



PROFESSIONAL
Jeweller
 NEWS, ANALYSIS AND TRENDS FOR JEWELLERY & WATCH PROFESSIONALS

2012 MEDIA INFORMATION



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2012 INNOVATIONS

2012 will be a year of dramatic innovation for the Professional Jeweller brand - responding to shifting industry needs with a package of services designed to drive profitable growth for jewellery brands and retailers.

The magazine and web site, now in their third year, continue to grow in quality, reach and stature. The magazine now has a total audience of over 17,000. In a readership survey conducted via Professionaljeweller.com, half of all respondents rated Professional Jeweller magazine excellent, compared to under one-third who expressed the same opinion about its competitor.

The unrivalled size and loyalty of the Professional Jeweller audience make it the most effective partner for jewellery and watch brands that want to expand their business in the UK.

Our innovative business development solutions extend beyond traditional magazine and web site banner advertising, and we encourage you to work with us on a range of creative options designed to meet your objectives.



READERSHIP

- 5,560 qualified professionals receive the monthly Professional Jeweller magazine. Each edition is read by an average of 2.74 people.
- An average of 1791 read the digital edition of the magazine.
- **Total readership of the printed and digital edition: 17,025.**
- An average of 29,454 unique individuals visited Professionaljeweller.com every month in the first 10 months of 2011.
- Professionaljeweller.com's traffic is ranked twice as high as its nearest competitor by measuring service Alexa.com.
- 4,608 industry professionals receive the Professional Jeweller Daily News Alerts - the hugely popular daily newspaper for the British jewellery community.
- 47.9 percent of Professionaljeweller.com's audience are owners, directors or buyers at jewellery shops.
- 71.9 percent of Professionaljeweller.com's audience directly authorise purchasing decisions for their companies.

Sources: Google Analytics, Alexa.com, publisher's statement, Professional Jeweller Survey October 2011, Pagesuite analytics.



By job title

Designer	21.5%
Brand Manager	8.3%
Owner/MD/CEO/Director	42.2%
Sales/Marketing Manager	15.7%
Buyer/Merchandiser	5%
Other	7.3%

By company

Wholesaler/distributor	8.6%
Independent retailer	59%
Multiple retailer	8.3%
Designer	15.5%
Manufacturer	8.6%

MAGAZINE ADVERTISING OPPORTUNITIES

Professional Jeweller offers a range of creative opportunities to fit your budgets and business objectives.

DISPLAY ADVERTISING	
Double Page Spread	£3140
Full Page	£1884
Half Page	£1130
Quarter Page	£678

SPECIAL POSITIONS	
Front cover gatefold	£4200
Belly band	£3950
IFC/OBC	+30%
First 15 pages	+10%

CREATIVE SOLUTIONS

Advertorials **£2600/page**

Written, designed and illustrated by the Professional Jeweller editorial team - delivering flexibility and impact for your promotional message. All advertorials will also run as online features on **Professionaljeweller.com**.

Loose inserts **price on application**

Create your own promotional material, or commission us to create it for you, and distribute it to the responsive audience of 5560 qualified readers of Professional Jeweller.

DIGITAL ADVERTISING professionaljeweller.com

Increase brand awareness and drive traffic to your web site using Professionaljeweller.com, which is enjoyed by an average of 29,454 unique visitors per month, generating 143,500 page impressions. Plus, we'll drive your message straight into customers' inboxes with the PJ Daily News Alerts.

Professionaljeweller.com opportunities

Leaderboard	728x90	£1000 per month
MPU	300x250	£750 per month
Tower	300x600	£1250 per month
Button	300x100	£300 per month

Collection showcase from £1850 per month

Promote your latest collection with a combination of a news story, an interview with the designer, and a picture gallery of up to 10 jewellery pieces - all featured on the home page of Professionaljeweller.com and promoted in the Daily News Alert.

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E-MAIL DAILY NEWS ALERT

Leaderboard	728x90	£500 per week
Button	220x70	£150 per week

DIGITAL STATS (Jan-Oct 2011)

Professionaljeweller.com	
29,454	unique visitors per month
143,500	page impressions
37,297	visits per month

PROFESSIONAL JEWELLER DAILY NEWS ALERT

4,608 unique subscribers (Oct 2011)	
Average open rate	32.13%
Average click through rate	45.93%



EDITORIAL CALENDAR HIGHLIGHTS

January

Guest edited by one of the UK's most creative and innovative retail partnerships: Kyron Keogh and Grant Mitchell, co-owners of Scottish power brand Rox. Retailers are desperate to learn the Rox formula for success, and the January issue will be laced with hints and clues from the team that has taken Scottish and digital markets by storm. Advertisers can kick off 2012 by investing in an issue that is certain to be a must-read for indie and multiple jewellers.

