NATIONAL Jeweler

DELIVERING THE NEWS **JEWELERS NEED**

2026 MEDIA KIT

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Advertising That Works

Grow Your Business by Partnering with Us

In publication for over a century, *National Jeweler* continues to be the leader in industry news, providing jewelry professionals with essential information and the resources they need to run their businesses knowledgeably and effectively.

National Jeweler is the go-to source for the latest news and information in the fine jewelry and watch industries. Our readers are the network of experts you want to reach — buyers, owners, and decision makers, all of whom are actively engaged. This is not just an audience of industry professionals. It is **THE** audience of industry professionals whom you need to connect with.

National Jeweler is the ideal tool to aid in selling more and increasing your brand exposure.

The Leader

National Jeweler was the first industry news publication to introduce a daily newsletter directly to jewelers' email inboxes more than a decade ago. Now, with over 17,000 subscribers and a 71% open rate, we have the largest reach and best performance of all the daily newsletters in the industry.

For the Industry, by the Industry

National Jeweler is published by Jewelers of America — the leading industry trade association made up of more than 4,000 jewelry stores. Jewelers of America was founded in 1906 **by jewelers for jewelers** with a mission to advance professionalism and ethics of the industry. Now over a century later, publishing *National Jeweler* is a direct extension of that mission.

NATIONAL JEWELER EDITORIAL ADVISORY BOARD

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Bill Farmer, Jr., Farmer's Jewelry

Karen Goracke, Borsheims

Steve Padis, Padis Jewelers

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National Jeweler by the Numbers

RESULTS ADVERTISERS NOTICE...

"*National Jeweler's* digital reach is one of the strongest out there. Partnering with them has given us the exposure and recognition to continue our presence as the dominant force in our category and has kept our business very strong."

PHILLIP GABRIEL MAROOF
Royal Chain Group

"*National Jeweler* is more than an advertising outlet; they're a trusted industry resource and partner. Their digital reach and editorial credibility have helped elevate Windsor's brand presence and connect us with new clients across the trade."

DORA MADDUX
Windsor Jewelers, Inc.



EMAIL

17,000+ SUBSCRIBERS*

71% AVG. OPEN RATE*

5.9% AVG. CLICK RATE*

**Average 10.01.24 - 08.31.25*

ONLINE

95,679 AVG. VISITORS PER MONTH**

137,143 AVG. VISITS PER MONTH**

563,700 AVG. PAGEVIEWS PER MONTH**

***Average 10.01.24 - 08.31.25*

PRINT

10,000+ PRINT DISTRIBUTION

SOCIAL

63,700+ INSTAGRAM FOLLOWERS

24,300+ FACEBOOK FOLLOWERS

21,000+ LINKEDIN FOLLOWERS

As of October 2025

...AND GROWING!

Read on to Meet Our Editors >

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Original, Quality Content

Combining the digital content from NationalJeweler.com with quality print publications, our team of full-time journalists and editors are the best in the business. Providing breaking news and insightful analysis — we deliver more original content than any other industry publication. Our unofficial motto is "Jewelry Never Sleeps," and it's true — our team works day and night to bring readers the information and business tips they need to run their businesses more efficiently and be more profitable.

Meet Our Editors



MICHELLE GRAFF ▪ **Editor-in-Chief**

A native of Pittsburgh and an Ohio University journalism school graduate, Michelle Graff got her start on the crime beat at a daily newspaper in suburban Atlanta. She moved to New York and started working for *National Jeweler* in 2007 as the diamond editor. She was promoted to editor-in-chief in 2013. Outside of work, she enjoys reading, pilates, and is a volunteer cat care specialist at the Best Friends Animal Society.



LENORE FEDOW ▪ **Senior Editor, News**

Born and raised in Brooklyn, New York, Lenore Fedow graduated with a business journalism degree from Baruch College. She joined the *National Jeweler* editorial team as an associate editor in 2019. She covers the retail beat and the business side of jewelry. When she's not elbow-deep in quarterly filings, she likes baking, nerd culture, lighting candles, and hanging out with her pit bull Rock and her cat Stormy.



LAUREN MCLEMORE ▪ **Associate Editor, Gemstones**

Lauren McLemore is a Little Rock native and graduate of the journalism program at the University of Central Arkansas. In 2023, she earned a master's degree in publishing from NYU. After getting her intro to jewelry from working in the wholesale natural color diamond space for a year, she returned to her journalistic roots and joined *National Jeweler* in 2023 as associate editor, covering the colored gemstone beat. When she's not writing, she enjoys cooking, running with her dog Trooper, and reading.



NATALIE FRANCISCO ▪ **Associate Editor, Fashion**

A New Jersey native, Natalie Francisco graduated from Rutgers University with a degree in journalism and media studies. She began her career as a content writer for digital publications centered on gardening, interior design, and women's lifestyle. Stepping into the jewelry industry in 2024 as the associate editor for *National Jeweler*, she covers designers, trends, and new collections. After work she enjoys reading, crocheting, collecting houseplants, and spending time with her dog Willow.

Daily News
Newsletter

With a subscription base of more than 17,000 readers, including Jewelers of America members and leading independent jewelers nationwide, the Daily News, *National Jeweler's* e-newsletter, delivers breaking and relevant news directly to readers in one convenient email every weekday, plus a weekly review on Sunday.

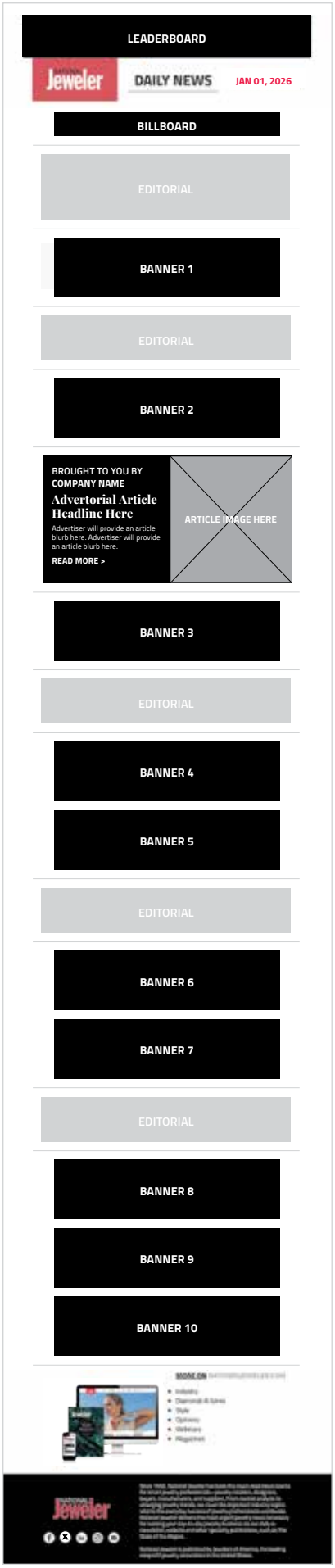
17,000+ SUBSCRIBERS*

71% AVG. OPEN RATE

5.9% AVG. CLICK RATE*

**Average 10.01.24 - 08.31.25*

POSITION	DIMENSIONS	MONTHLY RATE
Leaderboard	640 x 90	$5,600
Billboard	500 x 50	$5,200
Banner 1	500 x 130	$5,000
Banner 2	500 x 130	$4,100
Banner 3	500 x 130	$3,800
Banner 4	500 x 130	$3,300
Banner 5	500 x 130	$3,090
Banner 6	500 x 130	$2,780
Banner 7	500 x 130	$2,370
Banner 8	500 x 130	$2,060
Banner 9	500 x 130	$1,750
Banner 10	500 x 130	$1,450



Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Special Edition

Newsletters

The Diamond Report is a bi-annual special edition of *National Jeweler's* e-newsletter that delivers a compilation of news from the global diamond market. If you buy or sell diamonds or offer diamond-related services, this newsletter is the perfect place to promote your brand.

