

THE 2022 MEDIA PLANNING GUIDE

INSTORE

STILL THE ONE.

INSTORE CELEBRATES ITS 20TH
YEAR AS THE BEST-LOVED MEDIA
FOR AMERICAN JEWELRY RETAILERS.





“INSTORE MAGAZINE IS A TREASURE TROVE OF INFO FOR THE INDEPENDENT JEWELRY STORE. ONE REASON I READ INSTORE IS TO SEE WHAT CREATIVE THINGS OTHER JEWELRY STORES ARE DOING TO STAY SUCCESSFUL.”

JAKE WOSINSKI, JACOB RAYMOND CUSTOM JEWELRY, GREENSBORO, NC

INSTORE

DEDICATED TO THE SUCCESS OF THE INDEPENDENT BUSINESS OWNER

The only “how to” magazine for the jewelry industry, INSTORE focuses on retailer success stories, practical solutions to universal business problems and product showcases, all designed to give jewelers the tools, inspiration and information they need to thrive.

MORE THAN 100 ADDITIONAL
READER RAVES ONLINE AT:

smartworkmedia.com/is-raves

THE BRAND
80+
 MAJOR PUBLISHING AWARDS SINCE LAUNCH IN 2002

WEBSITE
2019
 NEAL AWARDS
 Best Website
 (Brand revenue under \$3 million)

INSTORE AWARDS

STILL THE ONLY MONTHLY PRINT MAG FOR JEWELRY STORE OWNERS

INSTORE believes strongly that print and online work best together. That’s why we have remained committed to being the only major jewelry industry publication with a complete 12x monthly publication schedule. Jewelry store pros turn to us online and in print for our award-winning content — with our jewelry publications and websites having won more than 80 top awards for editorial and design since we launched in 2002.

SEE OUR FULL LIST OF AWARDS AT:

smartworkmedia.com/awards



MAGAZINE
11-TIME FOLIO AWARD WINNER
 For Best Full Issue, B2B Retail category

Who’s Got the Very Best Website in B2B Media? We Do.

In April 2019, INSTORE’s redesigned website won its biggest honor yet — taking home one of B2B publishing’s most prestigious prizes, the Neal Award for Best Website (Brand revenue under \$3 million).

READER RAVES



Mark Rozanski of Goldart in Ottawa, ON, says:

“YOUR MAGAZINE IS EXCELLENT; IT KEEPS THE PULSE OF THE NORTH AMERICAN JEWELRY SCENE.”

INSTORE ADVERTISER TESTIMONIALS**AS INSTORE CELEBRATES ITS 20TH YEAR, ADVERTISERS SAY WHY OUR CONTENT MATTERS**

Reached for comments in advance of INSTORE's upcoming 20th anniversary issue, here's what long-time advertisers said about us:

- 1 "We have been advertising with INSTORE Magazine since its inception. These many years have provided us with excellent exposure to "our" jewelry industry. Our company benefitted greatly from the advertising and it assisted in our success." — **KEELY GRICE, GRICE SHOWCASE AND DISPLAY MANUFACTURING**
- 2 "Marathon has worked with INSTORE magazine for over 15 years and it's been a great partnership!" — **BARBARA BARRY, MARATHON COMPANY**
- 3 "USA is the biggest destination for Indian gem and jewellery exports, and INSTORE magazine with its extensive content, has been the go-to source for Indian manufacturers to find out the pulse of the market." — **DOLLY CHOUDHARY, GEM & JEWELLERY EXPORT PROMOTION COUNCIL INDIA**
- 4 "INSTORE invests in their readers by creating digital and print platforms ensuring we get noticed. Congratulations on your 20th year!" — **MAY SAMUEL, MIDAS CHAIN**
- 5 "INSTORE is the go-to advertising medium today, reaching parts of the nation like no others. A must in your marketing budget." — **JIM PORTERFIELD, THE BOX BROKER**
- 6 "INSTORE is a staple of the jewelry industry and their reach across retailers is vast. Not only does advertising with INSTORE make great business sense due to their large audience, but we are also glad to support with our advertising dollars an institution so essential to the jewelry industry." — **ALLISON-KAUFMAN**
- 7 "We have been advertising with INSTORE Magazine for almost two years and it has been a delight to work with their team. Partnering with INSTORE has helped us shape our image and build the TI SENTO – Milano brand in the USA." — **SARAH JOHNSTON AND MANON BOUVARD, TI SENTO - MILANO**
- 8 "INSTORE has played a major role in the growth of our company. It has helped create a strong, positive awareness of our brand and product presentation." — **BARBARA ROSS-INNAMORATI, EVOCATEUR LLC**



