

THE 2025 MEDIA PLANNING GUIDE

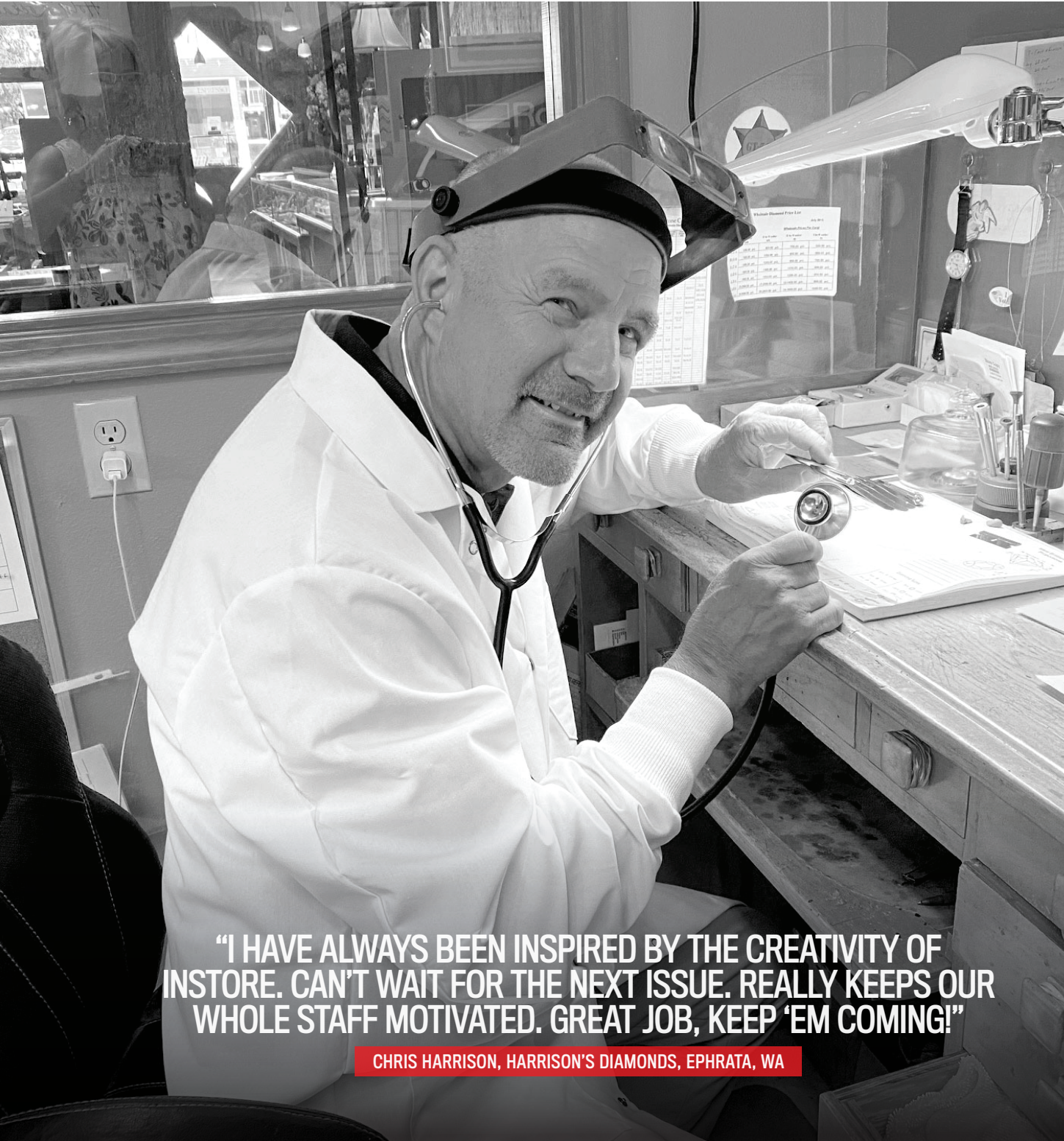
INSTORE

STILL INCREDIBLE.

