

THE 2023 MEDIA PLANNING GUIDE

INSTORE

PERFECT MATCH.

EVEN AFTER 20+ YEARS,
NOBODY CONNECTS WITH
AMERICA'S INDEPENDENT
JEWELERS LIKE INSTORE.



MEDIA PRODUCTS INSTORE MAGAZINE / [INSTOREMAG.COM](https://instoremag.com) / THE INSTORE SHOW (NEW IN 2023) / CUSTOM CONTENT / WEBINARS / PODCASTS



“AS LONGTIME READERS, WE FIND IT REFRESHING TO OPEN INSTORE AND SEE WHAT OTHER STORES AND ARTISTS ARE DOING. IT ENABLES US TO KEEP UP WITH TRENDS AND NEW PRODUCTS FOR OUR WORKSHOP AND RETAIL STORE. OUR STORE HAS BEEN IN BUSINESS FOR 53 YEARS AND STILL GOING STRONG.”

GREG MOSSMAN, NORTH COUNTRY FAIR JEWELERS, NORTH CONWAY, NH

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**



*Liz Saba of Presley & Co. Fine
Jewelers in San Diego, CA, says:*

**"EVERY MONTH WE ANXIOUSLY AWAIT OUR COPY OF INSTORE.
IT REALLY GIVES US A PULSE ON WHAT IS HAPPENING IN OUR INDUSTRY."**

INSTORE ADVERTISER TESTIMONIALS**INSTORE ADVERTISERS ON HOW OUR MEDIA PRODUCTS HELP THEM DO BUSINESS**

As INSTORE celebrated its 20th anniversary in 2022 and now moves into its third decade of serving the jewelry industry, here's what some long-time advertisers are saying about our media products:

1 "Here's why we've been advertising with INSTORE since their inception. Partnership that is real. Advertising which delivers results. Integrity and trust of the entire INSTORE Team." — **KATHY GRENIER, IMPERIAL**

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 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 SDC Creations has been rapidly growing over the past few years and INSTORE offered us the perfect outlet to showcase our new programs to a large, distinguished group of independent jewelers. Since working with INSTORE, calls inquiring about SDC's collections has increased and our recognition at trade shows in 2022 was more pronounced. INSTORE has also provided SDC's national sales force with great talking points during meetings, especially since many jewelers are directly referencing our most recent ads. — **PARAG DESAI, SDC CREATIONS**



KEY NUMBERS

INSTORE MAGAZINE

22,052

PRINT COPIES DISTRIBUTED*

* Source: Verified Audit Circulation

THE INSTORE SHOW (NEW!)

Aug. 13-15, 2023

Donald E. Stephens Convention Center,
Rosemont, IL

INSTOREMAG.COM

57,058

USERS PER MONTH*

82,887

SESSIONS PER MONTH*

175,279

PAGEVIEWS PER MONTH*

* Source: Google Analytics,
Jan 1-Aug 31, 2022

SOCIAL MEDIA

11,600+

Facebook
followers

1,200+

Private Facebook
community

19,200+

Instagram
followers

900+

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, webinar, podcast or e-mail campaign, or, *new this year*, a booth at the INSTORE Show (launching August 2023), 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



Cindi Haddad-Drew of Cindi's Diamond
& Jewelry Gallery, Foxboro, MA, says:

"I LOVE THE TIDBITS I GET DAILY IN MY INBOX. I SHARE WITH
STAFF SO THEY ARE STAYING CURRENT!"

OUR SERVICES

CONTENT
MARKETING
(PRINT AND
ONLINE)

