



# 2011

## Retail Jeweller

### MEDIA INFORMATION

# Retail Jeweller brand overview

*Retail Jeweller's* reputation as the industry leading watch and jewellery publisher has been cultivated over the last 75 years. It's a pedigree that is hard to beat and means our expertise is second to none.

Industry knowledge is just one reason why 82% of our loyal subscriber base are senior decision makers<sup>1</sup>, making *Retail Jeweller* the perfect vehicle through which suppliers and brands can reach current and new customers.

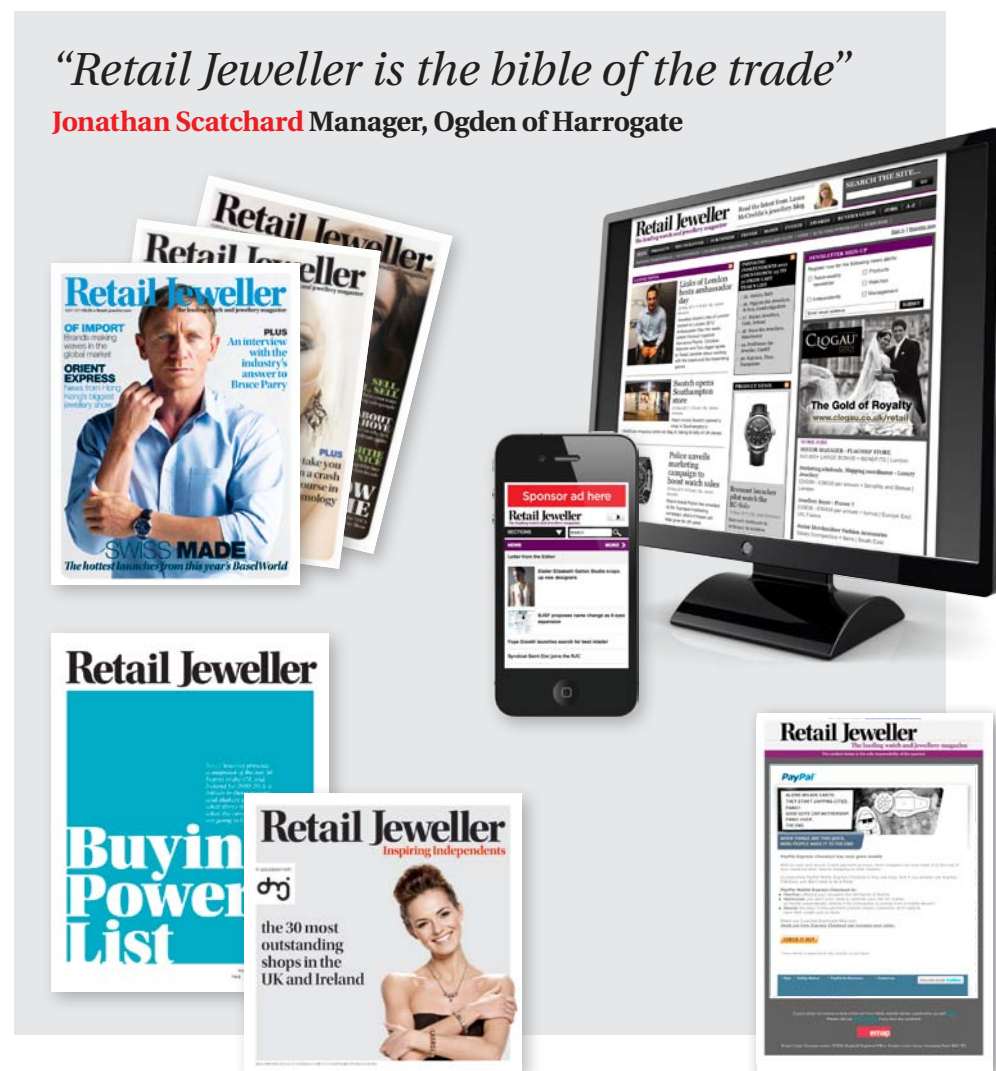
The mix of practical advice, industry news, trend information and expert opinion that can't be found anywhere else, makes *Retail Jeweller* an indispensable guide to running a successful business, an essential read for all serious watch and jewellery retailers and brands.

