

INSTORE 2018 EDITORIAL CALENDAR



FEATURE STORY

The Ultimate One-Year Calendar

Plan your 2018 with this year-long resource.

SPOTLIGHT PRODUCT

Yellow Gold Jewelry

TRADE SHOW DISTRIBUTION

JIS Miami, Centurion Scottsdale

DEADLINES

Publicity: 11/8/17

Sales: 11/21/17

Artwork: 11/28/17



FEATURE STORY

Best Bosses

What makes a great leader? We ask experts, and jewelry store employees.

SPOTLIGHT PRODUCT

Colored Stone Jewelry

TRADE SHOW DISTRIBUTION

AGTA GemFair, JCK Tucson, Atlanta Jewelry Show

DEADLINES

Publicity: 12/6/17

Sales: 12/19/17

Artwork: 12/27/17



FEATURE STORY

25 Experiments to Try in 2018

You won't know what works unless you try new things.

SPOTLIGHT PRODUCT

Fashion Jewelry

TRADE SHOW DISTRIBUTION

JA NY, MJSA Expo, BaselWorld

DEADLINES

Publicity: 1/10/18

Sales: 1/23/18

Artwork: 1/30/18



FEATURE STORY

Closing the Net

How to survive (and even thrive) when your suppliers are selling online.

SPOTLIGHT PRODUCT

Silver Jewelry

TRADE SHOW DISTRIBUTION

JIS Miami

DEADLINES

Publicity: 2/7/18

Sales: 2/20/18

Artwork: 2/27/18



FEATURE STORY

Joy!: What It's Worth

The business benefits of having a happy staff.

SPOTLIGHT PRODUCT

Earrings

TRADE SHOW DISTRIBUTION

JCK Las Vegas, Couture

DEADLINES

Publicity: 3/6/18

Sales: 3/20/18

Artwork: 3/27/18



FEATURE STORY

Top Trends of the Year

Just in time for Vegas, our annual trend report.

SPOTLIGHT PRODUCT

2018's Hottest Trends

TRADE SHOW DISTRIBUTION

JCK Las Vegas, Couture

DEADLINES

Publicity: 4/10/18

Sales: 4/18/18

Artwork: 4/24/18



FEATURE STORY

Small Markets, Big Reach

How to draw customers in even the smallest markets.

SPOTLIGHT PRODUCT

Necklaces

TRADE SHOW DISTRIBUTION

JA NY

DEADLINES

Publicity: 5/8/18

Sales: 5/22/18

Artwork: 5/29/18



FEATURE STORY

America's Coolest Stores for 2018

The country's most innovative jewelers compete to be "America's Coolest".

SPOTLIGHT PRODUCT

Pearls

TRADE SHOW DISTRIBUTION

Atlanta Jewelry Show

DEADLINES

Publicity: 6/12/18

Sales: 6/19/18

Artwork: 6/26/18



THEME ISSUE!

The Bridal Issue

A full edition of tips and product ideas for selling more bridal jewelry.

SPOTLIGHT PRODUCT

Bridal Jewelry

DEADLINES

Publicity: 7/10/18

Sales: 7/24/18

Artwork: 7/31/18



FEATURE STORY

4 Weeks to Peak Holiday Performance

Your guide to getting ready for the holiday season.

SPOTLIGHT PRODUCT

Bracelets

TRADE SHOW DISTRIBUTION

Centurion South Beach, JIS Miami

DEADLINES

Publicity: 8/7/18

Sales: 8/22/18

Artwork: 8/29/18



FEATURE STORY

INSTORE's Big Survey

The results are in from the jewelry industry's most comprehensive poll.

SPOTLIGHT PRODUCT

Rings

TRADE SHOW DISTRIBUTION

JA Special Delivery

DEADLINES

Publicity: 9/11/18

Sales: 9/18/18

Artwork: 9/25/18



FEATURE STORY

Holiday True Tales

Employee meltdowns, insane customers, heartwarming moments and sales that saved the season.

SPOTLIGHT PRODUCT

Men's Jewelry

DEADLINES

Publicity: 10/9/18

Sales: 10/23/18

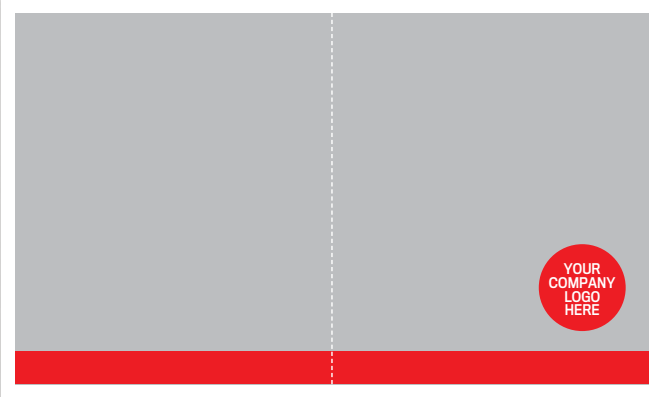
Artwork: 10/30/18

INSTORE PRINT RATES & SIZES

PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$11,990	\$6,700	\$5,500	\$4,490	\$3,740	\$3,080
6x	\$13,700	\$7,650	\$6,340	\$5,140	\$4,270	\$3,490
3x	\$15,430	\$8,610	\$7,150	\$5,770	\$4,820	\$3,970
1x	\$17,140	\$9,570	\$7,940	\$6,390	\$5,350	\$4,400
TRIM SIZE	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (vertical) 9 x 7 (horizontal)	4 1/4 x 10 7/8 (vertical) 9 x 5 1/4 (horizontal)	2 3/4 x 10 7/8 (vertical) 9 x 3 3/4 (horizontal)	3 7/8 x 4 3/4 (vertical) 8 x 2 3/8 (horizontal)
BLEED	18 1/4 x 11 1/8	9 1/4 x 11 1/8	6 x 11 1/8 (vertical) 9 1/4 x 7 1/4 (horizontal)	4 1/2 x 11 1/8 (vertical) 9 1/4 x 5 1/2 (horizontal)	3 x 11 1/8 (vertical) 9 1/4 x 4 (horizontal)	_____
NON BLEED	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (vertical) 8 x 6 5/8 (horizontal)	3 7/8 x 9 7/8 (vertical) 8 x 4 3/4 (horizontal)	2 1/2 x 9 7/8 (vertical) 8 x 3 3/8 (horizontal)	_____


SIZES LISTED IN INCHES

ADVERTISING FORMATS




2-PAGE SPREAD


FULL PAGE




2/3 VERTICAL




2/3 HORIZONTAL




1/3 VERTICAL




1/2 VERTICAL




1/2 HORIZONTAL



1/4 VERTICAL





For additional information and opportunities, please contact your sales representative.