PROMOTE YOUR
BRAND IN THE
MOST-LOVED
MEDIA FOR
AMERICAN
INDEPENDENT
JEWELERS.



MEDIA PRODUCTS INSTORE MAGAZINE / INSTOREMAG.COM / THE INSTORE SHOW / CUSTOM CONTENT / WEBINARS / PODCASTS



"I HAVE ALWAYS BEEN INSPIRED BY THE CREATIVITY OF INSTORE. CAN'T WAIT FOR THE NEXT ISSUE. REALLY KEEPS OUR WHOLE STAFF MOTIVATED. GREAT JOB, KEEP 'EM COMING!"

CHRIS HARRISON, HARRISON'S DIAMONDS, EPHRATA, WA

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](https://www.smartworkmedia.com/is-raves)

THE BRAND
89
 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 89 top awards (and counting) 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



Christina Baribault-Ortiz of Baribault Jewelers in Glastonbury, CT, says:

“INSTORE IS MY FAVORITE INDUSTRY MAGAZINE. WE HAVE SUCCESSFULLY USED MANY OF THE IDEAS AMONGST OUR TEAM IN THE SHOWROOM.”

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

For more than 20 years, INSTORE has been the leading media brand in the American jewelry industry. Here's what some long-time advertisers say about the success they've had with INSTORE 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 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**

5 "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**

6 "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**

7 "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**



8 "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**



INTEGRATED MARKETING WITH INSTORE

NEW! EVENTS

THE INSTORE SHOW

ONLINE & SOCIAL

VIDEO

SPONSORED CONTENT

KEY NUMBERS

INSTORE MAGAZINE

22,052

PRINT COPIES DISTRIBUTED

THE INSTORE SHOW

Sep. 28-29, 2025

Donald E. Stephens Convention Center
Rosemont, IL

INSTOREMAG.COM

91,172

USERS PER MONTH*

99,511

SESSIONS PER MONTH*

231,038

PAGEVIEWS PER MONTH*

*Source: Google Analytics,
Jan 1 - June 30, 2024

SOCIAL MEDIA

11,000+

Facebook followers

1,200+

Private Facebook community

19,600+

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 a booth at our popular new trade event, The INSTORE Show, 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!"