Over the past two years the brand has grown and now includes *Retail-jeweller.com*, where thousands of users go to get up-to-the-minute news, **targeted daily e-newsletters**, delivering news and product information specific to individual needs straight to in-box, and supplements such as the **Buying Power List** and **Inspiring Independents**, which have become real industry talking points.

*Retail Jeweller* also oversees the annual UK Jewellery Awards, one of the biggest events in the jewellery and watch calendar, which celebrates the excellence and achievements of the brightest and best this industry has to offer.

As the last 75 years have proved, *Retail Jeweller* is one of the industry's most trusted and well-loved brands.

**Laura McCreddie** Editor



# Retail Jeweller Audience

Retail Jeweller is the voice for the jewellery and watch industry, engaging it's audience via:

- **Retail Jeweller**, the only ABC audited paid-for magazine title for the business: Average Net Circulation: 3,320 (ABC Jan – Dec '10)
- **Retail-jeweller.com**, delivering up to date news and industry analysis the website was re-launched in June 2010 to cater for greater demand from the industry:
- Unique Users: 14,600<sup>1</sup>  
Page Impressions: 34,500<sup>1</sup>
- The UK Jewellery Awards, this high profile event is described as the Oscars of the UK jewellery and watch industry. Now in their 18th year the awards attracted 650 attendees in 2010.

**Retail Jeweller** subscribers receive the monthly magazine and it's supplements and complete access to *Retail-jeweller.com*.

## A premium audience

100%

of *Retail Jeweller* subscribers pay for their copy of *Retail Jeweller* either personally or through their company<sup>2</sup>

82%

of *Retail Jeweller* subscribers are board level top line decision makers<sup>2</sup>

31%

of *Retail Jeweller* subscribers are owners/proprietors<sup>2</sup>

## Engaged and loyal

77%

of *Retail Jeweller* subscribers have renewed their subscription in the last 12 months<sup>3</sup>

72%

of *Retail Jeweller* subscribers have been reading for over 3 years and 59% have been reading for over 5 years<sup>2</sup>

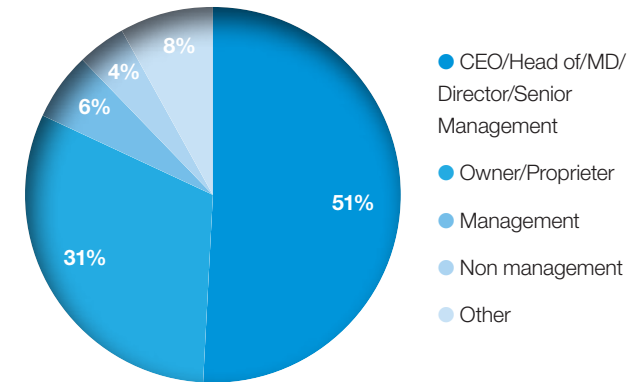
57%

of *Retail Jeweller* subscribers almost never/never read *Professional Jeweller*<sup>2</sup>

56%

of *Retail Jeweller* subscribers almost never/never read *Jewellery Focus*<sup>2</sup>

## Audience seniority



*“The magazine is recognised as the leader in it's field and is recognised and is read by senior decision makers within independent and multiple jewellers, making it the first port of call when it comes to allocation of marketing spend”*

**Emma Finney** Co-founder, So Jewellery

Source: <sup>1</sup> Webtrends <sup>2</sup> Retail Jeweller Subscriber Survey 2011 <sup>3</sup> Publisher Statement (Nov '10-Apr '11 average)

# Retail Jeweller Audience

## Purchasing power

**88%**

of Retail Jeweller subscribers have purchasing power

**43%**

of Retail Jeweller subscribers have an annual purchasing budget of over £100,000

**12%**

of Retail Jeweller subscribers have an annual purchasing budget of over £5 million