- 9 "We have aligned ourselves with INSTORE as we believe in focusing strictly on the brick and mortar retail store to help them grow market share." — **ASAF HERSKOVITZ, GN DIAMOND**
- 10 "INSTORE ads are extremely effective in getting recognized by jewelers. Often, when meeting retailers at shows, we ask how they heard about Shy Creation and they often mention seeing the ads in INSTORE. This has been the case with all my clients over the years." — **JIM LITTMAN, SHY CREATION**

INTEGRATED MARKETING WITH INSTORE



KEY NUMBERS

INSTORE MAGAZINE

22,051

PRINT COPIES DISTRIBUTED*

95.5%

RETAILER CIRCULATION*

* Source: BPA Audit, June 2021

INSTOREMAG.COM

43,048

USERS PER MONTH*

61,195

SESSIONS PER MONTH*

181,583

PAGEVIEWS PER MONTH*

* Source: Google Analytics, Sept. 2021

SOCIAL MEDIA

11,500+

Facebook followers

1,200+

Private Facebook community

19,200+

Instagram followers

1,100+

Brain Squad members

INSTORE BRAND STRENGTH

OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

INSTORE takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the INSTORE Sales & Marketing Team will partner with you to design a program that's unique to your needs.

SEE MORE DETAILS AT:

smartworkmedia.com/ishome

READER RAVES



Rick Nichols of Nassau Jewelry in Fernandina Beach, FL, says:

"I LOVE YOUR MAGAZINE, ALWAYS HAVE, BUT SINCE I'VE OWNED MY BUSINESS, I PAY A LOT MORE ATTENTION TO GREAT BUSINESS IDEAS THAN JUST LOOKING AT THE PRETTY PICTURES."

OUR SERVICES

**CONTENT
MARKETING
(PRINT AND
ONLINE)**

**SOCIAL MEDIA
MARKETING**

WEBINARS

PODCASTS

**FOCUS
GROUPS**

VIDEOS

BLOGS

**EMAIL
MARKETING**

**COLLATERAL
& POP
MATERIALS**

**PRINT &
DIGITAL
AD CAMPAIGNS**

**EVENT
MANAGEMENT**



INSTORE MARKETING SERVICES

**LET US TELL
THE STORY
OF YOUR BRAND**

As if you didn't know, content is *king*. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands' strengths and delivers your story to our network of over 22,000 independent jewelry professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.



INSTORE CIRCULATION

KEY DECISION-MAKERS? YOU'LL REACH THEM WITH INSTORE

See how INSTORE's circulation of 22,000+ connects with readers in decision-making roles who can make a serious impact on your brand performance. With inspiring content and consumer magazine-quality design, INSTORE creates an environment where your brand will *shine*.

BREAKDOWN BY ROLE

95.5%

RETAILER CIRCULATION

21,064 COPIES*

includes independents, headquarters, chains, department stores and jewelry departments

Manufacturers and Designers (2.6%)

560 copies

Wholesalers, Distributors and Dealers (1.9%)

427 copies

Vice-President, Director (1.9%)
408 copies

Buyer, Merchandising Manager, Purchasing (1.7%)
381 copies

Jewelry Designer (1.7%)
377 copies

4.4%
Sales Manager, Marketing Manager
867 copies

4.3%
President, Managing Director, Executive
941 copies

8.3%
General, Store, or Department Manager
1,830 copies

77.7%
Owner, Partner, Proprietor
17,142 copies















* Statistics: June 2021
BPA Brand Report



Dan Levinson of Ellis Jewelers in Concord, NC, says:

"INSTORE IS HANDS DOWN THE MOST HELPFUL MAGAZINE IN THE INDUSTRY, NO CLOSE COMPETITORS."