SOCIAL MEDIA
MARKETING

WEBINARS

PODCASTS

FOCUS
GROUPS

VIDEOS

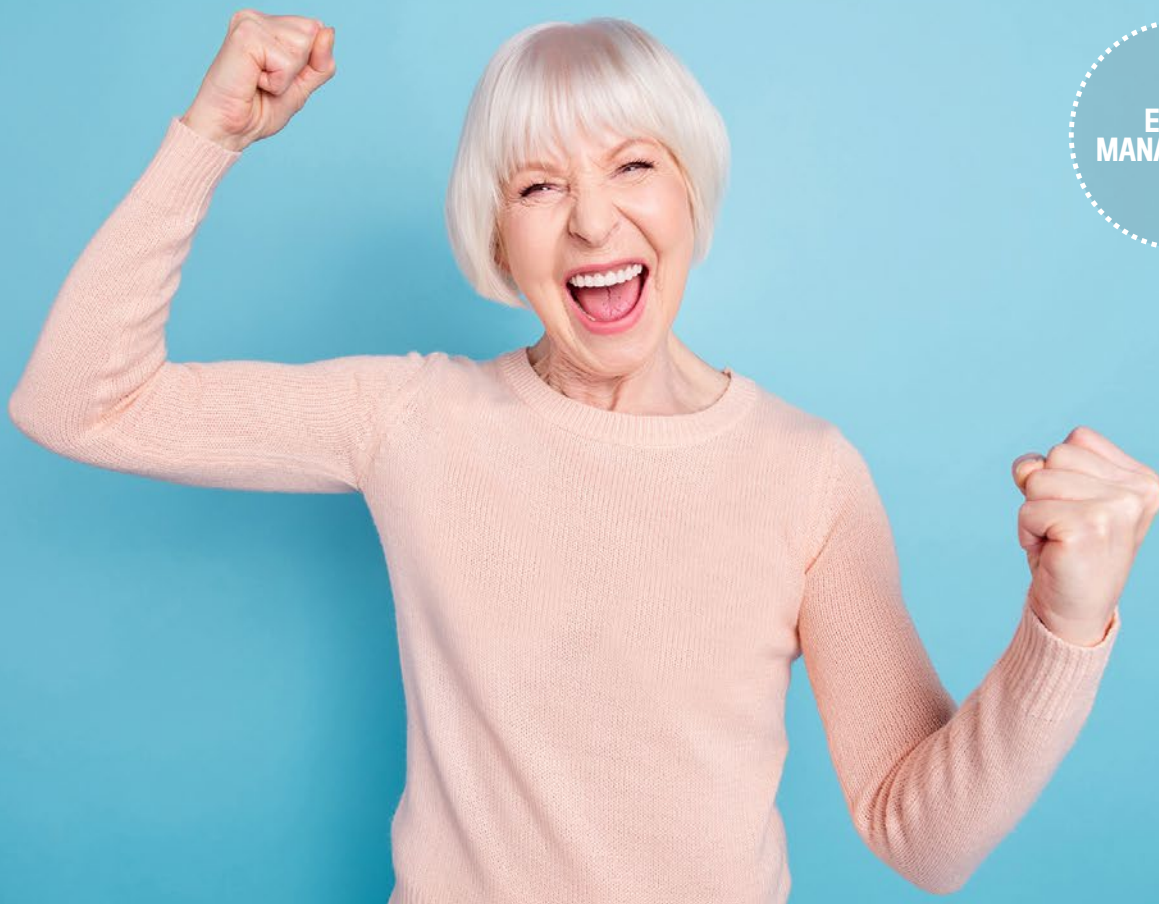
BLOGS

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.

Smart
WORK
CONTENT STUDIO

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

97%

RETAILER CIRCULATION

21,348 COPIES*

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

Wholesalers, Distributors and Dealers (2%)

412 copies

Manufacturers and Designers (1%)

285 copies

Vice-President, Director (2%)
388 copies

Buyer, Merchandising Manager, Purchasing (2%)
398 copies

Jewelry Designer (1%)
298 copies

4%
Sales Manager, Marketing Manager
885 copies

4%
President, Managing Director, Executive
831 copies

8%
General, Store, or Department Manager
1,719 copies

79%
Owner, Partner, Proprietor
17,505 copies

TOTAL QUALIFIED CIRCULATION

22,052*















READER
RAVES



Scot Caniglia of Josephs Jewelers
in West Des Moines, IA, says:

"YOUR MAGAZINE IS GREAT BECAUSE OF THE INTERACTION WITH JEWELERS. YOU HEAR WHAT WE SAY, AND WE APPRECIATE THAT."