**15%**

of Retail Jeweller subscribers turn to the new products section of Retail Jewellery magazine first



## The Retail Jeweller audience online

**65%**

of Retail Jeweller subscribers visit Retail-jeweller.com

**82%**

of Retail Jeweller subscribers who visit Retail-jeweller.com visit for news and product news

**49%**

of Retail Jeweller subscribers have a Smartphone

**48%**

of Retail Jeweller subscribers have signed up to receive the twice weekly e-newsletter

**23%**

of Retail Jeweller subscribers visit Retail-jeweller.com for product news



## Retail Jeweller Buyer's Guide

[retailjewellerbuyersguide.com](http://retailjewellerbuyersguide.com)



Retail Jeweller Buyer's Guide is an online-only directory for the jewellery industry.

As the definitive information source of jewellery and watch suppliers for the industry we offer both FREE and ENHANCED listings.

For more information please contact Annie Hogan T: 020 7728 3847 E: [annie.hogan@emap.com](mailto:annie.hogan@emap.com)

# Print Advertising Opportunities

**Display advertising:** branding and response driven advertising positions available throughout *Retail Jeweller* magazine:

AD SIZE	PRICE
Double Page Spread	£4,500
Full Page	£3,471
Full Page	£3,471
Half Page (Horizontal and Vertical)	£1,995
Quarter Page	£1,064
Horizontal Strip	£1,260
Vertical Strip	£1,500

**We also have a number of bespoke print options including:**

- Loose inserts
- Bound-in inserts
- Bellyband
- Cover wrap

**Prices for these are available on request**

**Advertorials:** the most effective way to communicate a more detailed brand message. Advertorials deliver an average of 27% higher brand awareness than display advertising<sup>1</sup>.

**Rates are the same as display rates plus an additional £1,000**

*“Retail Jeweller is the magazine I see most in jewellery store staff rooms. When we advertise in Retail Jeweller, the telephone rings”*

**Judith Wade** UK Sales Manager of Ti Sento,

Charming and Tirisi, IBB Amsterdam

*Winner of Brand of the Year, UK Jewellery Awards 2010*



Double Page Spread



Advertorial full page



Half page



Half page vertical



Horizontal strip

Source: <sup>1</sup> Viacom brand solutions

# Features & Supplements

## Retail Jeweller Features 2011

<b>May:</b> International	<b>August:</b> Christmas and Watches	<b>October:</b> Bridal
<b>June:</b> Design	<b>September:</b> IJL	<b>November:</b> Men
<b>July:</b> People		<b>December:</b> Luxury

*“Retail Jeweller magazine has proved an excellent medium for us to raise both brand awareness and generate relevant, high quality leads.”*

**Emma Finney** Co-founder, So Jewellery

## The Buying Power List Supplement:

Previously distributed exclusively at The Jewellery Show, this special supplement lists the best buyers in the industry and reveals how they made the grade. Now accompanying the March issue of *Retail Jeweller* magazine as well as distributed at The Jewellery Show, advertisers in the Buying Power list will benefit from double exposure.

## Inspiring Independents Supplement:

Launched in 2010, this well received new product from *Retail Jeweller* asks the industry who they believe to be the best and most inspiring independents retailers in the jewellery and watch industry.

The 2011 issue will be bigger and better, giving a deeper view of the best stand alone boutiques and flesh the roll call of honour will increase from 30-50 retailers.

The competition launches in June and results will be published in this popular supplement in September.

