

JCK Custom Publishing 2009

Written by industry experts, JCK supplements provide in-depth, insightful information about your company, products, capabilities and philosophy, in an editorial environment specific to your product and in a format our readers understand and trust.

The products below deliver the resources and information retailers need, while providing the best showcase for your products. Take advantage of the special advertorial and or marketing opportunities offered in our 2009 lineup.

April: JCK Jewelers Choice "Best of the Best" Supplement

A special issue focusing on the winners and finalists of the second annual JCK Jewelers Choice Awards Contest. The supplement mails with the April issue of JCK and as an added bonus binds into the JCK Las Vegas Show Guide – offering exposure before, during and after the Show.

Orders: 2/13 **Materials:** 2/25

May: Equipment, Technology & Services Show Guide (including Packaging)

JCK offers exhibitors in the ETS Pavilion the opportunity to promote their products and services to buyers attending the JCK Las Vegas Show. Designed to increase awareness and traffic to the pavilion, this guide will bind into both the May issue of JCK and the JCK Las Vegas Show Guide, offering advertisers two unique exposures before and at the show.

Closing: 3/21 **Materials:** 3/27

May: AGTA Las Vegas Show Guide

The official Show Guide for the AGTA Pavilion in JCK Las Vegas. Present your merchandise and services to jewelers and gemstone buyers in this special Show Guide which will be bound into the JCK Las Vegas Show Guide. The guide will also be distributed to all pre-registered buyers prior to the show and available at the welcome bins at the entrance to the AGTA Pavilion.

Closing: 3/21 **Materials:** 3/27

May: JCK India Report

JCK's focus turns to India in May for our annual India Report. Buy one ad, receive a second page to profile your company. Your ad will appear in both the JCK May issue as well as the JCK Las Vegas Show Guide offering maximum exposure before, during and after the Show. It's the perfect venue to promote your new product lines for Vegas.

Orders: 3/10 **Materials:** 3/16

Fall: 3rd Annual JCK Jewelers Choice Awards

Show the industry your best. Enter your products in JCK's design competition recognizing jewelry designers' and manufacturers' best work. Entries will be published in our new Print Preview that mails in November, and posted on JCK's website for the entire jewelry community to see. The winning jewelry will be featured in the March 2010 issue of JCK. Winners & Finalists will be showcased in April.

Submission Deadline: 9/15

November: JCK Jewelers Choice Product Preview

Position your products with the best the industry has to offer. A print preview to the JCK Jewelers Choice Awards Competition, this oversized publication is chock full of exciting new jewelry designs. Schedule your ad for maximum exposure – the preview polybags with JCK November, reaching retailers just in time for holiday purchasing.

Orders & Materials: 9/15

November: Guide to 2010 Trade Fairs Around the World

The most comprehensive list of trade fairs in the jewelry industry. All trade fair advertisers receive free advertorial to highlight their show. Mailed in November, the guide reaches retailers and manufacturers in time for their trade show planning.

Closing: 9/15 **Materials:** 9/22

December: 2010 Planning Calendar

Packed with important events, significant holidays and key trade shows, the JCK Planning Calendar is a must-have for all in the industry. Mailed with the December issue, it arrives in perfect time for jewelers to plan their coming year.

Closing: 10/1 **Materials:** 10/15

