



Introducing the
JCK LAS VEGAS
LOOK BOOK

Exciting, New...Larger than life,
jewelry product tabloid
 featuring—VEGAS Week...in print.

A One-Stop Shop for Retailers

New Products...Jewelry Trends...they're the two most important topics to jewelry retailers. JCK combines the two offering a new and exciting, visually appealing, larger than life product Look Book just in time for the most important week of the year—VEGAS.

Your Las Vegas tradeshow in print

JCK's new Las Vegas Look Book offers manufacturers the opportunity to showcase their latest designs to buyers just in time for VEGAS week. See and be seen in this exciting new book. Wherever you're exhibiting, its important that your company is present and featured in this special issue—take advantage of our new oversized format and stunning layouts to showcase the beauty of your jewelry.

Three Exposures — One Low Price

Your ad and products in the JCK Las Vegas Look Book will reach buyers three separate times prior to their JCK Vegas trip.

- Polybags to retailers and wholesalers with the JCK April issue.
- Mails with the JCK Show Guide & Pocket Planner to pre-registered stores in May.
- Plus thousands of copies will be distributed at the JCK Booth during the JCK Show.

“JCK's Look Book is like holding a showroom in your hands...the extra large format, beautiful layouts, and printing brings each page to life.”

Angela Karaguezian, Marketing Director,
 Kirk Kara

2009 Las Vegas Look Book Ad Rates:

- 2P Spread: \$10,000
- 1Page: \$7,000
- 1/2 Page: \$4,900
- 1/3 Page: \$4,200
- 1/4 Page: \$2500
- Product Only: \$795
- Product Add-Ons: \$500 each

Bonus Product Exposure:

All advertisers in the JCK Vegas Look Book receive a free product in the category of their choice. To build awareness and exposure – make certain your products are visible in every product category.

- Rings
- Earrings
- Necklace/Pendants
- Bracelets
- Men's Jewelry
- Watches
- Bridal

Closing Date: 2/18
Final Copy/Photos Due: 2/18
Ad Materials Due: 2/25

Print Mechanical Specifications:

(all measurements are in inches)

Publication trim size: 10.5" x 13.5" | Perfect Binding

Unit	Trim	Bleed	Non-Bleed
Spread	21 x 13.5	21.375 x 13.875	20 x 12.5
Full Page	10.5 x 13.5	10.875 x 13.875	9.5 x 12.5
1/2 Vertical	5.125 x 13.5	5.5x 13.875	4.625 x 12.5
1/2 Horizontal	10.5 x 6.5	10.875 x 6.875	9.5 x 6
1/3 Square	6 x 6	N/A	6 x 6
1/3 Vertical	3.5 x 13.5	3.875 x 13.875	3 x 12.5
1/4 Page	4.5 x 6	N/A	4.5 x 6

To place your order, call your JCK sales representative.