READER RAVES

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <p>FEATURE STORY INSTORE TURNS 20 How we got here, and some of our favorite tips and advice from along the way.</p> <p>NEW ARRIVALS Gold</p> <p>DEADLINES Publicity: 11/5/21 Sales: 11/19/21 Artwork: 11/26/21</p>	 <p>FEATURE STORY THE LEAN PATH TO SUCCESS How to be more efficient in a time-starved age.</p> <p>NEW ARRIVALS Colored Gemstones</p> <p>DEADLINES Publicity: 12/8/21 Sales: 12/17/21 Artwork: 12/24/21</p>	 <p>FEATURE STORY CRAFTING THE CUSTOM SALE A step-by-step analysis from sketch to finished product.</p> <p>NEW ARRIVALS Fashion Jewelry</p> <p>DEADLINES Publicity: 1/7/22 Sales: 1/14/22 Artwork: 1/21/22</p> <p>TRADE SHOW DISTRIBUTION ATLANTA JEWELRY SHOW Atlanta, GA JIS MIAMI Miami, FL</p>	 <p>FEATURE STORY JEWELRY'S SUSTAINABLE FUTURE A progress report on social and environmental responsibility in our industry.</p> <p>NEW ARRIVALS Silver</p> <p>DEADLINES Publicity: 2/8/22 Sales: 2/18/22 Artwork: 2/25/22</p>	 <p>FEATURE STORY HOUSTON, WE HAVE A PROBLEM How to handle the most common jewelry customer complaints.</p> <p>WHAT'S NEXT FOR LAB-GROWN DIAMONDS? A look at the status quo and future of jewelry's hottest new product.</p> <p>NEW ARRIVALS Earrings</p> <p>DEADLINES Publicity: 3/8/22 Sales: 3/18/22 Artwork: 3/25/22</p> <p>TRADE SHOW DISTRIBUTION JCK LAS VEGAS Las Vegas, NV COUTURE Las Vegas, NV</p>	 <p>FEATURE STORY THE 7TH ANNUAL INSTORE DESIGN AWARDS Presenting the industry's most popular design competition.</p> <p>NEW ARRIVALS Top Trends</p> <p>DEADLINES Publicity: 4/8/22 Sales: 4/22/22 Artwork: 4/29/22</p> <p>TRADE SHOW DISTRIBUTION JCK LAS VEGAS Las Vegas, NV COUTURE Las Vegas, NV</p>	 <p>FEATURE STORY FUNNY BUSINESS Why humor can be a powerful business tool.</p> <p>NEW ARRIVALS Necklaces</p> <p>DEADLINES Publicity: 5/6/22 Sales: 5/20/22 Artwork: 5/27/22</p>	 <p>FEATURE STORY THE BRIDAL BUSINESS, ELEVATED Jewelry stores who are going the extra mile for their bridal clients.</p> <p>NEW ARRIVALS Engagement/Wedding Rings</p> <p>DEADLINES Publicity: 6/8/22 Sales: 6/17/22 Artwork: 6/24/22</p> <p>TRADE SHOW DISTRIBUTION JA NY New York, NY</p>	 <p>FEATURE STORY AMERICA'S COOLEST STORES Honoring the country's most distinctive jewelry retailers.</p> <p>NEW ARRIVALS Pearls</p> <p>DEADLINES Publicity: 7/8/22 Sales: 7/22/22 Artwork: 7/29/22</p>	 <p>FEATURE STORY THE WIDE, WIDE WORLD OF GEMSTONES Everything you need to know about today's hottest gems.</p> <p>NEW ARRIVALS Bracelets</p> <p>DEADLINES Publicity: 8/5/22 Sales: 8/19/22 Artwork: 8/26/22</p> <p>TRADE SHOW DISTRIBUTION JIS MIAMI Miami, FL JA SPECIAL DELIVERY New York, NY</p>	 <p>FEATURE STORY THE BIG SURVEY Jewelry's most comprehensive data-gathering exercise returns.</p> <p>NEW ARRIVALS Rings</p> <p>DEADLINES Publicity: 9/8/22 Sales: 9/16/22 Artwork: 9/23/22</p>	 <p>FEATURE STORY 8 OVER 80 Eight octogenarian retailers who are still getting things done.</p> <p>NEW ARRIVALS Men's Jewelry</p> <p>DEADLINES Publicity: 10/7/22 Sales: 10/21/22 Artwork: 10/28/22</p>



POPULAR DEPARTMENTS IN EACH EDITION OF INSTORE

NEW ARRIVALS
The newest jewelry looks by category.

COOL STORES
The country's coolest jewelry retailers.

BEST OF THE BEST
Actions worth emulating.

HOT SELLERS
Our Brain Squad's monthly round-up of best-performing brands.

OPENING LINES
What's new, what's hot in jewelry collections.

TOOLS AND SERVICES
New stuff for jewelers.

MANAGER'S TO-DO
The action guide to the coming month.

CALENDAR
Key dates for jewelers.

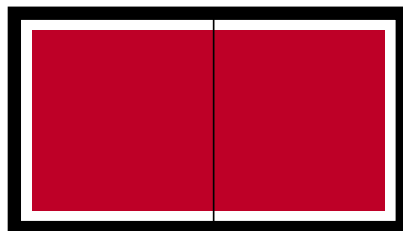
REAL DEAL
Readers solve real-life jewelry business situations.

