

JCK The Magazine 2009

The Product:

JCK provides the highest level of editorial excellence and integrity in the industry. With more than 140 years of experience, we've helped define industry trends while supplying our subscribers with the information, innovation and solutions they need to run their stores more efficiently. Study after study tells us that JCK is the retail jeweler's most welcomed magazine and required reading each and every-month among top-tier decision-makers in the industry.

- ✓ Outstanding Editorial
- ✓ Top Readership
- ✓ Paid Circulation
- ✓ Innovative Product
- ✓ Industry Involvement
- ✓ Most Advertising Pages
- ✓ #1 in the Marketplace

The Audience:

JCK delivers the better, smarter, and larger independents who are searching for intelligent business solutions and willing to pay for their most valuable resource—JCK. When they buy...they buy big. Our reader averages \$2 million in sales annually—assurance you're reaching an audience with the clout and power to buy your products.

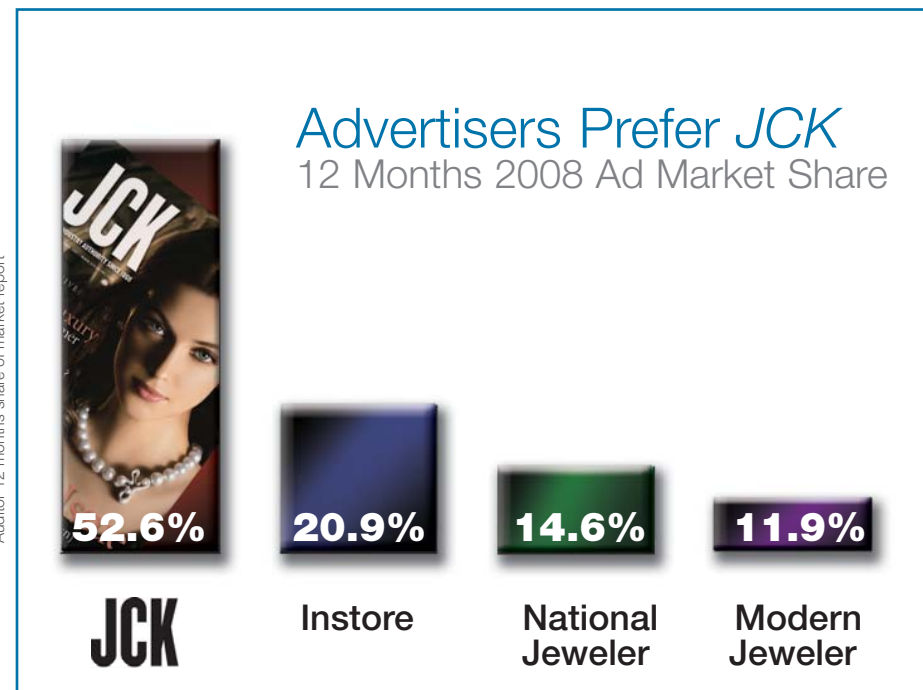
The Editorial:

Having the right information at the right time can mean the difference between sealing the deal or missing an opportunity. JCK provides the most comprehensive, objective and solutions based editorial coverage in the industry. Not only do we cover important industry issues in depth, but we also provide valuable business information to help retailers understand the economic climate and the psychology of the buying public. JCK covers every aspect of the jewelry industry to meet the information needs of our readers. We do this by bringing together the most experienced, respected business journalists in the industry. The results: a superior editorial product that retailers rely on as their most important and trusted source.

The Industry Leader:

Outstanding editorial, quality circulation, and innovative product make JCK one of the most valuable business tools available to the retail jeweler. This coupled with market research, business information, industry contribution, unparalleled reader involvement, and customer service makes JCK the number one publication in the industry.

Position your Brand with the Leader



JCK Editorial Lineup 2009

JANUARY: THE COLORED STONE ISSUE

- Free product to full page colored stone advertisers
- Bonus Distribution: IJT Tokyo, JIS Miami, JANY, AGTA GemFair™, Centurion
- Closing Dates: Orders 11/25 Materials 12/1**

FEBRUARY: THE MANUFACTURERS

- Plus: Bridal 2009 Fashion & Market Report
- Free product to all full page bridal advertisers
- Bonus Distribution: AGTA GemFair™, GlobalDESIGN, Inhorgenta, SJTA Atlanta, Bangkok, Hong Kong
- Closing Dates: Orders 1/5 Materials 1/9**

MARCH: THIRD ANNUAL JEWELERS CHOICE AWARDS

- Bonus Distribution: MJSA, Amberif, Basel, Istanbul
- Closing Dates: Orders 1/30 Materials 2/6**

APRIL: THE RETAILER

- Plus: Gold 2009 Fashion & Market Report
- AGS 75th Anniversary Special
- Free product to full page gold advertisers
- Bonus Distribution: AGS Conclave, Kraftwerks, Instore
- Closing Dates: Orders 2/19 Materials 3/2**

MAY: FASHION ISSUE ~ Pre-Show Issue

- Plus: Las Vegas Preview
- Silver Jewelry
- Free product to all full page LV Exhibitors
- Bonus Distribution: VicenzaOro 2
- Closing Dates: Orders 3/31 Materials 3/27**

JUNE: STATE OF THE INDUSTRY

- Plus: JCK Vegas At-Show Issue
- Platinum Jewelry
- Men's Jewelry
- Bonus Distribution: JCK LV Show, LUXURY, PREMIERE
- Closing Dates: Orders 4/20 Materials 4/30**

JULY: JOY OF SELLING

- Packaging / Display / Store Decor
- Bonus Distribution: JCK New Delhi
- Closing Dates: Orders 5/29 Materials 6/10**

AUGUST: PRE-HOLIDAY EXTRAVAGANZA

- Plus: Best in Show 2009
- Palladium
- Bonus Distribution: JA NY, GIA Career Fair, SJTA Atlanta, JCK Toronto, OJA Columbus, West Coast Jewelry Show
- Closing Dates: Orders 6/22 Materials 7/3**

SEPTEMBER: THE DIAMOND ISSUE

- Plus: Diamond 2009 Fashion & Market Report
- Free product to full page diamond advertisers
- Bonus Distribution: Bangkok, Southwest Jewelry Show, Orogemma, Hong Kong, West Coast Jewelry Show
- Closing Dates: Orders 7/30 Materials 8/7**

OCTOBER: FASHION ISSUE

- Plus: Pearl 2009 Fashion & Market Report
- Free product to full page pearl advertisers
- Bonus Distribution: Kraftwerks, JIS Miami, GIA Career Fair, JA Special Delivery
- Closing Dates: Orders 8/28 Materials 9/10**

NOVEMBER: 140th ANNIVERSARY ISSUE

- Then and Now
- Plus: JCK's Exclusive Salary Survey
- Closing Dates: Orders 9/28 Materials 10/9**

DECEMBER: DIRECTORY & BUYERS GUIDE

- Plus: Year in Review
- Closing Dates: Orders 10/7 Materials 10/30**



“Advertising in JCK has increased my sales, and my traffic at all trade shows. My audience respects JCK, which is why my advertising works.”

Steve Berkowitz, Owner,
Sterling Reputation

