216mm]



Half page (portrait)

267mm x 87mm - Supply without bleed



Half page (landscape)

132mm x 178mm - Supply without bleed

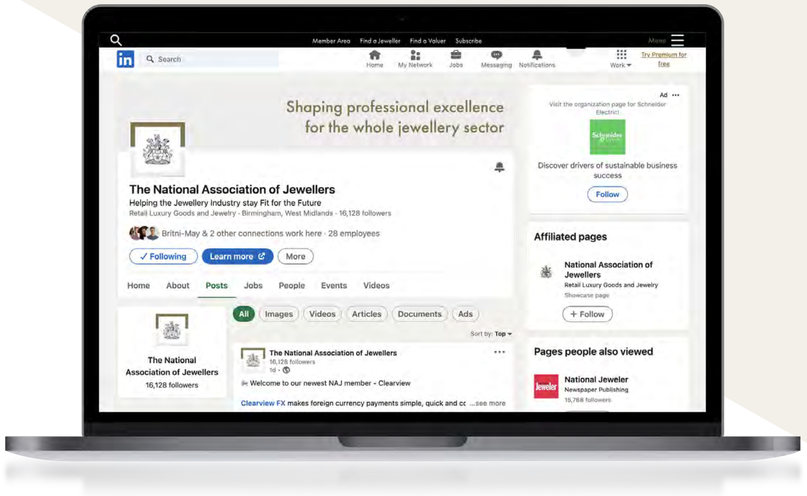


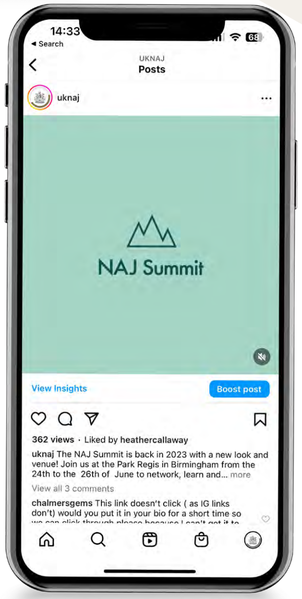
Front cover

297mm x 210mm - Supply single pages with 3mm bleed [303mm x 216mm]

NAJ Digital

Delivering for You





The NAJ's engagement with its membership and followers continues beyond The Jeweller magazine. Weekly and monthly email newsletters deliver need-to-know industry developments, while the NAJ website provides daily, hot-off-the-press news, insight and inspiration.

News articles feature our members' work, achievements and announcements. The NAJ's four social media channels (LinkedIn, Instagram, Twitter and Facebook) are carefully curated for each audience, meaning content can be targeted to specific groups for maximum impact.

Member Marketplace

As a member of the NAJ, it's free to submit an incentive to Member Marketplace. If relevant, it will appear in the NAJ Member Marketplace where all NAJ members can see what discounts or additional services are available.

Digital channels

5,200+ Facebook followers

6,000+ Email subscribers

8,700+ Instagram followers

25,000+ LinkedIn followers

11,600+ X Followers

Website visits

130,500+ Web pages viewed p/m

31,500+ Monthly website visitors

Top hit advice pages

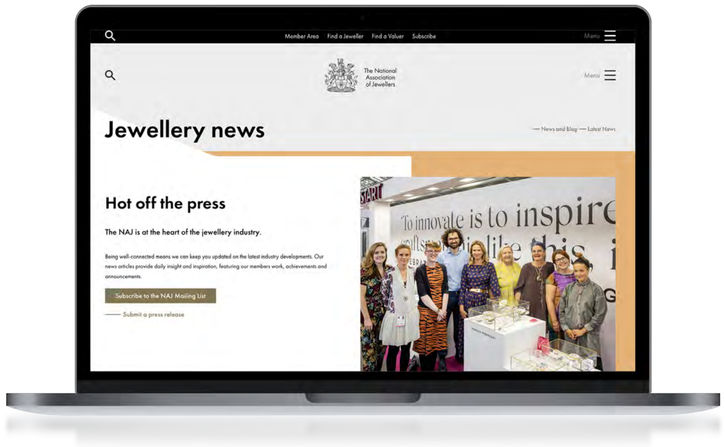
1. Zodiac birthstone jewellery
2. How much is my jewellery worth?
3. Buying jewellery
4. Caring for your jewellery
5. Best way to get an honest gold valuation

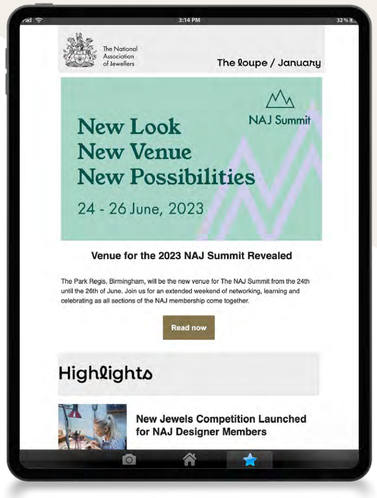
Digital Advertising

Data and specifications

THE NAJ WEBSITE

With more than 150 years of experience as the voice of the jewellery industry, our website naj.co.uk is a goldmine of industry news, advice and much more. Members access the website daily, while the public and other trade professionals visit the website to use our Find a Jeweller and Find a Valuer directories.





THE LOUPE NEWSLETTER

Our weekly email newsletter has been a big hit with subscribers and advertisers. Featuring a single sponsor, The Loupe provides a short burst of the essential weekly UK jewellery news. With an average open rate of 60 per cent, it's a fantastic way for your brand to be seen..

The Loupe newsletter sponsorship banner

600px wide 400px high. Supply as an RGB jpg or png

The Loupe newsletter banner advert

600px wide 272px high. Supply as an RGB jpg or png



Homepage banner ad

1680px wide x 210px high
Supply as an RGB .jpg or.png



Sidebar banner ad

330px wide x 550px high
Supply as an RGB .jpg or.png



Half-height side banner ad

330px wide x 225px high
Supply as an RGB .jpg or.png

Contact us

Get in touch with the NAJ to discuss your requirements



Commercial enquiries

Matthew Hamilton

matthew.hamilton@naj.co.uk

07776692313



Editorial enquiries

Belinda Morris

editor@naj.co.uk

07802722625

The National Association of Jewellers