NEW! The **2026 Outlook** drops at the beginning of the year — and just before the Tucson gem shows — delivering timely trends, forecasts, and insights that put your brand in front of an engaged industry audience.

Each newsletter contains original, must-read articles authored by the *National Jeweler* editorial team and industry experts.

The special edition newsletters are sent to our subscription base of **more than 17,000 readers**, including Jewelers of America members and leading independent jewelers nationwide.

2026 OUTLOOK

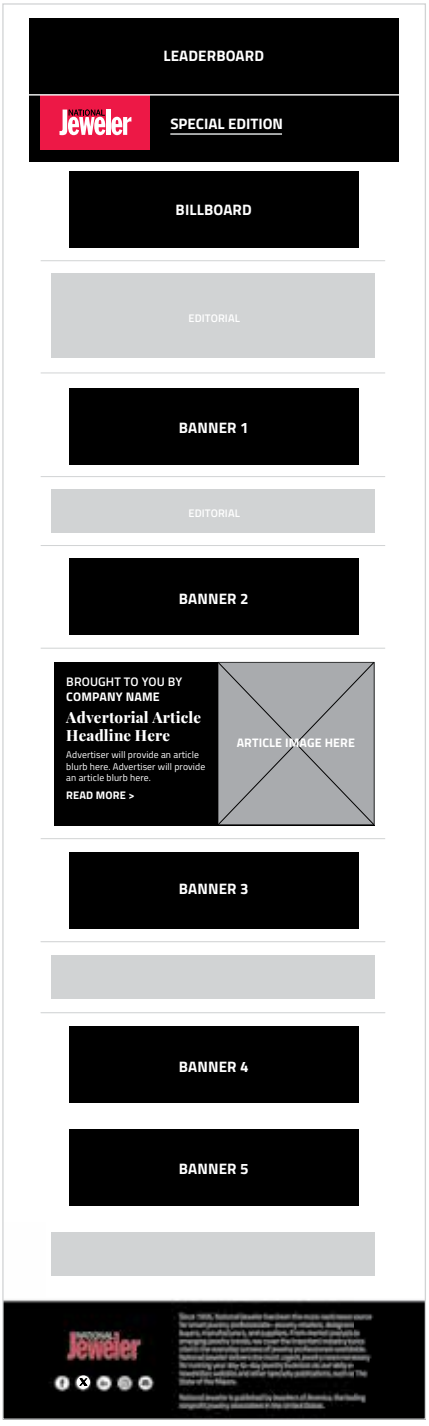
PUBLISHED: January 21, 2026
AD DEADLINE: January 14, 2026

THE DIAMOND REPORT SPRING

PUBLISHED: February 18, 2026
AD DEADLINE: February 11, 2026

THE DIAMOND REPORT FALL

PUBLISHED: September 23, 2026
AD DEADLINE: September 16, 2026



Advertising Rates

POSITION	DIMENSIONS	RATE
Leaderboard	640 x 120	$2,165
Billboard	500 x 130	$1,600
Banner Ads 1-5	500 x 130	$1,600

NEW! Advertorial now available in specialty newsletters! See page 6 for details.

Newsletter Display Advertising

SPECS

FILE FORMAT: JPG, PNG or GIF files, animation accepted; no Flash or JavaScript

ANIMATED GIFS: Maximum animation length is 30 seconds.

URL: Supply the active URL where your ad should link.

ALT TEXT: Supply the "Alt Text" to assist visually-impaired users and comply with accessibility guidelines. This text also displays if images are disabled. 100 characters max.

RESOLUTION/COLOR: Image resolution must be optimized at standard screen resolution, 72 PPI; RGB color.

BORDER/TRANSPARENCY: Include single pixel (1 x 1) solid color border on all four sides if transparent or white background. JPG banners must be full bleed with no transparency or background fill outside the border.

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

Brought To You By Advertorial in the Special Edition Newsletters · $3,000

NATIVE CONTENT NOW AVAILABLE IN THE 2026 OUTLOOK AND DIAMOND REPORTS!

Brought To You By, our collection of sponsored articles at NationalJeweler.com, gives brands the opportunity to tell their story the way they want to the *National Jeweler* audience in an article that will be published on NationalJeweler.com and featured in the specialty e-newsletters.

Consider adding this channel to your advertising strategy to get more organic exposure across *National Jeweler's* website audience and 17,000+ e-newsletter subscribers.

How it Works: You provide the content! It's your story — you control the message and the visuals; **see the Brought To You By specs on page 11**. Your article will be posted on NationalJeweler.com for the lifespan of the site and appear in The Diamond Report or 2026 Outlook e-newsletter above the third editorial story. The article will also be shared on *National Jeweler's* Facebook page for additional exposure.