February

The Jewellery Show at Spring Fair remains a key buying event for mainstream jewellers. Professional Jeweller will present a comprehensive guide to the show that will set the scene for the trends that will sell throughout the year. Plus, we will publish our Bridal Special, with a spectacular photo shoot and trend report on jewellery and gifts for engagements, weddings and honeymoons.

March

Professional Jeweller goes global with its annual pilgrimage to BaselWorld and our special report on world-wide jewellery and watch trends. Advertisers will benefit from the strongest readership of the year, thanks to the thousands of extra copies that we distribute at the European jewellery and watch mega show. If you are looking to target overseas retailers, this is the issue for you.

April

Diamonds and Gold - With the London Olympics and Queen's Diamond Jubilee just around the corner, it is time for jewellers to go back to their roots and cash in on what remain the bedrock of the industry. The way gold and diamonds are used in contemporary jewellery have been transformed over the past decade, making it a vital time to catch up on the latest trends.

May

We love Italian jewellery. We love German jewellery. But which is best? There is only one way to find out. Professional Jeweller scours the major Continental exhibitions and highlights the hottest brands that we feel British customers will fall in love with.

June

WatchPro publishes its annual Watches of The Year report, which highlights the brands and timepieces that British retailers will be desperate to stock. 100 watches will be identified from our trips to Baselworld and SIHH.

July

The Professional Jeweller Summit in June will encourage expert views to be aired and shared. It could be a rough ride, but it is certain to be instructional to anybody with an interest in making money from the jewellery business. Readers will be feasting on the inside information in the July issue, making it a key month for advertisers. Plus, we'll have a full roundup of all the new collections presented at London Jewellery Week.

August

Men and Motors special. The watch industry has always been bewitched by the engineering, the adrenelin and the glamour of motoring and motor sport. We look at this decades-old association, and how it helps drive sales for jewellers. Plus, we will highlight the latest jewellery fashions for men and how they can improve jewellers' bottom lines.

September

International Jewellery London, the UK's biggest trade show, takes place as retailers make their final decisions on Christmas and the biggest designers and brands release their latest collections. The September issue is the biggest of the year because this is the time of year when the biggest buying decisions are made.

October

International Jewellery London may be the time for new collections to be launched, but October is the month when orders are placed, making it vital to keep your brand in front of Professional Jeweller's thousands of buyers. We use the October issue to review IJL, plus we will have all the gossip and pictures from the fabulous Hot 100 party, guaranteeing that the 700 people at our annual bash will be avid readers at this critical time of year.

November

Tomorrow's retail world - what can jewellers do to grab market share at a time when the industry is being transformed by new technology, sales techniques, store designs, security challenges and marketing techniques.

December

The People Issue. Nowhere is investment more important than in hiring, motivating and training key employees. Professional Jeweller will present the results of its first ever Salary Survey this month, along with guru advice on how to constantly improve human resources and ensure they deliver ever greater returns on jewellers' investment in people.



PROFESSIONAL JEWELLER HOT 100



Entering its third year, the Professional Jeweller Hot 100 has become the most keenly anticipated event in the British jewellery calendar. In 2011, over 650 invited guests flocked to the ultra-glamorous party to witness the unveiling of the individuals that Professional Jeweller editors deem worthy of a place in the illustrious Hot 100 book.

The Hot 100 event is much more than just an enjoyable party, it is a forum where friendships are forged, business deals are sealed, and lifelong partnerships are renewed. Brands and retailers call it the greatest networking opportunity of the year.

Our partners for the past two years have enjoyed an association that places their brand right at the heart of the community of emerging designers, big brands, business leaders and star retailers.

“CMJ are proud to be the Principal Partner of the Hot 100, working with the Professional Jeweller team to create the fabulous annual publication and party. It is an enormous pleasure to be part of a project that congratulates, inspires and recognises the great and the good within our industry.”

WILLIE HAMILTON, Chief Executive, The Company of Master Jewellers, which will return in 2012 as the Hot 100's Principal Partner.

Hot 100 Partnerships

Principal Partnership	£30,000
Gold Partnerships	£15,000
Best Dressed Competition	£10,000
Cocktail bar sponsor	£10,000

Hot 100 book advertising

Double Page Spread	£3140
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