+RATES

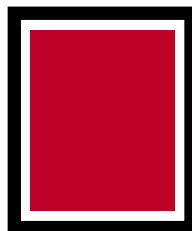
PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$11,990	\$6,700	\$5,500	\$4,490	\$3,740	\$3,080
6x	\$12,640	\$7,070	\$5,830	\$4,720	\$3,940	\$3,260
3x	\$13,300	\$7,440	\$6,150	\$4,970	\$4,140	\$3,420
1x	\$13,990	\$7,830	\$6,470	\$5,230	\$4,360	\$3,600
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 ⁷ / 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 ¹ / ₈ (horizontal)	—

SIZES LISTED IN INCHES

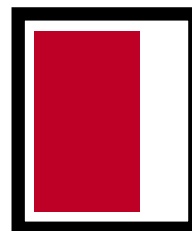
+FORMATS



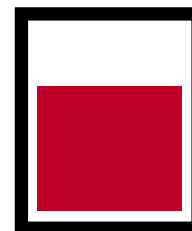
2-PAGE SPREAD



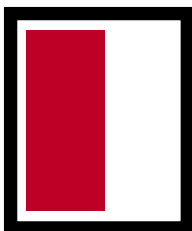
FULL PAGE



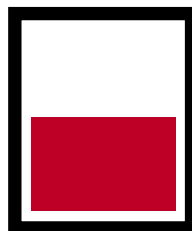
2/3 VERTICAL



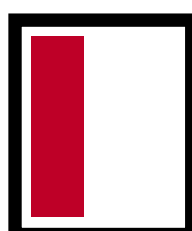
2/3 HORIZONTAL



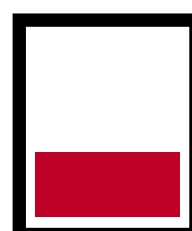
1/2 VERTICAL



1/2 HORIZONTAL



1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

INSTORE DIGITAL OVERVIEW

INSTORE IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, INSTOREMAG.COM continues its rapid growth with jewelry pros. Extra-large banner sizes make it easier for advertisers to attract the attention of jewelry retailers reading our engaging content.

CHECK OUT THE WEBSITE AT:
instoremag.com

KEY DIGITAL METRICS

22,000+

Average emails sent
INSTORE Daily Bulletin (Monday-Saturday)

22.0% / 24.6%

Average open rate* / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook

11,500+ followers

Instagram

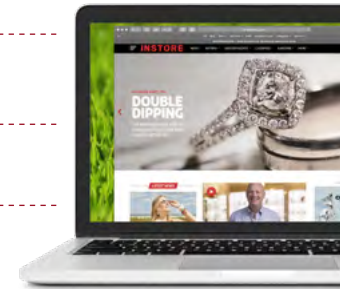
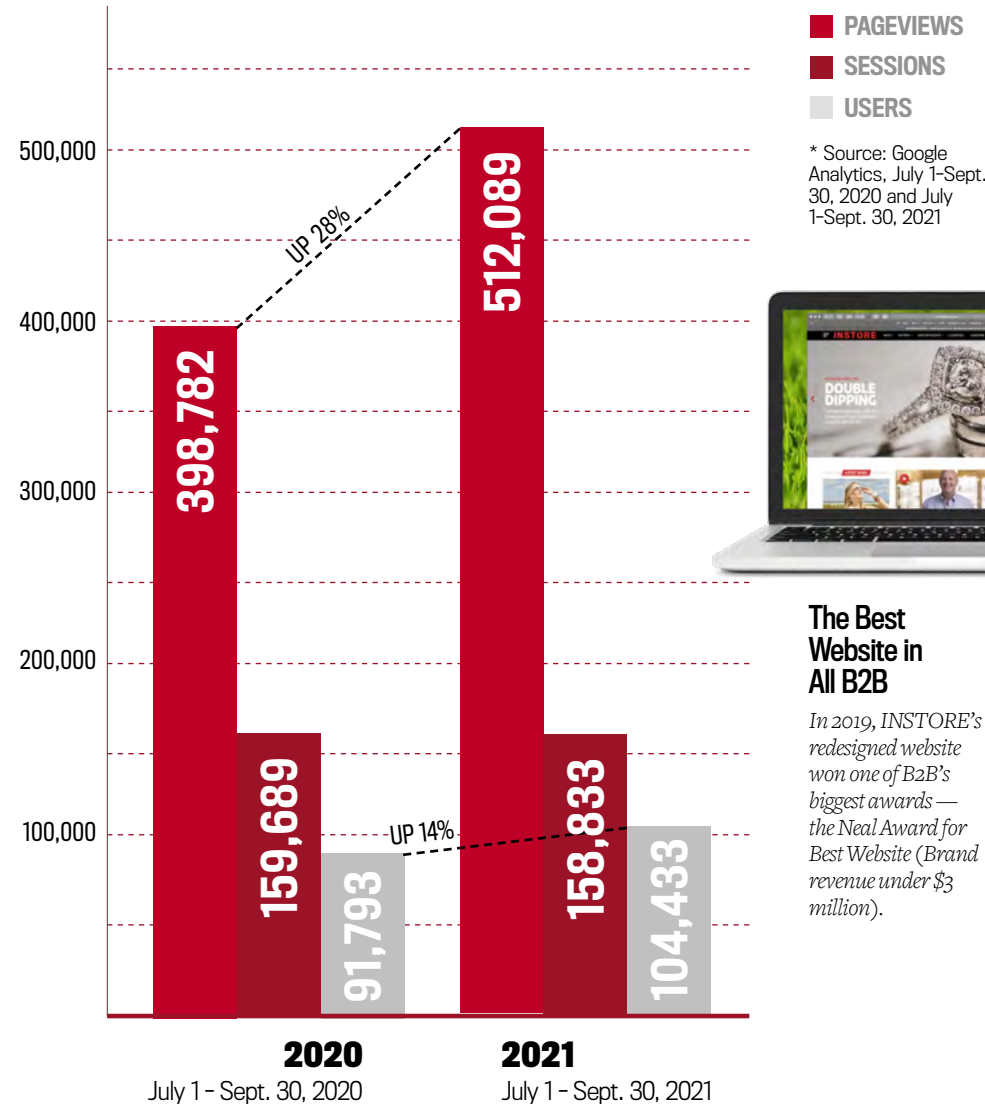
19,200+ followers