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

NationalJeweler.com

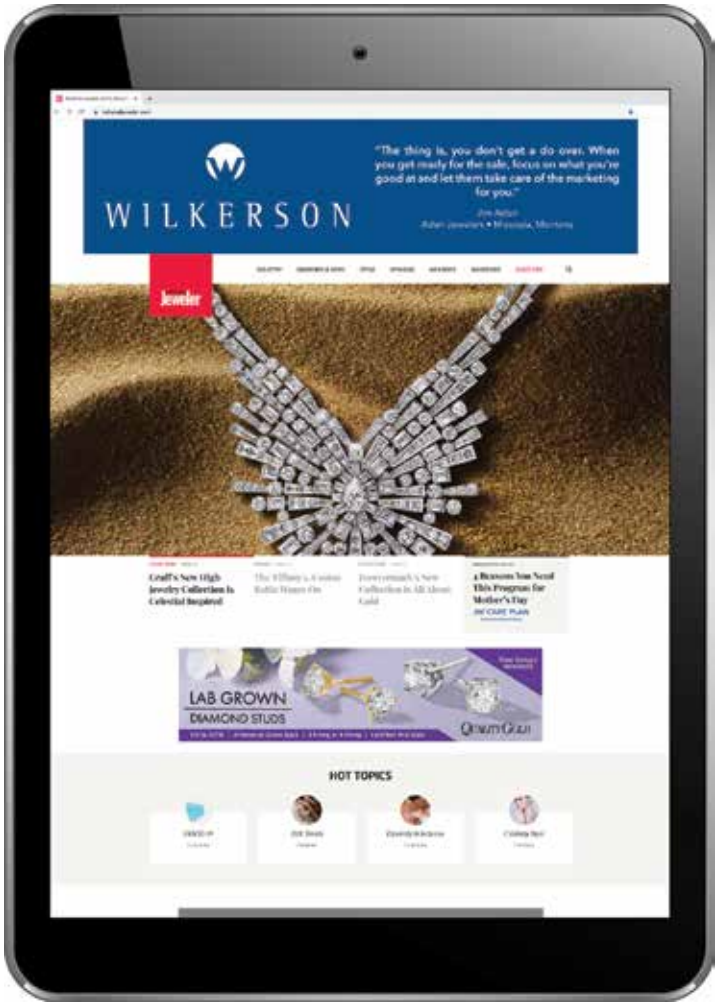
Display Advertising

Our website, **NationalJeweler.com** continues to provide the latest news and information along with increased opportunities for reader engagement and brand recognition. With large display ad formats, as well as captivating daily content like hot topics, featured stories, Editor's Picks, weekly quiz roundups and more, NationalJeweler.com is the industry's daily must-read website. Advertisers can capitalize on *National Jeweler's* fast-growing online reach and original content through display ads and native content. There's an opportunity to fit every brand's goals.

95,679 AVG. VISITORS PER MONTH*

137,143 AVG. VISITS PER MONTH*

*Average 10.01.24- 08.31.25

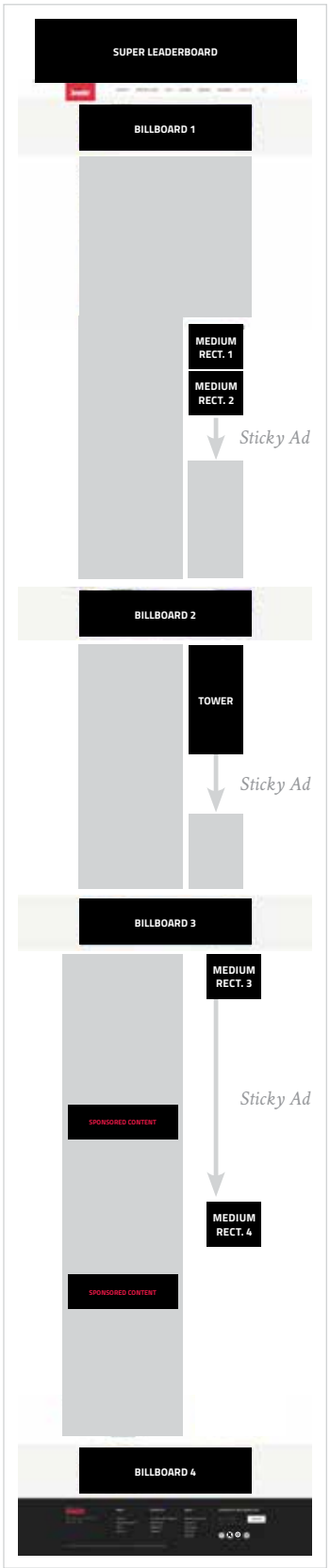


> "*National Jeweler* keeps me up to date on current issues, challenges and successes in the jewelry industry. From mining, to retail trends, to hot fashions, I can always count on *National Jeweler* to keep me in the know."

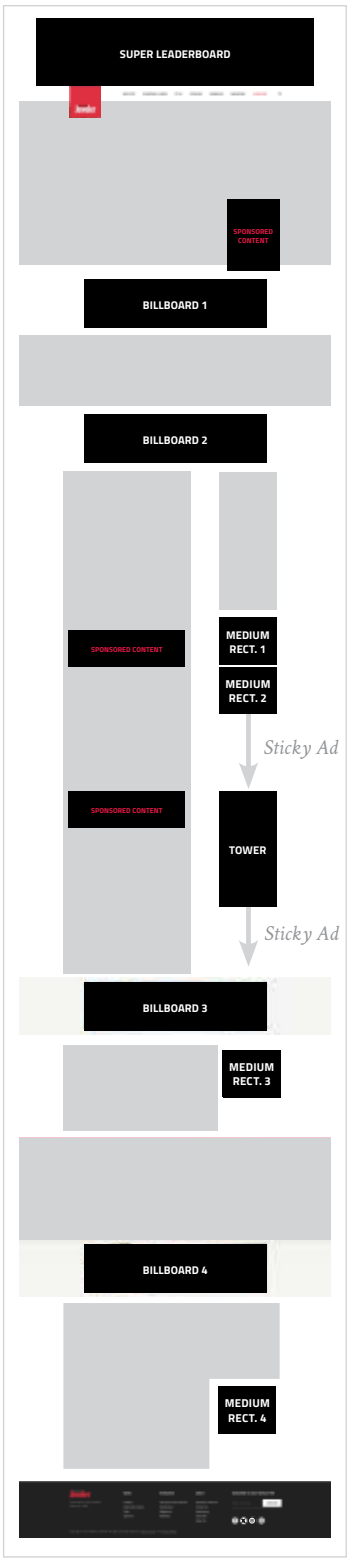
DAN DEANS
Asurion

NationalJeweler.com Display Advertising

ARTICLE PAGES



HOMEPAGE



Sticky Ad Placement

Your brand is front and center on NationalJeweler.com when you reserve the sticky ad. As NationalJeweler.com visitors scroll, your ad stays in place and in sight!

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

NationalJeweler.com Display Advertising

Display Ads

SIZE	POSITION	SHARE OF VOICE	DIMENSIONS: DESKTOP	DIMENSIONS: TABLET	DIMENSIONS: MOBILE	MONTHLY RATE
A	Super Leaderboard	33%	1480 x 360	728 x 90	300 x 100	$6,700
B	Billboard 1	50%	970 x 250	728 x 90	300 x 100	$6,200
	Billboard 2	50%	970 x 250	728 x 90	300 x 100	$5,700
	Billboard 3	50%	970 x 250	728 x 90	300 x 100	$4,700
	Billboard 4	100%	970 x 250	728 x 90	300 x 100	$4,200
C	Medium Rectangle 1	50%	300 x 250	300 x 250	300 x 250	$5,200
	Medium Rectangle 2	50%	300 x 250	300 x 250	300 x 250	$4,700
	Medium Rectangle 3	100%	300 x 250	300 x 250	300 x 250	$4,200
	Medium Rectangle 4	100%	300 x 250	300 x 250	300 x 250	$3,700
D	Tower Ad	50%	300 x 600	300 x 600	300 x 250	$5,200

SPECS

FILE FORMAT: GIF, JPG, PNG, HTML5; Third party tags: JavaScript, IFrame, Campaign Manager. No Flash.

VIDEO: Less than 1MB file, HTML5; max duration 30 seconds

URL: Supply the active URL where your ad should link.

ALT TEXT: Supply the "Alt Text" to assist visually-impaired users and comply with accessibility guidelines. This text also displays if images are disabled. 100 characters max.

RESOLUTION/COLOR: Image resolution must be optimized at standard screen resolution, 72 PPI; RGB color

BORDER/TRANSPARENCY: Include single pixel (1 x 1) solid color border on all four sides if transparent or white background. JPG banners must be full bleed with no transparency or background fill outside the border.