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 <p>FEATURE STORY MAKE YOUR OWN LUCK How to boost your odds in a capricious world.</p> <p>NEW ARRIVALS Gold</p> <p>DEADLINES Publicity: 11/2/22 Sales: 11/9/22 Artwork: 11/18/22</p>	 <p>FEATURE STORY BRAIN SQUAD BREAKDOWN Inside the workings of INSTORE's most valuable resource.</p> <p>NEW ARRIVALS Colored Gemstones</p> <p>DEADLINES Publicity: 12/5/22 Sales: 12/12/22 Artwork: 12/23/22</p> <p>TRADE SHOW DISTRIBUTION AGTA Atlanta, GA</p>	 <p>FEATURE STORY 50 WAYS TO INJECT PERSONALITY INTO YOUR STORE Dozens of business tweaks that make your brand obvious to all.</p> <p>NEW ARRIVALS Diamond Jewelry</p> <p>DEADLINES Publicity: 1/2/23 Sales: 1/9/23 Artwork: 1/20/23</p> <p>TRADE SHOW DISTRIBUTION ATLANTA JEWELRY SHOW Atlanta, GA JIS MIAMI Miami, FL</p>	 <p>FEATURE STORY CRACKING THE ESTATE CODE How to become your market's go-to resource for vintage and estate jewelry.</p> <p>SPECIAL SUPPLEMENT THE INSTORE DESIGN AWARDS VOTING GUIDE Retailers can vote for their favorite products in this year's contest.</p> <p>NEW ARRIVALS Silver</p> <p>DEADLINES Publicity: 2/8/23 Sales: 2/15/23 Artwork: 2/24/23</p>	 <p>FEATURE STORY 100 THINGS EVERY JEWELRY SALESPERSON SHOULD KNOW If you want to sell jewelry, here's how you start.</p> <p>DANGEROUS MARKETING Edgy, creative advertising campaigns that could have backfired... but didn't.</p> <p>NEW ARRIVALS Earrings</p> <p>DEADLINES Publicity: 3/6/23 Sales: 3/13/23 Artwork: 3/24/23</p> <p>TRADE SHOW DISTRIBUTION JCK LAS VEGAS Las Vegas, NV COUTURE Las Vegas, NV</p>	 <p>FEATURE STORY THE 8TH ANNUAL INSTORE DESIGN AWARDS Presenting the industry's most popular design competition.</p> <p>NEW ARRIVALS Top Trends</p> <p>DEADLINES Publicity: 4/3/23 Sales: 4/10/23 Artwork: 4/21/23</p> <p>TRADE SHOW DISTRIBUTION JCK LAS VEGAS Las Vegas, NV COUTURE Las Vegas, NV</p>	 <p>FEATURE STORY OVERCOMING ANXIETY How to let go of your angst and push forward.</p> <p>SPECIAL SUPPLEMENT THE INSTORE SHOW GUIDE A guide for attendees of our highly anticipated trade event.</p> <p>NEW ARRIVALS Necklaces</p> <p>DEADLINES Publicity: 5/8/23 Sales: 5/15/23 Artwork: 5/26/23</p>	 <p>FEATURE STORY WEDDING JEWELRY ISSUE Our annual guide to all things bridal.</p> <p>HOW TO SELL THE BAND Closing the engagement ring sale is just the beginning.</p> <p>NEW ARRIVALS Engagement/Wedding Rings</p> <p>DEADLINES Publicity: 6/5/23 Sales: 6/12/23 Artwork: 6/23/23</p> <p>TRADE SHOW DISTRIBUTION THE INSTORE SHOW Rosemont, IL</p>	 <p>FEATURE STORY AMERICA'S COOLEST STORES Honoring North America's most distinctive jewelry retailers.</p> <p>NEW ARRIVALS Pearls</p> <p>DEADLINES Publicity: 7/3/23 Sales: 7/10/23 Artwork: 7/21/23</p>	 <p>FEATURE STORY EVENT HORIZON The new event concepts that excite customers most.</p> <p>NEW ARRIVALS Bracelets</p> <p>DEADLINES Publicity: 8/7/23 Sales: 8/14/23 Artwork: 8/25/23</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: 9/4/23 Sales: 9/11/23 Artwork: 9/22/23</p>	 <p>FEATURE STORY DAREDEVILS Jewelers who do crazy things in their spare time.</p> <p>NEW ARRIVALS Men's Jewelry</p> <p>DEADLINES Publicity: 10/9/23 Sales: 10/16/23 Artwork: 10/27/23</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.