* Source: Omeda Audience Data, September 2019



INSTOREMAG.COM TRAFFIC 2020 VS. 2021

Users and pageviews* increased sharply in summer 2021.



The Best Website in All B2B

In 2019, INSTORE's redesigned website won one of B2B's biggest awards — the Neal Award for Best Website (Brand revenue under \$3 million).

READER RAVES



Holly McHone of Holly McHone
Jewelers in Astoria, OR, says:

"WE'RE SO GRATEFUL THAT YOU ARE HERE, DOING WHAT YOU DO, HELPING JEWELERS DAILY."

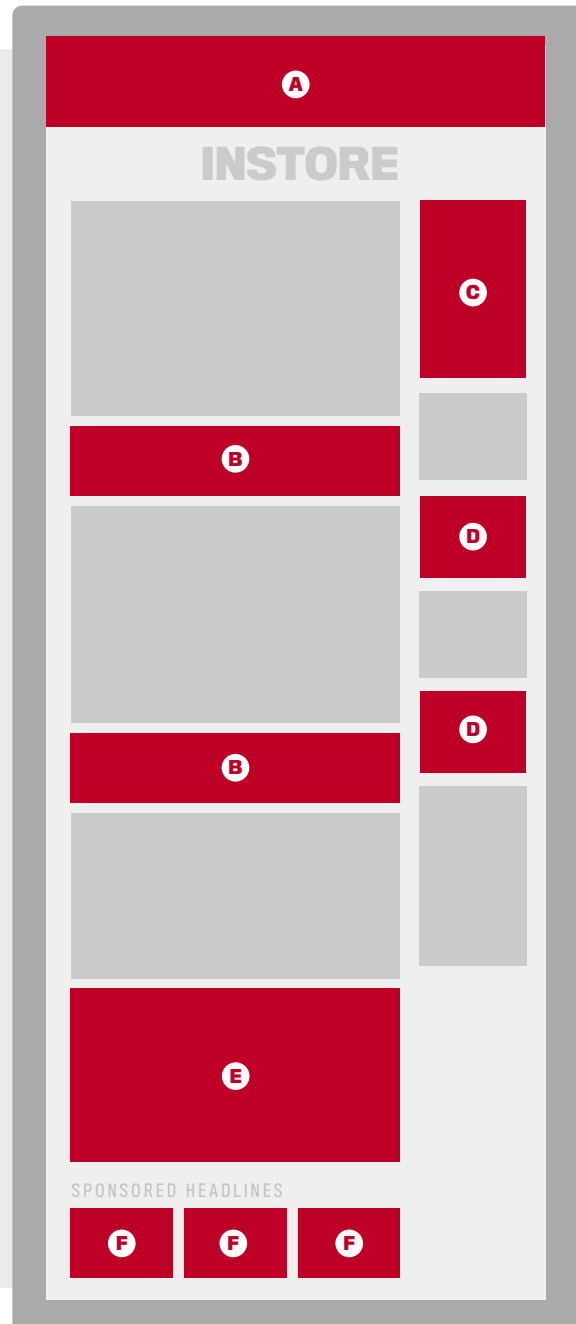
WEBSITE BANNERS

Our award-winning website provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on INSTOREMAG.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



A BILLBOARD BANNER

This dominating, full-width position makes your brand the star of our website.