**Full page: £2,500 Double Page Spread: £4,000**

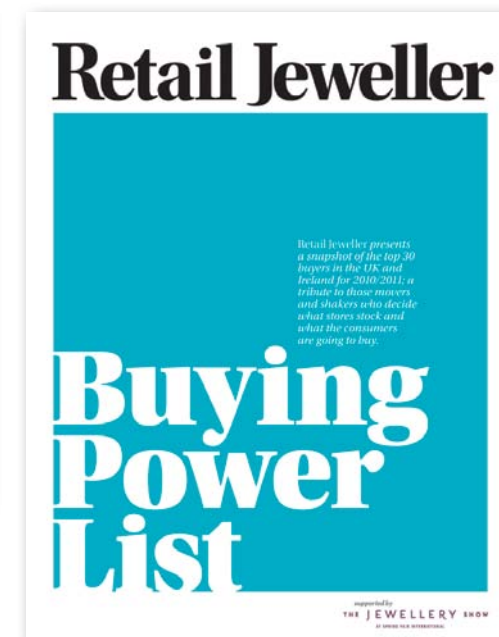
**Supplement sponsorship and roundtable supplements are also available.**

**Prices from £15,000.**

Inspiring Independents Supplement



The Buying Power List Supplement



# Online Advertising Opportunities

## Run of site:

AD POSITION	COST PER MONTH
Slot 1 Top leaderboard	£1,500
Slot 2 Top MPU	£1,500
Slot 3 Skyscraper	£1,000
Slot 4 Bottom MPU	£1,000
Slot 5 Bottom Leaderboard	£1,000

NB. All run of site ad positions are solus

## Premium channel sponsorship:

Includes top/bottom leaderboards, top/bottom MPUs and skyscrapers: £3,750 per month

**Channels:** News, Independents, Products, Watches, Management

**Landing pages/advertorials:** £5,000 per month

## Weekly newsletter sponsorship:

TWICE-WEEKLY NEWSLETTER (TUESDAY AND THURSDAY)	COST PER MONTH
Independents (Friday – Bi-weekly)	From £1,000
Products (Wednesday – Bi-weekly)	From £1,000
Watches (Wednesday – Bi-weekly)	From £1,000
Management (Friday – Bi-weekly)	From £1,000

**Solus emails:** £2,500

## Retail Jeweller Mobile:

A banner ad at the top of the mobile site: £POA

We also offer Webinars, Video Content, Surveys/ Questionnaires and White paper Case Studies: £POA

## Retail-jeweller.com



1 Top leaderboard

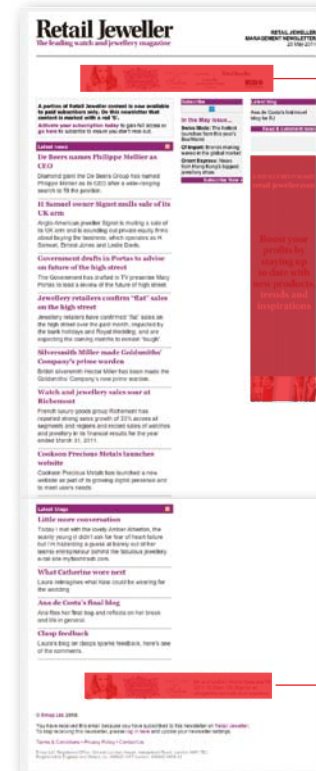
2 Top MPU

3 Skyscraper

4 Bottom MPU

5 Bottom Leaderboard

## Email newsletter



1 Top Banner

2 Skyscraper

3 Bottom Leaderboard

## Solus newsletter



## Retail Jeweller Mobile



# The UK Jewellery Awards Sponsorship

UK Jewellery AWARDS 2011

## About the Awards

The UK Jewellery Awards are described as the Oscars of the UK jewellery and watch industry. Now in their 18th year the awards continue to bring the crème de la crème of the industry together for a night of unrivalled celebration. A rigorous judging process ensures that winners really are the best in the business.

The event is an acknowledgement of everything the industry has achieved over the last year, and celebrate the people, places, designs and collections that have set the industry standard.

As the highlight of the jewellery and watch industry calendar they attracted 650 attendees in 2010, representing the entire professional spectrum from chief executives to buyers and retailers.

## Sponsorship

There are 15 awards categories available for sponsorship, reflecting different aspects of the market. Sponsorship of an award brings the prestige of the awards to your organisation, raising your profile and positioning your brand at the forefront of the industry.