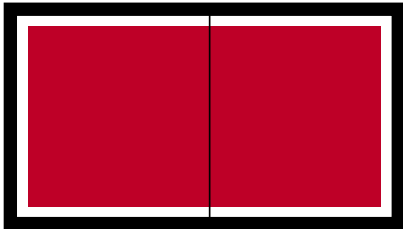
REAL DEAL
Readers solve real-life jewelry business situations.



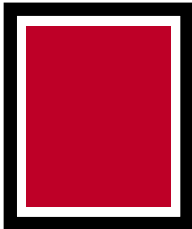
+RATES	PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
	12x	\$12,580	\$7,030	\$5,770	\$4,710	\$3,920	\$3,230
	6x	\$13,270	\$7,420	\$6,120	\$4,950	\$4,130	\$3,420
	3x	\$13,960	\$7,810	\$6,450	\$5,210	\$4,340	\$3,590
	1x	\$14,680	\$8,220	\$6,790	\$5,490	\$4,570	\$3,780
	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 ¹ / ₈ (horizontal)	_____

SIZES LISTED IN INCHES

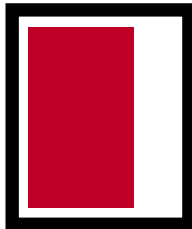
+ FORMATS



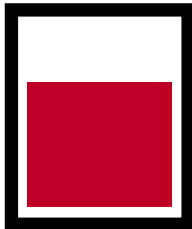
2-PAGE SPREAD



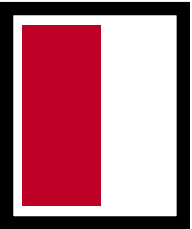
FULL PAGE



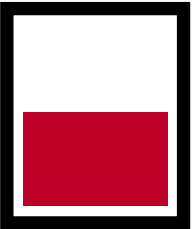
2/3 VERTICAL



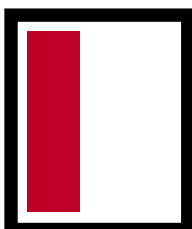
2/3 HORIZONTAL



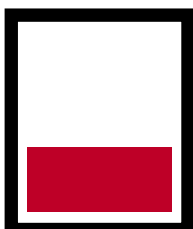
1/2 VERTICAL



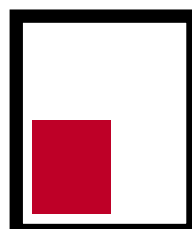
1/2 HORIZONTAL



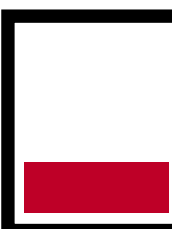
1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

INSTORE
DIGITAL OVERVIEW

INSTORE IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With an award-winning 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

21,800+

Average emails sent
INSTORE Daily Bulletin (Monday-Saturday)