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

NationalJeweler.com

Specialty Advertising

Prestitial

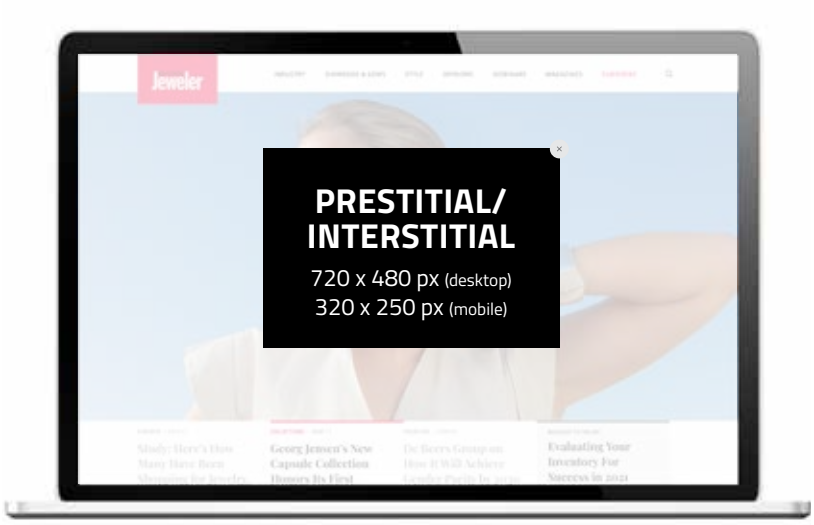
Call for Pricing

The Prestitial ad displays as a pop-up before any visitor views a content page on NationalJeweler.com. The ad appears once per day for each visitor.

Interstitial

Call for Pricing

The Interstitial ad displays as a pop-up after the visitor views a content page and clicks to view a second content page on NationalJeweler.com.



SPECS

FILES ACCEPTED: GIF, JPG, PNG, HTML5; Third party tags: JavaScript, IFrame, Campaign Manager. No Flash.

VIDEO: less than 1MB file, HTML5; max duration 30 seconds. Contact us for more information about custom video capabilities.

DIMENSIONS: 720 x 480 pixels desktop, 320 x 250 pixels mobile

MAX INITIAL FILE SIZE: 80K

POLITE FILE SIZE: 160K

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Brought To You By · $3,500

Native Web & Daily News Article Placement

INCREASED EXPOSURE WITH SOCIAL POSTS!

Brought To You By, our collection of sponsored articles on NationalJeweler.com, gives brands the opportunity to tell their story the way they want to the *National Jeweler* audience in an article that will be published on NationalJeweler.com and featured in 4 Daily News e-newsletters.

Consider adding this channel to your advertising strategy to get more organic exposure across *National Jeweler's* website audience and 17,000+ e-newsletter subscribers.

How it Works: You provide the content! It's your story — you control the message and the visuals; see the specs below. Your article will be posted on NationalJeweler.com for the lifespan of the site and appear in the Tuesday, Wednesday, Thursday and Friday Daily News e-newsletters during the same week. The article will also be shared on *National Jeweler's* Facebook page for additional exposure.

SPECS

ALL MATERIALS ARE DUE TWO WEEKS PRIOR TO PUBLISH DATE

ADVERTISER MUST PROVIDE:

ARTICLE TEXT: No word count limit. Will be lightly copyedited for *National Jeweler* style standards. Content will not be edited.

ARTICLE IMAGE(S):
One Top Image (required). Up to two additional images in the body of the article may be provided.

- Top Image must be 1872 x 1052 pixels (or able to be edited to those proportions). Note that Top Image will be cropped to a square for thumbnail in news feed, main focus of image should be in the center.
- Other article images must be minimum 600 pixels wide
- All images must be 72dpi and RGB
- JPG or PNG files accepted

VIDEO OPTION: Advertiser may include one embed video in the article in place of an image; must provide YouTube or Vimeo URL.

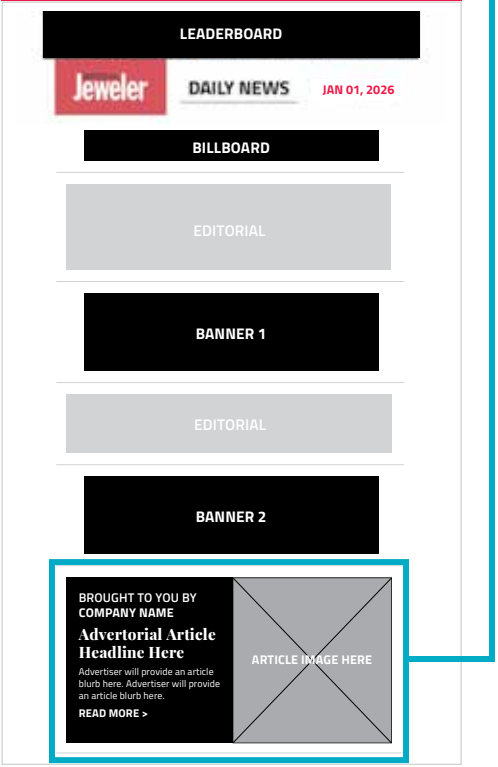
COMPANY NAME: Provide company name as you would like it displayed

COMPANY LOGO: Must be provided as a PNG file with transparent background; 64 pixels high

COMPANY FACEBOOK PAGE: Provide URL for company Facebook page*
**Advertisers required to have an active business Facebook page in order to receive social posts.*