CPM RATES

JAN-DEC **\$215**

Desktop: 1800 x 460 pixels*;
Mobile: 400 x 300 pixels

* Maximum resolution to appear at full width on higher-resolution devices.

B HEADLINE BANNERS

In-story (every six paragraphs) banner slots ensure your message will be seen by readers.

CPM RATES

JAN-DEC **\$110**

Desktop: 740 x 190 pixels;
Mobile: 300 x 250 pixels;
Homepage: 1800 x 460 pixels

C SKYSCRAPER SIDE BANNER

Our towering sidebar banner gives you space to show off and makes a serious impression.

CPM RATES

JAN-DEC **\$90**

Desktop: 300 x 600 pixels;
Mobile: 300 x 300 pixels

D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

CPM RATES

JAN-DEC **\$80**

Desktop: 300 x 300 pixels

E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

CPM RATES

JAN-DEC **\$160**

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

F SPONSORED HEADLINES

Point readers to breaking news about your business with a click-worthy headline and thumbnail art appearing below our content.

CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content



DAILY NEWS BULLETIN

Get your message across to 22,000+ passionate fans.

A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	\$6,330
WEEKLY	\$1,670

Size: 600 x 155 pixels

D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	\$3,840
WEEKLY	\$1,150

Size: 560 x 145 pixels

B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$5,330
WEEKLY	\$1,650

Size: 560 x 145 pixels

E HEADLINE BANNER 3

Reach readers with this banner located below our daily news headlines.

RATES	
MONTHLY	\$3,200
WEEKLY	\$940

Size: 560 x 145 pixels

C SKYSCRAPER

This towering banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	\$3,840
WEEKLY	\$1,150

Size: 250 x 500 pixels

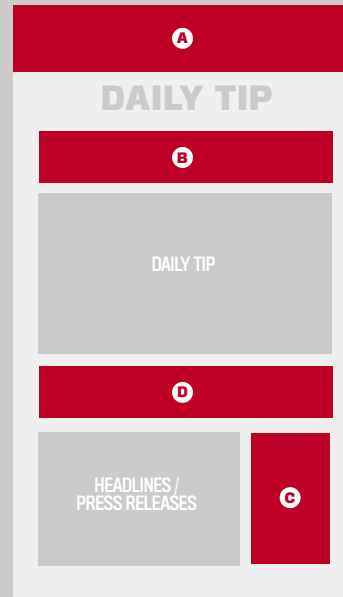
F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	\$2,500
WEEKLY	\$775

Size: 560 x 300 pixels

SPECIAL PRODUCT TIP OF THE DAY BULLETIN



A BILLBOARD	MONTHLY	WEEKLY
Size: 600 x 155 pixels	\$5,220	\$1,500

B LEADERBOARD	MONTHLY	WEEKLY
Size: 560 x 145 pixels	\$4,350	\$1,250

C SKYSCRAPER	MONTHLY	WEEKLY
Size: 250 x 500 pixels	\$3,870	\$1,100

D LOWER BANNER	MONTHLY	WEEKLY
Size: 560 x 145 pixels	\$2,440	\$700



**YOUR MAGAZINE GIVES
ME THE "PULSE" OF
EVERYTHING IN THIS
BEAUTIFUL, CRAZY, EVER-
CHANGING INDUSTRY!
JOINING THE BRAIN SQUAD
HAS BEEN IMMENSELY
HELPFUL! IT BRINGS
EXCITING NEW IDEAS
AND CHANGES THAT
CUSTOMERS ARE LOVING!**

LINDA MCEATHRON, DESIGN HOUSE, WACO, TX

INSTORE ADVERTISING SPECS**TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS****FILE SUBMISSION**

Files that are 10MB or smaller should be emailed directly to artwork@instoremag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, High-tail.com or WeTransfer.com.

If sending DVDs or flash drives, include a label with the advertiser's name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT

Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES

- ▶ Use high resolution images. 350 DPI is recommended.
- ▶ TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
- ▶ RGB and LAB color are not allowed.
- ▶ Do not save TIFF or EPS files with embedded color management profiles.
- ▶ Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
- ▶ Total Area Coverage should not exceed 300%.

FONTS

- ▶ Always embed all fonts.
- ▶ Do not allow font substitutions.
- ▶ Do not use TrueType fonts.
- ▶ Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS

- ▶ Only use CMYK colors; convert spot colors to process.