52.1% / 9.4%

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

ON SOCIAL MEDIA

Facebook

11,600+ followers

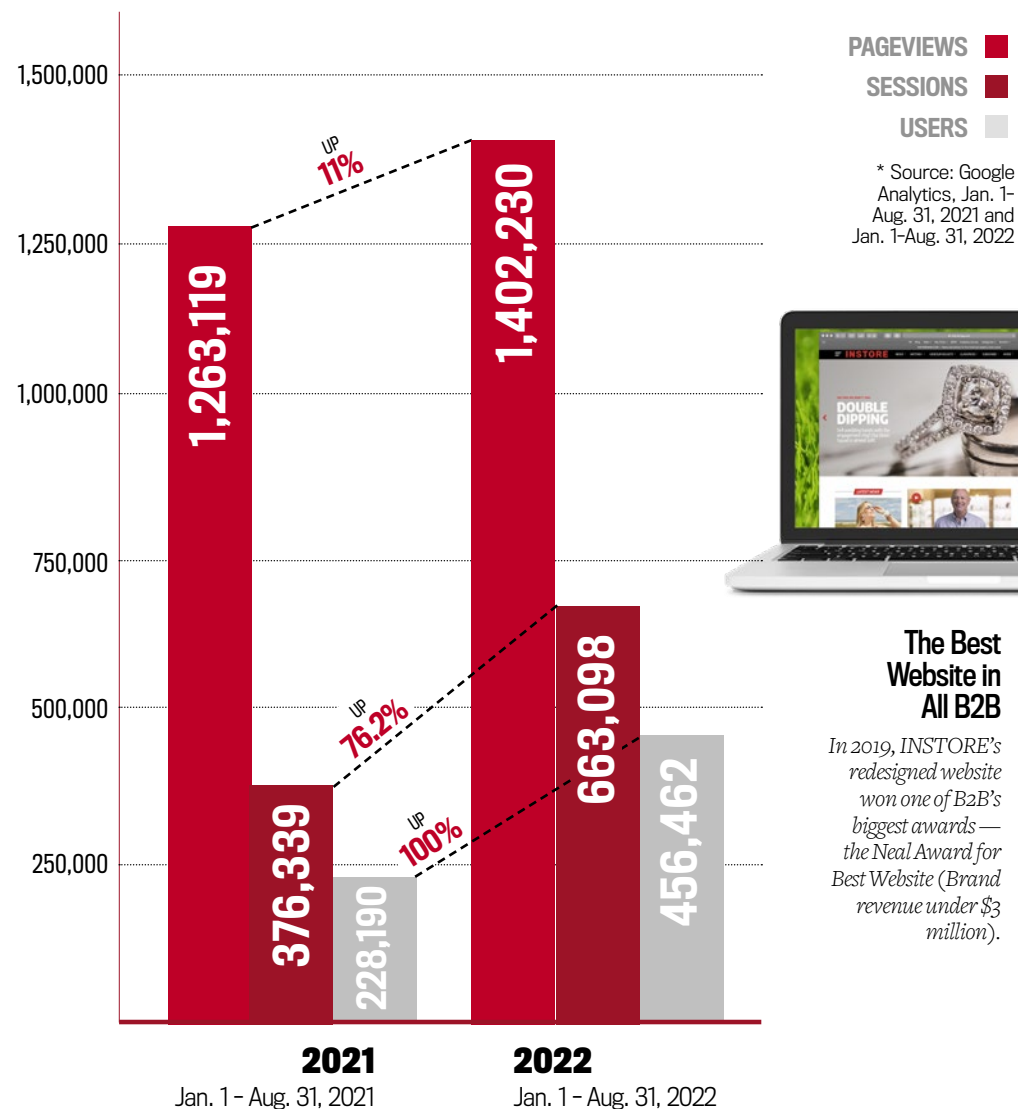
Instagram

19,200+ followers

* Source: Omeda Audience Data, April-June 2022


INSTOREMAG.COM TRAFFIC 2021 VS. 2022

Users, sessions and pageviews* all grew strongly in 2022.



READER RAVES



*Jim Cash of Diamond Center
in Fayetteville, AR, says:*

"I REALLY ENJOY INSTORE MAGAZINE. I ESPECIALLY ENJOY THE DAILY EMAILS WITH LINKS TO ALL THE LATEST ARTICLES. I SHARE THEM FREQUENTLY."