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

DAILY NEWS CALLOUT



HOMEPAGE CALLOUTS



NationalJeweler.com Specialty Advertising

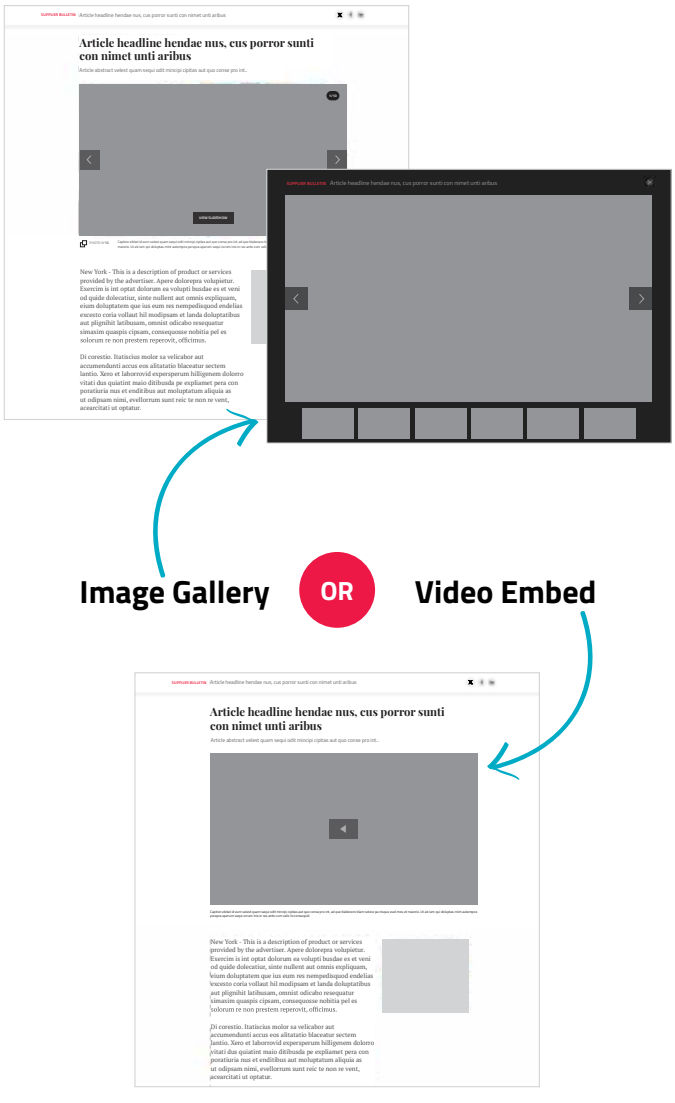
Supplier Bulletin · $3,090

Native Web & Dedicated Email Blast

The Supplier Bulletin, our collection of native content on NationalJeweler.com is designed for advertisers looking to use video or a gallery of product images to promote their products or services. The video or image gallery will be published in an article page on NationalJeweler.com, where it will live indefinitely in a special "Supplier Bulletin" section, in addition to being sent out to *National Jeweler* subscribers in a dedicated email blast. The article will also be shared on *National Jeweler's* Facebook page for additional exposure.

How it Works: You provide the video or gallery of images, along with a brief description of your company, product or services (up to 350 words). Your article will be posted on NationalJeweler.com for the lifespan of the site and will be deployed in an email blast on Thursday during the week the article is published.

NATIVE WEB CONTENT



EMAIL BLAST



Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

NationalJeweler.com Specialty Advertising

MORE DETAILS ABOUT THE SUPPLIER BULLETIN:
The Supplier Bulletin pages will live on NationalJeweler.com indefinitely in a dedicated section: Industry > Supplier Bulletin.

On the day the Supplier Bulletin is published, it will display as one of the first six articles in the "Latest News" feed that appears on the left rail of the homepage (with all *National Jeweler* editorial articles), the Industry category page, the Supplier Bulletin topic page and on the bottom of every article page on the site where it says "Latest News." Note that as new articles are published, the article will move down in the Latest News Feed (daily on the homepage).

The Supplier Bulletin pages are designed to have a hero image, slideshow of multiple images or video at the top, with the copy below describing their product or services. The advertiser can provide up to 350 words for the company description. "Sponsored by (advertiser name)" will appear at the top of the page, as well as in the email blast.

The email blast will be deployed on Thursdays – to the entire *National Jeweler* list of 17,000 subscribers.

SPECS

ALL MATERIALS ARE DUE TWO WEEKS PRIOR TO PUBLISH DATE
ADVERTISER MUST PROVIDE:
CONTENT FOR THE WEB PAGE:

- Article Headline
- Top image area on article page can be either a video, single image or image gallery
  - If video, provide YouTube or Vimeo URL
  - For single image or carousel images, they must be 1872 x 1052 pixels, 72dpi and RGB. Note that Top Image will be cropped to a square for thumbnail in news feed, main focus of image should be in the center.

COPY: Up to 350 words of description of company, products or services

COMPANY NAME: Provide company name as you would like it displayed

COMPANY LOGO: Must be provided as a PNG file with transparent background; at least 500 pixels wide

COMPANY FACEBOOK PAGE: Provide URL for company Facebook page*
**Advertisers required to have an active business Facebook page in order to receive social posts.*

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

State of the Majors List Sponsorship

$4,500/month

Exclusive Display Ad Placements on the "$100 Million Supersellers" and "Top 50" List Pages

Every year, *National Jeweler* publishes the State of Majors magazine, which includes two lists that rank the top jewelry retailers in North America. The lists are also published in a dynamic digital format on NationalJeweler.com — and these pages are two of the most popular pages visited on the site each year.

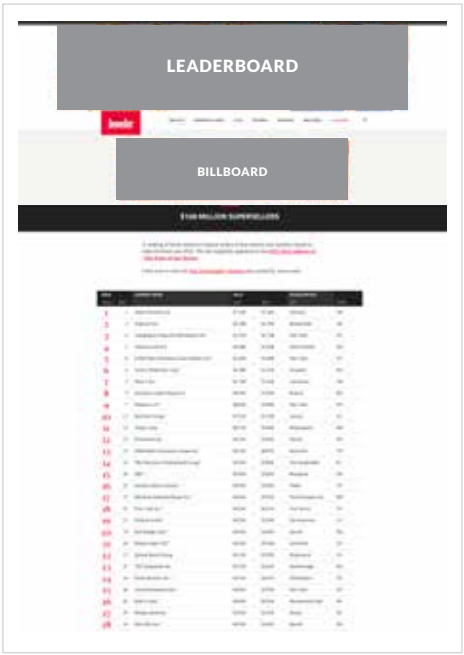
THIS SPONSORSHIP PACKAGE INCLUDES A TAKEOVER OF ADS ON THE TWO LIST PAGES:

$100 MILLION SUPERSELLERS
A ranking of North America's largest sellers of fine jewelry and watches, based on sales for the most recent fiscal year.

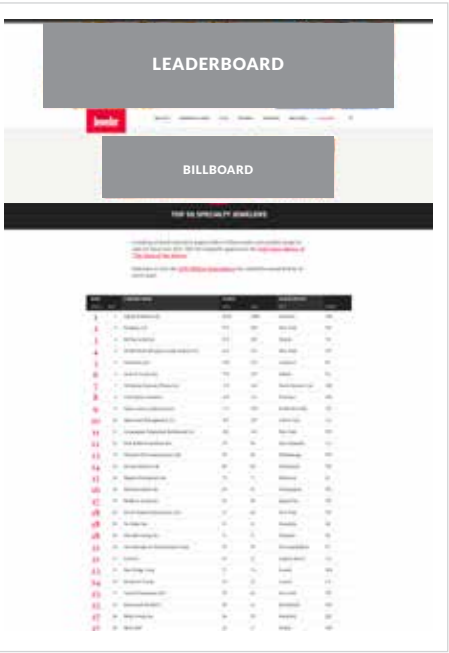
TOP 50 SPECIALTY JEWELERS
A ranking of North America's largest fine jewelry retailers, based on store count.

Only one advertiser will be featured on the two pages per month — and ad positions include Super Leaderboard and Billboard 1. Traffic to the list pages is promoted through email blasts to *National Jeweler* subscribers and Jewelers of America members, links on the *National Jeweler* website and social media posts.

$100 MILLION SUPERSELLERS



TOP 50 SPECIALTY JEWELERS



5,000+ AVG. PAGEVIEWS PER MONTH*

*October 1, 2024 - September 30, 2025

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

NationalJeweler.com Display Advertising

Display Ads

POSITION	SHARE OF VOICE	DIMENSIONS: DESKTOP	DIMENSIONS: TABLET	DIMENSIONS: MOBILE
Super Leaderboard	50%	1480x360	728x90	300x100
Billboard 1	50%	970x250	728x90	300x100

SPECS

FILE FORMAT: GIF, JPG, PNG, HTML5; Third party tags: JavaScript, IFrame, Campaign Manager. No Flash.