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

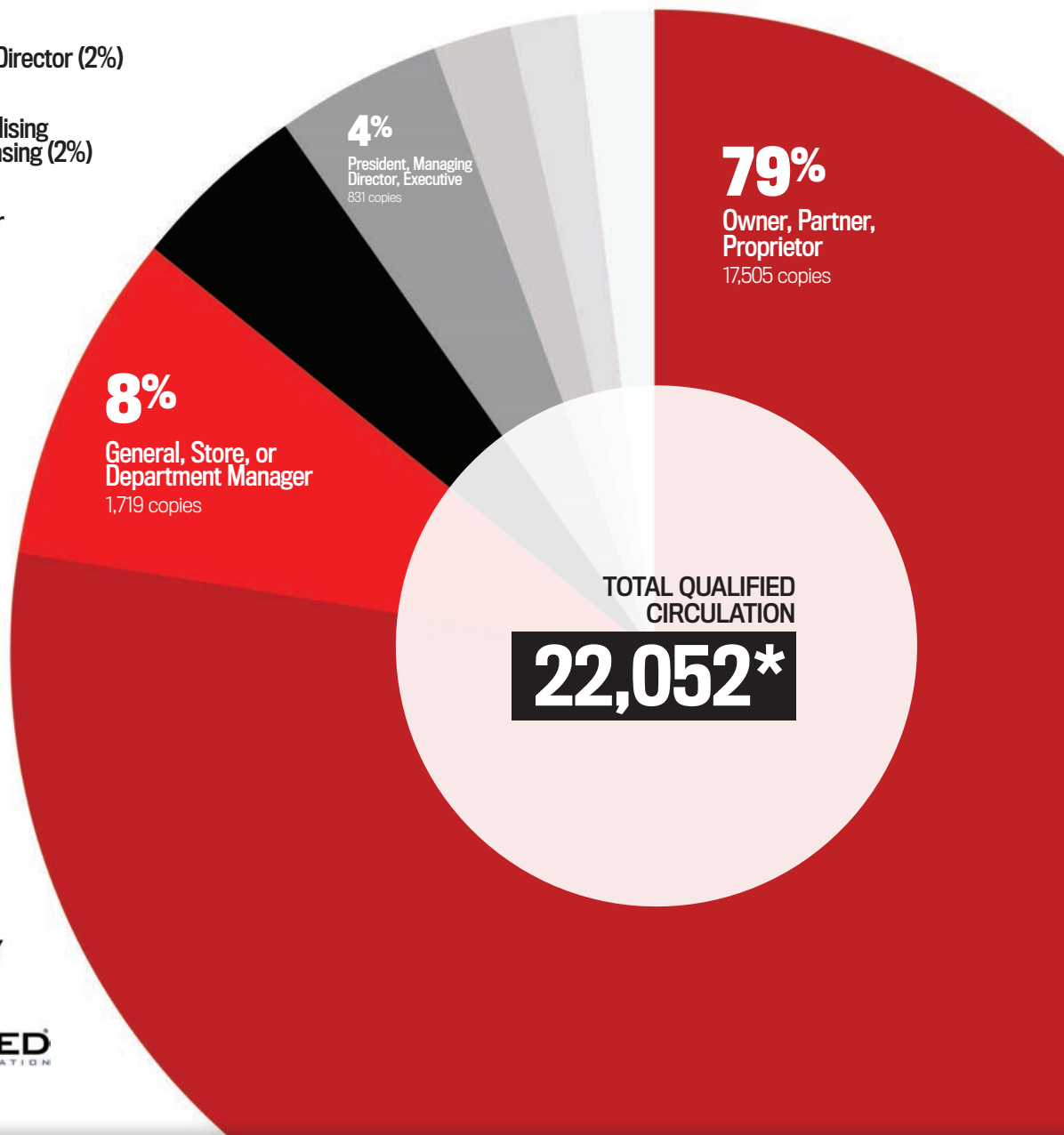
Wholesalers, Distributors and Dealers (2%)