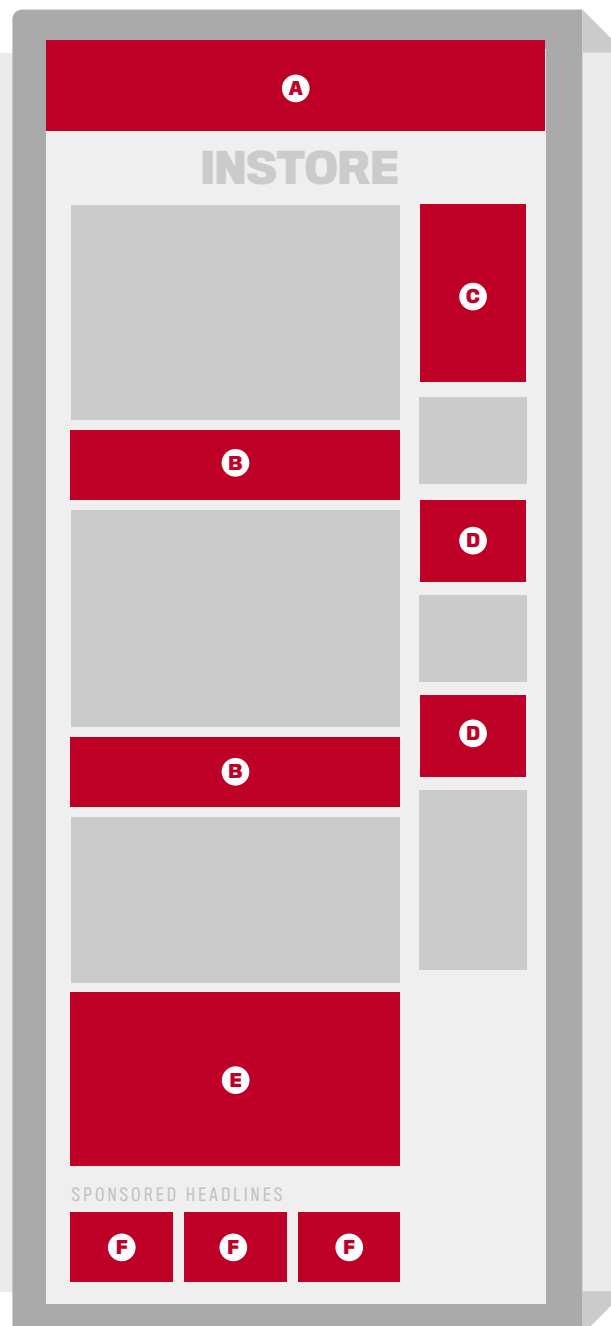
WEBSITE BANNERS

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](https://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 21,800+ 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**

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**

Size: 560 x 145 pixels

B HEADLINE BANNER 1

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

RATES

MONTHLY **\$5,330**

E HEADLINE BANNER 3

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

RATES

MONTHLY **\$3,200**

Size: 560 x 145 pixels

C SKYSCRAPER

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

RATES

MONTHLY **\$3,840**

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

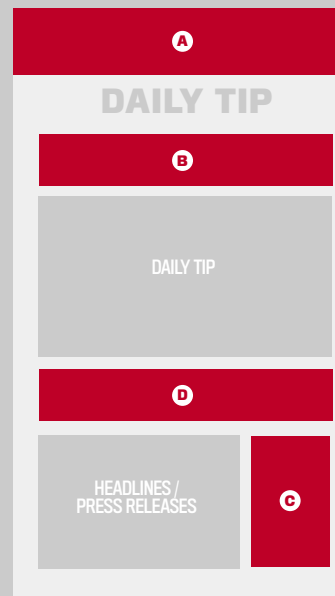
MONTHLY **\$2,500**

WEEKLY **\$775**

Size: 560 x 300 pixels

SPECIAL PRODUCT

TIP OF THE DAY BULLETIN



A BILLBOARD

Size: 600 x 155 pixels

MONTHLY **\$5,220**

B LEADERBOARD

Size: 560 x 145 pixels

MONTHLY **\$4,350**

C SKYSCRAPER

Size: 250 x 500 pixels

MONTHLY **\$3,870**

D LOWER BANNER

Size: 560 x 145 pixels

MONTHLY **\$2,440**



**“WE LOVE GETTING OUR
INSTORE MONTHLY. I LOVE
THE LITTLE MORSELS
OF INFORMATION
THROUGHOUT THE
MAGAZINE AND HOW
EASILY IT FLOWS. I
LOVE TO SEE WHICH
VENDORS AND ITEMS ARE
TRENDING THROUGHOUT
THE COUNTRY. I ALWAYS
LEARN SOMETHING.”**

RAKHI NARWANI, ROX JEWELERS, DECATUR, GA

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

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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 2023 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 2023-December 2023)

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 2023)
- * Logo on intro page of INSTORE Coolest Stores winners feature in September 2023