VIDEO: Less than 1MB file, HTML5; max duration 30 seconds

URL: Supply the active URL where your ad should link.

ALT TEXT: Supply the "Alt Text" to assist visually-impaired users and comply with accessibility guidelines. This text also displays if images are disabled. 100 characters max.

RESOLUTION/COLOR: Image resolution must be optimized at standard screen resolution, 72 PPI; RGB color

BORDER/TRANSPARENCY: Include single pixel (1 x 1) solid color border on all four sides if transparent or white background. JPG banners must be full bleed with no transparency or background fill outside the border.

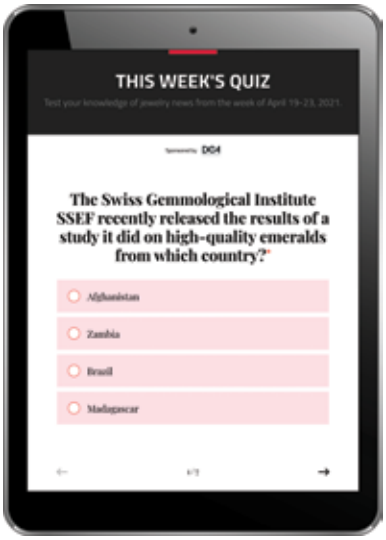
FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

NationalJeweler.com Specialty Advertising

Quiz Sponsor

$400/week

The Weekly Quiz is a fun and engaging element of the *National Jeweler* website. Each week, the *National Jeweler* editorial team shares a quiz that recaps the top news stories found on NationalJeweler.com. Each quiz lives on the website for one week (Friday – Thursday) and is distributed in the Daily News e-newsletter on Friday and the following Monday. *Call to find out more about this exciting new sponsorship!*



WHAT'S INCLUDED:

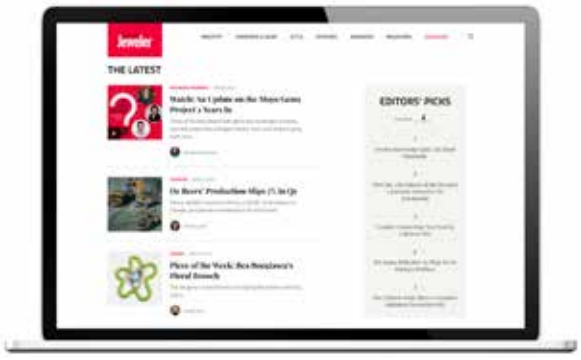
- Logo featured at the top of the Weekly Quiz webpage on NationalJeweler.com for four weekly quizzes
- Logo featured in Weekly Quiz section on NationalJeweler.com homepage for duration of sponsorship
- Company name featured with Quiz in the Daily News e-newsletter on Friday and Monday for four weeks of sponsorship
- Company mention in Facebook and Instagram post linking to Weekly Quiz once a week for the four weeks of sponsorship

Editors' Picks Sponsor

$2,500/month (calendar month)

Your brand can be highlighted as a sponsor of one of the the Editors' Picks, a dynamic feature on the *National Jeweler* website. This content module features a feed of the top stories, curated by the *National Jeweler* editorial team, and is featured on the site homepage, as well as every category landing page and every news article page on the site.

The sponsor logo is featured on the module — call for more information!



SPECS

ADVERTISER MUST PROVIDE:

- Company name as it should appear in sponsorship credit
- Company logo as a PNG file with transparent background
- URL to link to company website

FILE SUBMISSION: Submit required assets online at: https://nationaljeweler.com/pages/advertisement-submission *Questions?* Email ads@nationaljeweler.com.

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Sponsored Social Ads

Today, a layered and targeted digital marketing strategy is essential and will set your brand up for greater success. Create a social media marketing campaign that meets your objectives and budget while getting you in front of *National Jeweler's* Facebook and Instagram followers. You will realize increased brand awareness, more traffic to your website and a boost in conversion rates and sales.

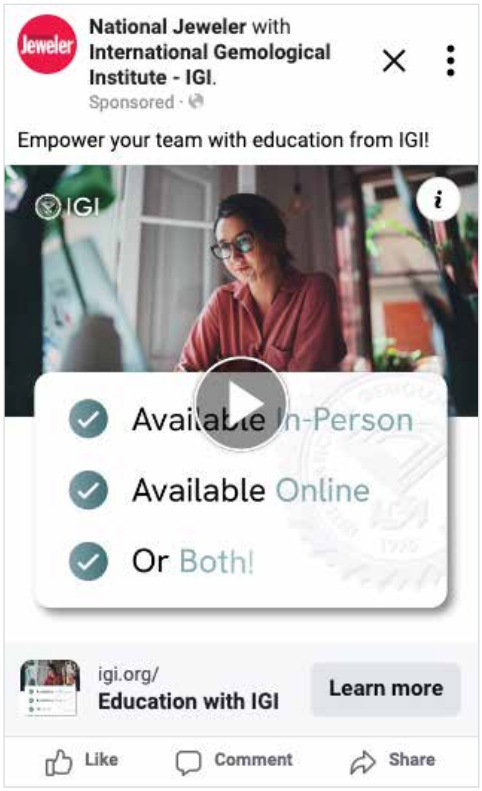
Reach *National Jeweler* followers on Facebook and Instagram with a brand message that appears directly in their news feed.

$3,500/month

63,700+ INSTAGRAM FOLLOWERS

24,300+ FACEBOOK FOLLOWERS

As of October 2025



SPECS

COPY:

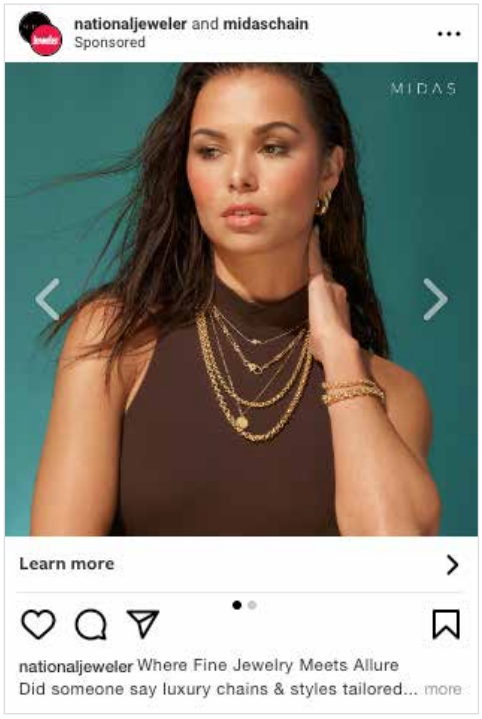
- Headline: 25 characters maximum
- Post Text: 125 characters maximum
- URL for ad link
- URL for company Facebook page*

**Advertisers are required to have an active business Facebook page and access to provide National Jeweler permission to run partnership ads through their Facebook/Meta account in order to run sponsored social posts.*

VISUAL ASSETS (pick one):

- Image (static, 1200 x 628 pixels)
- Video (1:1 aspect ratio MOV or MP4 file, 60 seconds, 2 GB maximum)
- Video Slideshow (3-10 images at 1080 x 1080 pixels)
- Carousel (up to 5 images at 1080 x 1080 pixels)

FILE SUBMISSION: Submit required assets online at: https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.