LAYOUT

- ▶ Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics program.
- ▶ When bleed is required, provide 1/8-inch beyond the trim area.
- ▶ All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY

- ▶ All transparent objects must be flattened at a high resolution.
- ▶ Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT

- ▶ Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS

We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS

For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER

EMAIL: artwork@instoremag.com / PHONE: (212) 981-9625

**CONTACT YOUR AD REP**

advertising@instoremag.com

KRISTA COLLINS WALTERS

NATIONAL SALES DIRECTOR

krista@smartworkmedia.com

(212) 981-0230

LORI GADOLA

SALES REPRESENTATIVE

lori.gadola@smartworkmedia.com

(212) 981-0233

MEHER VESAVEVALA

ADVERTISING SALES (ASIA)

mehernavaz@smartworkmedia.com

+91 9821136069

SMARTWORK MEDIA

(212) 981-9625

smartworkmedia.com

28 Valley Road, Suite 1
Montclair, NJ 07042

INSTORE MULTIMEDIA OPPORTUNITIES**MEDIA SPOTLIGHT**

A TRIPLE-THREAT MULTIMEDIA PACKAGE DESIGNED TO SEND YOUR COMPANY MESSAGE, LOUD AND CLEAR.

3 COMPONENTS: VIDEO, PRINT, ONLINE

VIDEO

The Media Spotlight package starts with a **15- to 20-minute video interview** with your company representative and an INSTORE interviewer. This is your big chance to show off your product and share your company's sales pitch.

PRINT

Connect with our readers through a **1/3-page advertisement or client-supplied advertorial in INSTORE Magazine**. Your ad can include a **prominent call-to-action (CTA)** directing readers to your video interview online.

ONLINE

We'll host your video interview and product profile on a **dedicated page on INSTOREMAG.COM**, and send **one custom e-blast** to our full email list of 22,000+ jewelry pros to promote your interview.

**STEP 1: LET'S CREATE VIDEO MAGIC**

Present your products in your own inimitable way in a 15- to 20-minute Zoom-style interview with an INSTORE interviewer.

**STEP 2: PROMOTE IN PRINT**

Attract jewelry retailers' attention to your interview with a 1/3-page advertorial or display ad in INSTORE magazine.

**STEP 3: DRIVE VIEWERS ONLINE**

We'll send viewers to your interview and company story with a gorgeous feature layout on INSTOREMAG.COM, **PLUS your own custom e-blast** to our audience of more than 22,000 jewelry pros.



PACKAGES START AT

\$4,730

INSTORE SPONSORSHIP OPPORTUNITIES

BRING YOUR BRAND TO THE MOST POPULAR INSTORE FEATURE OF THE YEAR!

Affiliate your brand with retail excellence by sponsoring the country's most prestigious competition for jewelry retailers

AMERICA'S COOLEST STORES 2022 BRAND SPONSORSHIP INCLUDES:

LOGO PLACEMENT

- * Contest print promo ads in January, February and March issues of INSTORE
- * All email promos (2X in January, February and March)
- * Digital display units across run of site on instoremag.com from January through March
- * Sponsored/boosted social media posts January through March
- * 12x Coolest Stores profile stories in INSTORE magazine (January 2022-December 2022)

PLUS

- * Display ad (300x300) on America's Coolest Stores landing page
- * Display ad in editorial eBulletin "teaser" (pre-issue release of winners online in August 2022)
- * Logo on intro page of INSTORE Coolest Stores winners feature in September 2022



PACKAGE COST
\$5,495
 4 SPONSORSHIPS AVAILABLE

INSTORE DIGIMAG

MAKE YOURSELF A COVER STAR WITH AN INSTORE DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of INSTORE magazine? It's easy with a sponsorship of our monthly digital flipbook. With a can't-miss full-page ad adjacent to our cover (plus online and email banners), it's a powerful and cost-effective way to associate your brand with jewelry pros' favorite business publication.

AD OPPOSITE FRONT COVER

PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Skyscraper banner (250 x 500 pixels) on 2x monthly bulletin
- Your company logo on all INSTORE digital edition promotions for that issue (including banners, rotators)

\$2,295 PER EDITION

BOTTOM BANNER

PACKAGE INCLUDES

- Bottom banner visible on every page of digital edition
- Headline banner (560 x 145 pixels) at bottom of 2x monthly bulletin

