Retail Jeweller

Symbols of success

Everything must go

Top Dog

The jewellery brand causing a stir with animal lovers

PLUS
Relive the night of the year at the UKJA

TIME
SHOW

WP

Retail Jeweller

Media Information

2018

www.retail-jeweller.com
Retail Jeweller’s reputation as the industry-leading jewellery and watch title has been cultivated over the last 92 years, beginning life as the Birmingham Jeweller in 1925. This is an industry pedigree that is hard to beat and means our trade experience and expertise is second to none.

Industry insight, news and up-to-date information is why 82% of our loyal subscriber base are senior decision makers 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 which simply cannot be rivalled by our competitors, makes Retail Jeweller an indispensable guide to running a successful business in this trade and an essential read for all serious jewellery and watch retailers, brands, manufacturers and suppliers.

Included as part of Retail Jeweller is:

12 monthly issues
Retail-jeweller.com, a fully mobile-optimised site featuring up-to-the-minute news and industry analysis
Daily e-newsletters delivering all relevant industry news straight to your inbox, tablet or smartphone

Annual supplements including Retail Jeweller’s Inspiring Independents and 30 under 30
The UK Jewellery Awards, the industry’s leading awards event recognising excellence across 19 categories
Other dedicated industry events and tailored bespoke events, available on request

As the last 92 years have proved, Retail Jeweller is one of the trade’s most trusted and well-loved brands.

Ruth Faulkner, editor
Retail Jeweller
PPA New Editor of the Year 2016 – Highly Commended

“It’s the leading industry magazine.”
Caroline Kindy, Owner, Element Jewellery
Retail Jeweller Audience

2131
Paid subscribers – each month the monthly magazine is sent out to over 2,000+ paid subscribers

6393
Readership – every month an estimated 6,000+ people see a copy of the magazine based on a pass-on rate of 3 readers for every copy

71%*
of Retail Jeweller subscribers are retailers (made up on independents, multiples, pure play retailers, museums or galleries and department stores)

100%
of Retail Jeweller subscribers pay for their subscription to Retail Jeweller either personally, via their company or through a Retail Jeweller corporate subscription taken out by their business/organisation they belong to

3,167
People receive the Retail Jeweller daily newsletter each day

82%*
of Retail Jeweller subscribers are senior decision makers

86%
of Retail Jeweller subscribers have renewed their subscription in the last 12 months

95%*
of visitors to Retail-Jeweller.com rate the site as Excellent or Good for ease of use

16,530
Average unique users visiting Retail-Jeweller.com every month

25,874
Social media reach across Twitter, Instagram and Facebook

“If you are part of the Jewellery industry it’s an invaluable way of staying in touch with what is happening.”
Alan Frampton, owner, Cred Jewellery

*Retail Jeweller subscriber survey 2017
Advertorials can be the most effective way to communicate a more detailed brand message. According to Viacom Brand Solutions, advertorials deliver an average of 27% higher brand awareness than display advertising – contact Emily Mills today to find out more.

**“Retail Jeweller continues to remain the number one, and only jewellery publication of choice for myself and the team at Brown & Newirth. We love the relevance of the news, product and feature content plus, the visual orientation is always on point to enhance the reading experience. Clearly, a talented editorial team that are at the top of their field….Thank you RJ.”**

*John Ball, director, Brown & Newirth*
**The UK Jewellery Awards**

Dubbed the jewellery industry Oscars, the UK Jewellery Awards is the biggest night in the trade’s calendar attracting in excess of 650 people and remains the only awards for the industry, judged by the industry.

The event, held in late June/early July each year, is an acknowledgement of everything the industry has achieved over the last year and recognises excellence across all areas of the trade from retail and design through to manufacture and supply.

**Sponsorship**

Sponsorship of these awards remains one of the most popular ways to raise the profile of your organisation in front of a professional and varied trade audience, positioning your business at the forefront of the industry.

There are 19 awards categories available for sponsorship, reflecting different aspects of the market in addition to other associated sponsorship opportunities, available on request.

All sponsors benefit from:

- VIP tickets/tables to the event
- Inclusion in an unrivalled nine month multi-channel marketing campaign with branding on all marketing material
- Branding at the event
- Coverage in the magazine and online
- Full page advertisement in the winners’ brochure

Find out more at www.awards.retail-jeweller.com or contact Emily Mills to discuss.

**Inspiring Independents**

Now in its 4th year, Retail Jewellers’ Inspiring Independents event is a unique awards lunch aimed solely at the top 100 independent retail jewellers in the UK and Ireland.

This free-to-attend event recognises those businesses which are deemed by their peers in the industry to be the most-inspiring and every retailer on the list is invited to attend a lunchtime awards ceremony.

The nature of the event means that the only suppliers/brands permitted to attend are the sponsors and its exclusive nature ensures that no two competing companies or suppliers will be permitted to sponsor.

This creates restricted access to some of the UK’s best jewellers in an intimate and informal setting.

**Bespoke/Private Events**

Retail Jeweller also offers companies opportunities to tap into its unique and unrivalled network of contacts through its programme of one-off and bespoke events.

Whether this be a brand or product launch; roundtable discussion; or presentation of a brand to a select group of retailers, we can help you with everything from venue sourcing through to event planning and delivery as well as offering you the exclusive opportunity to tap into our network and ensure that those invited to the event are exactly the sort of customers you are looking to reach.

Contact Emily Mills for more details.

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"I have been reading Retail Jeweller for almost 30 years and have always found it full of up-to-date news and valuable information. Of course the images are always a pleasure to view and can spark good conversation about products, good or bad."

**Victoria Eastwood**, director, Eastwood Precious Metals Ltd
**Print Specifications**

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**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.

**Ad Copy Deadlines 2018**

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**Web Specifications**

**Banners**

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**Accepted file types**

GIF, JPEG, PNG, HTML5, 3rd Party Creative Tags.

Please note, it is the sole responsibility of the client to ensure that all creative files and links supplied, and any 3rd party creative serving and/or tracking aligned with any creatives, both meets spec and functions as desired. Should creative not meet spec and/or function incorrectly on page, the creative may not run, or be paused from running, until the issue is rectified by the client.

“If it’s worth having, it’s worth paying for -- on which basis RJ must be regarded as more independent and more worthwhile than its free competitors.”

**Guidelines**

- Files must be no larger than 60kb (larger files will be slow to download)
- 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 set files on site
- All files should be emailed to adops@emap.com

_Edmund Burrows_, business development consultant, Pursuit Software
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“A brilliant trade publication.”
Tim Clayton, managing director,
Tim Clayton Jewellery Ltd