My Next Question

Podcast Series

NEW! In 2026, *National Jeweler* and Jewelers of America are evolving the My Next Question Webinar series into a dynamic new platform: the **My Next Question podcast series**. Hosted by Editor-in-Chief Michelle Graff and Jewelers of America's Amanda Gizzi, the show pairs respected journalism with industry expertise, making it a must-listen — and watch — for jewelry professionals.

Every episode (approx. 40 minutes in length and available in audio and video podcast formats) will feature a quick industry news update, a thought-provoking interview with jewelry insiders, and a lighthearted wrap-up on a timely trend or fun industry topic. This structure delivers both serious insights and approachable conversation, keeping professionals informed while strengthening their connection to the industry.

For advertisers, My Next Question is an opportunity to align with the jewelry industry's most trusted voices while reaching a highly engaged, influential audience. Each episode will be promoted to *National Jeweler's* 17,000+ subscribers and Jewelers of America's 4,000+ member stores, amplifying brand visibility across multiple channels.

10 episodes airing in 2026: *one per month, excluding July & August.*



Co-Host Michelle Graff



Co-Host Amanda Gizzi

Title Sponsor ▪ $7,000 per episode

The title sponsor is the exclusive presenting partner of the My Next Question podcast. Your brand is featured prominently across all promotions and the full episode.

WHAT'S INCLUDED:

- Company mention in podcast intro and outro
- Logo watermark on screen during episode
- 30-second sponsored message read by host at the start of the episode
- Sponsor logo and link included in all email promotions to 17,000+ *National Jeweler* subscribers and Jewelers of America's 4,000+ member stores
- Sponsor recognition in social media promotions across *National Jeweler* and Jewelers of America channels
- Logo placement on podcast episode page on NationalJeweler.com

Ad Read 1 ▪ $1,500 per episode

WHAT'S INCLUDED:

- 20-second sponsored message read by host after first segment
- Advertiser name listed in promotional emails and on podcast episode page
- Sponsor tag in one social media promotion post

Ad Read 2 ▪ $1,200 per episode

WHAT'S INCLUDED:

- 20-second sponsored message read by host after second segment
- Advertiser name listed in promotional emails and on podcast episode page
- Sponsor tag in one social media promotion post

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Podcast Series

SPECS

TITLE SPONSOR AND ADVERTISERS WILL NEED TO PROVIDE:

- Company name (as it will be credited) and logo, minimum 600 pixels wide
- Company logo as a PNG file with transparent background
- URL to link to company website
- **COMMERCIAL SCRIPT: TITLE SPONSOR MAXIMUM 45 WORDS, AD READS MAXIMUM 30 WORDS.** Will be read during live webinar — write script as if webinar host is reading it (use third person). Cannot imply *National Jeweler* or host endorsement of product or service.
- **COMMERCIAL CALL TO ACTION:** Either Web Address, Phone Number or Email. Will be read at the end of above script.
- **TITLE SPONSOR ONLY:** Banner ad: 500 pixels wide x 130 pixels high, and URL to link ad

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

> "Of course I love the daily email news, but I especially like the webinars *National Jeweler* conducts on so many different and relevant subjects. They are all non-promotional, educational, highly informative, and available to anyone even after the presentation."
>
> **BILL BOYAJIAN**
> *Bill Boyajian & Associates, Inc.*

Webinar Sponsorships

NEW! Supplier Spotlight · $4,000

Dedicated Webinar & Sponsor Promotions

The Supplier Spotlight is designed for advertisers looking to present a dedicated webinar to the *National Jeweler* industry audience in order to promote their products or services.

The 30-minute webinar will be presented by the advertiser and attendance will be promoted to the *National Jeweler* audience — in addition to being sent out to over 17,000+ subscribers in a dedicated email blast, the webinar registration link will also be shared on *National Jeweler's* Facebook page for additional exposure. Additionally, a recording of the webinar will be embedded on a dedicated article page on NationalJeweler.com, where it will live indefinitely in the "Recorded Webinars" section.

Supplier Spotlights are available to be scheduled on the first or third Wednesday of each month at 2pm eastern time. Space is limited and available on a first-come, first-serve basis.

Materials are due at least three weeks prior to confirmed webinar date.

The Supplier Spotlight Package includes:

- Webinar presentation (up to 30 minutes) with speaker and content provided by sponsor
    - Content is subject to review by *National Jeweler* prior to webinar
    - Webinar is facilitated via Zoom by *National Jeweler*
- Company logo and contact information on screen at the beginning and end of webinar
- Advertiser credited as sponsor in registration promotions, including email to *National Jeweler's* list of over 17,000 subscribers
- Banner ad in registration promotional email during the week of Supplier Spotlight Webinar
- One post on *National Jeweler's* Facebook page for additional exposure
    - Company Facebook page tagged in registration posts
- Webinar description (including company sponsor) listed in "Upcoming Webinars" page on *National Jeweler* website
- Recorded webinar (including company sponsor) available to view in "Recorded Webinars" page on *National Jeweler* website

How it Works: You provide the webinar title, description, presentation and speaker. *National Jeweler* will facilitate the Zoom meeting and run the webinar behind-the-scenes. Registration promotion will begin at least two weeks prior to the webinar, provided advertiser has supplied all the necessary deliverables.

Pro Tip: Presentations should include "educational" content or tips — not just promotional — in order to attract registration from a larger audience. Consider providing tips or information on how your product or service can enhance the viewer's business.

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Print Magazine

From market analysis to emerging jewelry trends, *National Jeweler* covers the essential industry topics vital to the success of jewelry professionals with two annual print issues. Each issue is mailed to over 10,000 print subscribers — including Jewelers of America members and leading independent jewelers nationwide.

In addition to the printed circulation, each issue is available on **NationalJeweler.com** and featured in *National Jeweler's* Daily News e-newsletter, distributed to 17,000+ subscribers. Gain bonus value for your print ad placement with direct clicks to your preferred website from the digital, interactive version of the publication.

10,000+ PRINT DISTRIBUTION

17,000+ DIGITAL DISTRIBUTION

50,000+ DIGITAL PAGEVIEWS PER ISSUE

Digital Ad Video Embed Upgrade

Available with purchase of a spread or full-page ad. Upgrade your ad with a video embed in the digital flipbook version of your choice of a *National Jeweler* publication issue. The video will appear within your ad page and play on click. This is a great added value and an interactive feature to bundle with your magazine ad.

Video Embed • $1,500

SPECS: Advertiser must provide:

- YouTube URL for video
- Hi-Rez PDF of ad creative (this can be different creative than the print ad) with rectangle identifying where video embed should be placed within the ad. PDF should be the same dimension as print ad. The rectangle should be the same proportion as the video.