\$1,315 PER EDITION

FULL PAGE DIGITAL AD

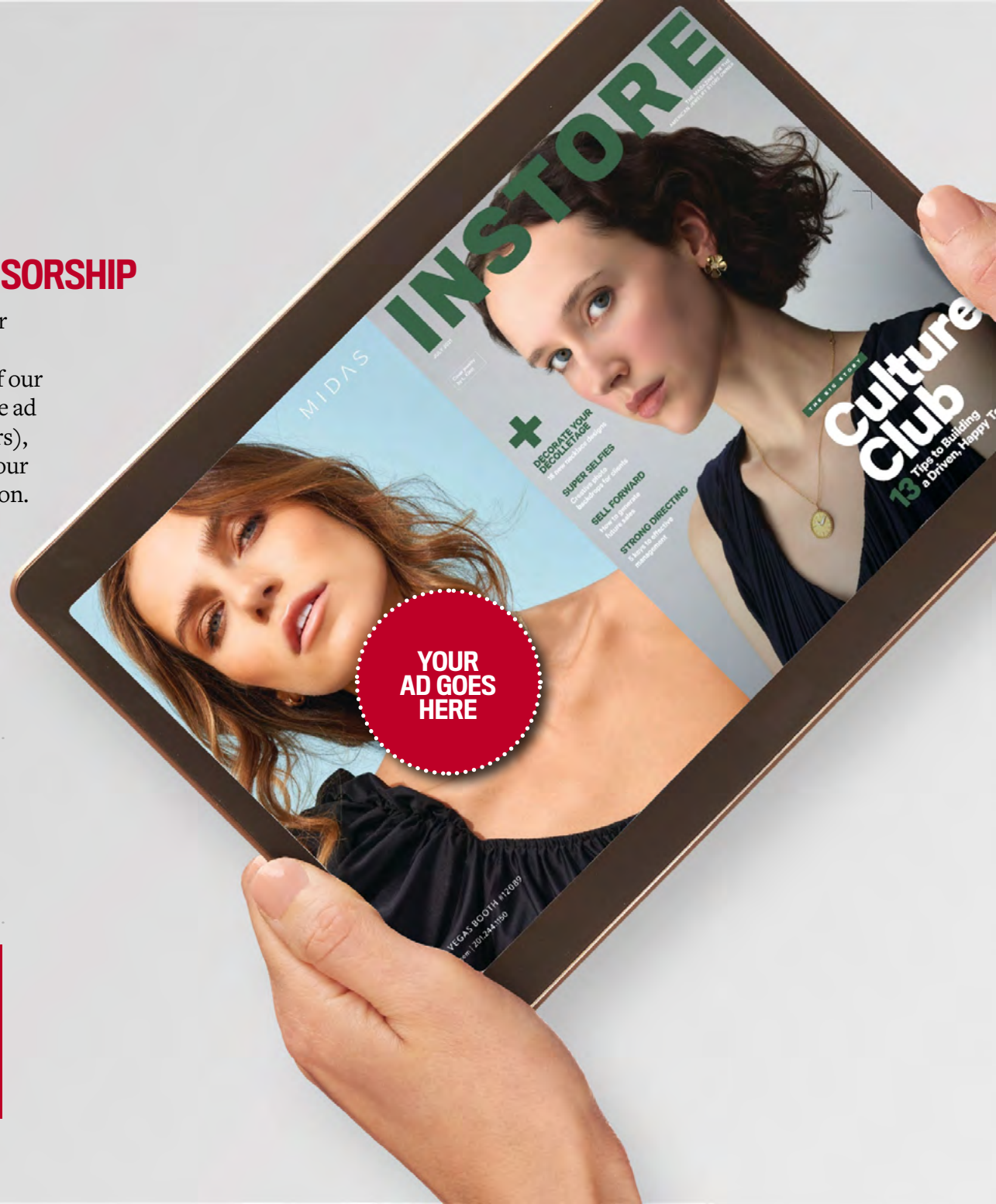
Your ad is placed in a special expanded advertising section inside our digital edition.

\$495 PER EDITION

AVAILABLE AD ENHANCEMENTS

Video or audio integration
\$500 per ad

Ad animation
\$500 per ad



INSTORE DESIGN AWARDS 2022

ARE YOUR JEWELRY DESIGNS AWARD- WINNERS? LET'S FIND OUT.

Do you want exposure for your very best jewelry designs, along with the chance to win one of the most high-profile awards in the jewelry business? Then don't miss the INSTORE Design Awards, jewelry's only two-tiered design contest — where your entries are judged by a respected panel of style experts, as well as by the wider population of U.S. jewelry retailers. It all means guaranteed exposure, and more chances to win!

ENHANCEMENTS FOR THIS YEAR:

- New product categories offered
- Voting Guide to be featured in the April issue of INSTORE Magazine, capitalizing on full retail readership and exposure
- Visibility during Las Vegas Jewelry Week

EARLY BIRD PRICE: BEFORE JAN 15

\$395

FIRST PRODUCT
ENTERED

20% OFF

EACH SUBSEQUENT
PRODUCT ENTERED

Regular price: \$495 first product, \$395 additional products

RESERVE YOUR DISCOUNT ENTRY NOW!