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**

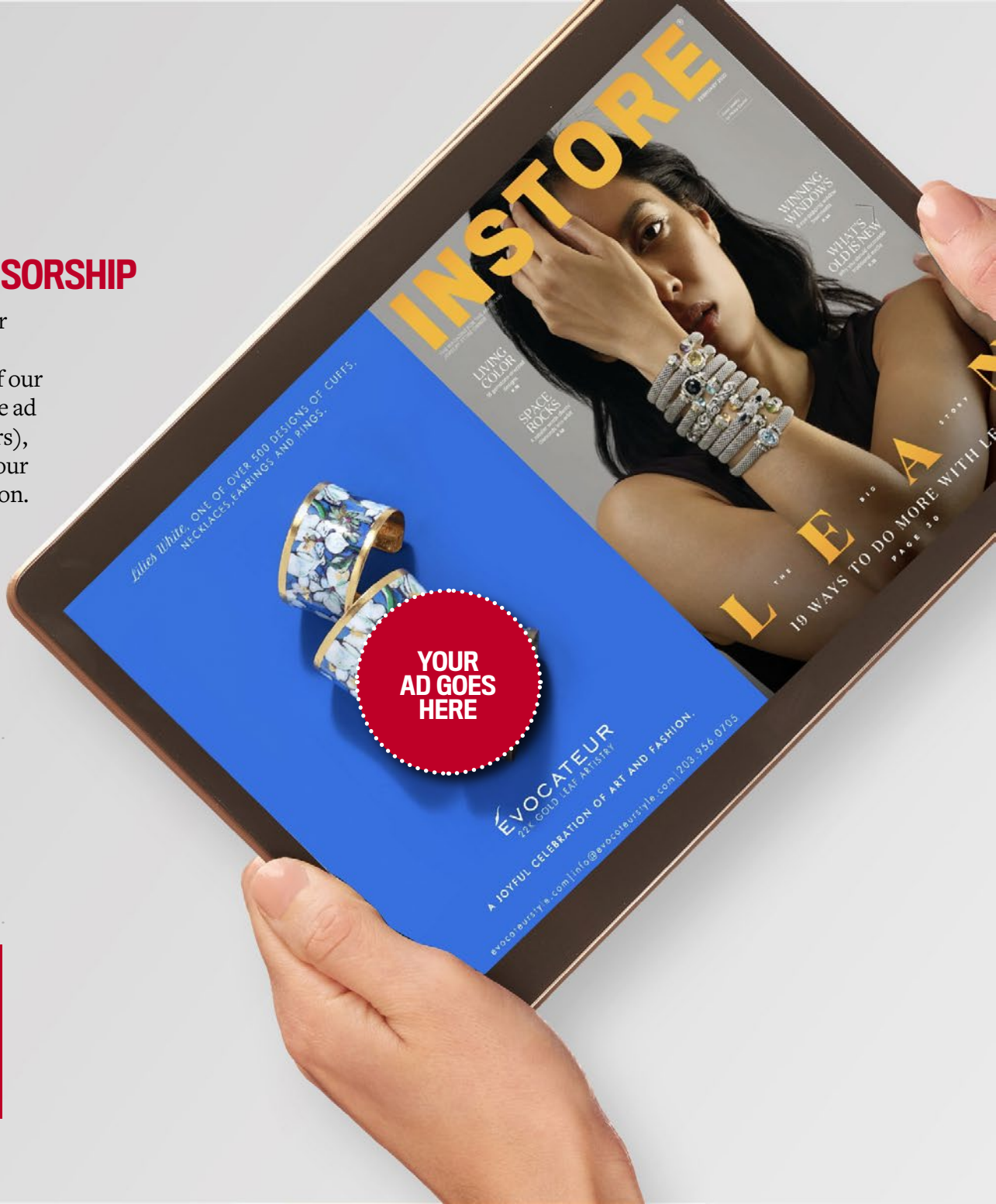
Your ad is placed in a special expanded advertising section inside our digital edition.

\$495 PER EDITION

**AVAILABLE AD
ENHANCEMENTS**

Video or audio integration
\$500 per ad

Ad animation
\$500 per ad



INSTORE DESIGN AWARDS 2023



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!