### The category sponsorship packages includes:

- A VIP table for 10 at the awards
- Inclusion in an unrivalled nine month multi-channel marketing campaign with sponsors branding on all marketing material and at the event, PLUS coverage in the magazine and online
- Full page advertorial
- Full page advertisement in winners brochure

**Total cost: £15,500**

*“The annual UK Jewellery Awards are a fabulous glamorous event that defines the industry in the UK”*

**Simon Johnson** Owner, Marmalade Jewellery



# Specifications

## Print specifications

### Display page areas

#### Full page

Type area: 280 x210mm

Trim: 300 x230mm

Bleed: 306 x236mm

#### Half page

Landscape:137 x 210mm

Portrait: 280 x102mm

#### Quarter page

137 x 102mm

#### DPS

Type area: 280 x 440mm

Trim: 300 x 460mm

Bleed: 306 x 466mm

#### Third page horizontal strip

65 x 204mm

#### Third page vertical strip

267mm x 71mm

#### Loose inserts

Type area: 280 x210mm

Trim: 300 x230mm

Bleed: 306 x236mm

### Production specifications

#### Colour & delivery

CMYK only. No spot colours.

Digital files as high res PDF to pass4press standards on email or FTP. Image resolution 300dpi.

All high res images must be embedded within the file.

Do not use OPI settings.

## Booking deadlines

### January

Friday 7th January

Friday 4th February

Friday 4th March

Friday 8th April

Friday 10th May

### July

Friday 10th June

### August

Friday 8th July

### September

Friday 12th August

### October

Friday 9th September

### November

Friday 14th October

### December

Friday 25th November

## Web specifications

SITE ADVERTISING				
	Ad position	Width in pixels	Height in pixels	File size*
Slot 1	Top leaderboard	728	90	40k
Slot 2	Bottom Button	165	100	40k
Slot 3	Top MPU	336	280	40k
Slot 4	Skyscraper	160	600	40k
Slot 5	Bottom MPU	336	280	40k
Slot 6	Bottom Leaderboard	728	90	40k

NEWSLETTER ADVERTISING				
	Ad position	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	468	60	40k
Slot 2	Skyscraper	160	600	40k
Slot 3	Bottom banner	468	80	40k

MOBILE ADVERTISING				
	Ad position	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	320	50	40k

Banners running on newsletters can only be GIF/JPEG format \*Initial downloads only

### Guidelines

- Files must be no larger than 40kb (larger files will be slow to download to viewers)
- All files should have a target URL supplied for the advert to link to
- Where a white background is used a border must be present
- Sound must be user initiated (on click)
- Video must be user initiated (on click)
- Emap reserves the right to refuse ads due to design/editorial content
- Emap requires 24/78 hours notice to et files on site

**All files should be emailed to [adops@emap.com](mailto:adops@emap.com)**

## Accepted file types

Static GIF/JPEG .GIF, .JPEG  
 Animated GIF .GIF  
 Flash (see below) .SWF, .FLV  
 Source video files .WMV, .AVI, .MOV, .FLV  
 Video spec sheet available  
 3rd party redirects

### Animation length

Maximum time: 30 sec  
 Maximum rotations: 5

### Expanding banner

Close button on non expanding portion "Close X"

### Flash banner specifications

So our adserver can count clicks on the ad the following needs to be added to the Flash file.

- Build to Flash Version 8
- Create a transparent button covering the clickable area
- Apply the below action script to the button:  

```
on (release)
{
    Get URL(_rpt;/clickTAG, "_blank");
}

```
- Provide a .GIF version of the banner for users that can't view Flash files
- Send us the final .SWF and .FIG files with the corresponding click-through URL

Production contact: Laura Warren T: 020 7728 4688 E: [laura.warren@emap.com](mailto:laura.warren@emap.com) | Commercial Director: Helen Davies T: 020 7728 5509 E: [helen.davies@emap.com](mailto:helen.davies@emap.com)