Print Magazine



AD SIZE	PRICE
2-Page Spread	$10,900
Full Page Ad	$5,800
Half Page Ad	$3,000
List Strip Ad	$8,000

The State of the Majors

This must-have jewelry business reference includes two comprehensive lists — with a new drop date just in time for the Las Vegas trade shows:

Top 50 North American Specialty Jewelers and $100 Million Supersellers

The special issue will also include in-depth analysis by the best trade writers in the industry — the *National Jeweler* editorial team!

Maximize your exposure with a strip ad in the popular "Top 50 North American Specialty Jewelers" or "$100 Million Supersellers" lists in the State of the Majors issue. Ads will appear on every page of the list (excluding title page).

AD SPACE DEADLINE: March 2, 2026
AD MATERIALS DEADLINE: March 18, 2026
PUBLISH DATE: May 12, 2026



AD SIZE	PRICE
2-Page Spread	$6,995
Full Page Ad	$3,795
Half Page Ad	$1,900

Retailer Hall of Fame

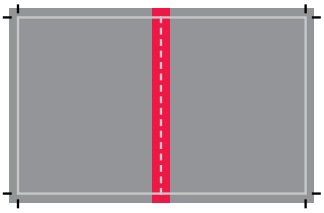
Honor our industry's best & brightest

National Jeweler's Retailer Hall of Fame, first introduced in 1989, recognizes jewelers who have inspired their peers and made significant contributions to jewelry retailing. Congratulate the 2026 inductees and get exposure for your brand in this special issue that will be distributed in print and online.

AD SPACE DEADLINE: August 5, 2026
AD MATERIALS DEADLINE: August 12, 2026
PUBLISH DATE: October 13, 2026

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

AD SIZES FOR ALL PRINT ISSUES

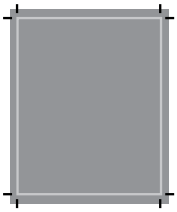


2-PAGE SPREAD

18.75" x 13.25" w/ bleed

18.50" x 13.00" trim size

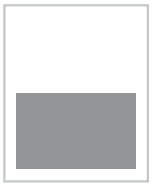
Allow 3/16" safe area on all edges, including the gutter. We recommend avoiding the placement of critical images or text across the gutter, as perfect alignment across the spread is not guaranteed.*



FULL-PAGE

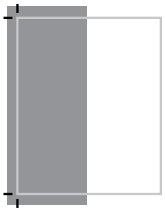
9.50" x 13.25" w/ bleed

9.25" x 13.00" trim size



HALF-PAGE HORIZ.

8.75" x 6.125" no bleed



HALF-PAGE VERT.

5.00" x 13.25" w/ bleed

4.75" x 13" ad size

SPECS

FILE FORMAT ACCEPTED:

PDF, compatible with Acrobat 7.0 or higher

OTHER SPECS:

- At least 300 dpi resolution
- Files saved as CMYK color (no RGB or spot colors)
- All fonts embedded
- Allow 3/16" safe area on all edges (including gutter for spreads); do not include critical content in safe area
- **ALL ARTWORK MUST INCLUDE CROP MARKS AND 1/8" BLEED ON ALL SIDES**
- Artwork provided that does not fit these specs will not be accepted.

FILE SUBMISSION:

Submit required assets online at: https://nationaljeweler.com/pages/advertisement-submission

Questions? Email ads@nationaljeweler.com.

Specialty Ads

State of the Majors List Strip Ad

$8,000 per list ▪ 2 available

SPECS: 1.5" wide x 13" high, hi-rez, 4-color PDF with 1/8" bleed and crop marks. Advertiser should provide different artwork for LHP and RHP with 1/4" safe area on corresponding side for gutter.



Print Magazine

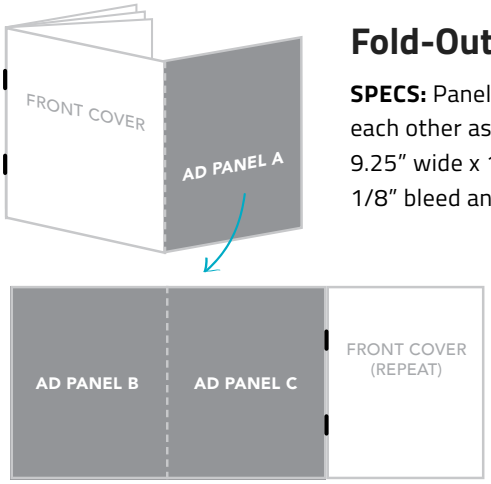
Premium Cover Ads

Get your brand front and center on the cover of the *National Jeweler* magazine with one of these premium options:



Cover Label • $8,000

SPECS: Trim size is 3" x 3" w/ rounded corners; 60lb gloss removable label affixed to cover (location TBD based on cover art). Advertiser to provide a hi-rez, 4-color PDF with 1/8" bleed and crop marks.



Fold-Out Cover • $18,000

SPECS: Panel A is 9.125" wide x 13" high. Panels B & C are adjacent to each other as a spread: Panel B is 9.125" wide x 13" high, Panel C is 9.25" wide x 13" high. Advertiser to provide hi-rez, 4-color PDF with 1/8" bleed and crop marks.

NEW! Free-Standing Inserts

Your single-leaf, 2-sided marketing material will be printed in full color, and inserted loosed inside the front cover of the magazine (mailed in shrinkwrap).

Loose-Leaf Insert • Call for pricing

SPECS: 9" wide x 12" high, printed on 100lb gloss text

Postcard Insert • Call for pricing

SPECS: 6" wide x 9" high, printed on 100lb gloss cover

Bookmark Insert • Call for pricing

SPECS: 3.5" wide x 10" high, printed on 110lb gloss cover

Advertiser to provide hi-rez, 4-color PDF with 1/8" bleed and crop marks.

Contact Bobbie Hamburg | bobbie.hamburg@nationaljeweler.com | (610) 716-1225

Email Blasts

Email marketing is an essential and cost-effective option to get your brand in front of *National Jeweler's* subscribers. You provide the email for broadcast (see specs below), or we help you create it for a modest fee (you provide the text and images), this is a must-add opportunity to your marketing plans for generating increased brand exposure.

$300 per thousand (Min. $600)

Optional: Fee for email creation is $750

SPECS

FROM LINE: Less than 32 characters

SUBJECT LINE: Less than 49 characters

HTML CREATIVE: 600 pixels wide; links embedded; images hosted (if images cannot be hosted, an additional flat fee will be added)

TEXT COPY: Text to be used as a backup for recipients who cannot receive HTML creative

POSTAL ADDRESS: For the footer of the email

SEED LIST FOR TEST EMAIL: Provide email addresses of anyone who would like to see the tests for approvals/revisions

SEED LIST FOR FINAL DEPLOYMENT: Email addresses of anyone who would like to see the final mailing

SUPPRESSION/OPT-OUT FILE: For CAN SPAM compliance

FILE SUBMISSION: Submit required assets online at:
https://nationaljeweler.com/pages/advertisement-submission
Questions? Email ads@nationaljeweler.com.

> "I love *National Jeweler* publication and especially the Facebook page posts, interesting stories and fun articles. The news and photos are both informative and relevant to the jewelry industry and just life in general. *National Jeweler* makes our lives easier and more educational."
>
> **THOMAS LAURRIE**
> *Firth Jewelers*

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