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



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 GOING FOR THE GOLD How jewelers have navigated the shifting gold landscape.</p> <p>NEW ARRIVALS Gold Jewelry</p> <p>DEADLINES Publicity: 10/31/24 Sales: 11/7/24 Artwork: 11/21/24</p> | <p>FEATURE STORY BE BRAVE How to take the uncomfortable actions you know you should be taking.</p> <p>NEW ARRIVALS Colored Gemstones</p> <p>DEADLINES Publicity: 12/4/24 Sales: 12/11/24 Artwork: 12/25/24</p> <p>TRADE SHOW DISTRIBUTION AGTA Atlanta, GA</p> | <p>FEATURE STORY SHOESTRING SIZZLE Freshen up your store on a budget.</p> <p>NEW ARRIVALS Diamond Jewelry</p> <p>DEADLINES Publicity: 1/6/25 Sales: 1/13/25 Artwork: 1/27/25</p> <p>TRADE SHOW DISTRIBUTION ATLANTA JEWELRY SHOW Atlanta, GA JIS MIAMI Miami, FL</p> | <p>FEATURE STORY HIGHER INTELLIGENCE Best practices for using AI in your store.</p> <p>NEW ARRIVALS Silver Jewelry</p> <p>DEADLINES Publicity: 2/5/25 Sales: 2/12/25 Artwork: 2/26/25</p> | <p>FEATURE STORY AMERICA'S MOST SOCIAL STORES Retailers who keep their social channels buzzing with action.</p> <p>REPAIR REVOLUTION Everything you need to know about making the most of your shop.</p> <p>NEW ARRIVALS Earrings</p> <p>DEADLINES Publicity: 3/5/25 Sales: 3/12/25 Artwork: 3/28/25</p> <p>TRADE SHOW DISTRIBUTION JCK Las Vegas, NV COUTURE Las Vegas, NV</p> | <p>FEATURE STORY THE 10TH ANNUAL INSTORE DESIGN AWARDS Celebrating the world's most innovative jewelry designs.</p> <p>NEW ARRIVALS Top Trends</p> <p>DEADLINES Publicity: 4/7/25 Sales: 4/14/25 Artwork: 4/28/25</p> <p>TRADE SHOW DISTRIBUTION JCK LAS VEGAS Las Vegas, NV COUTURE Las Vegas, NV</p> | <p>FEATURE STORY LEAD ON What it means to be a real leader in your business.</p> <p>NEW ARRIVALS Necklaces</p> <p>DEADLINES Publicity: 5/14/25 Sales: 5/21/25 Artwork: 6/4/25</p> | <p>FEATURE STORY THE BRIDAL ISSUE Our annual guide to all things bridal.</p> <p>IT'S A DATE Your guide to making more money via appointment selling.</p> <p>NEW ARRIVALS Engagement & Wedding Rings</p> <p>DEADLINES Publicity: 6/4/25 Sales: 6/11/25 Artwork: 6/25/25</p> <p>TRADE SHOW DISTRIBUTION ATLANTA JEWELRY SHOW Atlanta, GA</p> | <p>FEATURE STORY AMERICA'S COOLEST STORES Honoring the continent's most distinctive jewelry retailers.</p> <p>NEW ARRIVALS Pearl Jewelry</p> <p>DEADLINES Publicity: 7/9/25 Sales: 7/16/25 Artwork: 7/30/25</p> <p>TRADE SHOW DISTRIBUTION THE INSTORE SHOW Rosemont, IL</p> | <p>FEATURE STORY THE FAMILY ISSUE A celebration of family in the jewelry business.</p> <p>ALL IN THE FAMILY 21 tips for working well with your relatives.</p> <p>NEW ARRIVALS Bracelets</p> <p>DEADLINES Publicity: 8/4/25 Sales: 8/11/25 Artwork: 8/25/25</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.</p> <p>NEW ARRIVALS Rings</p> <p>DEADLINES Publicity: 9/10/25 Sales: 9/17/25 Artwork: 10/1/25</p> | <p>FEATURE STORY RADICAL REINVENTION Retailers who boldly blazed a new path for their businesses.</p> <p>NEW ARRIVALS Men's Jewelry & Timepieces</p> <p>DEADLINES Publicity: 10/13/25 Sales: 10/20/25 Artwork: 11/3/25</p> |

*DEADLINES TENTATIVE OR SUBJECT TO SLIGHT CHANGE



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.

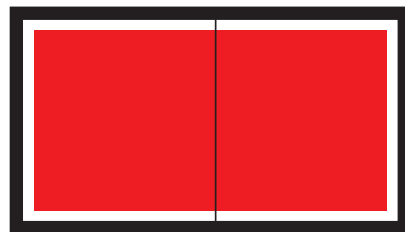
REAL DEAL
Readers solve real-life jewelry business situations.

+RATES

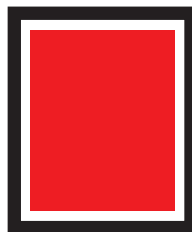
| PICK YOUR SIZE | 2-PAGE SPREAD GO FOR MAXIMUM IMPACT | FULL PAGE THE CLASSIC FORMAT | 2/3 PAGE A NEARLY FULL FEELING | 1/2 PAGE GET ATTENTION | 1/3 PAGE STAND TALL! | 1/4 PAGE SMART VALUES |
|-----------------------|---|--|---|---|---|--|
| 12x | \$13,200 | \$7,380 | \$6,050 | \$4,940 | \$4,110 | \$3,390 |
| 6x | \$13,930 | \$7,790 | \$6,420 | \$5,190 | \$4,330 | \$3,590 |
| 3x | \$14,650 | \$8,200 | \$6,770 | \$5,470 | \$4,550 | \$3,760 |
| 1x | \$15,410 | \$8,630 | \$7,120 | \$5,760 | \$4,790 | \$3,960 |
| 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



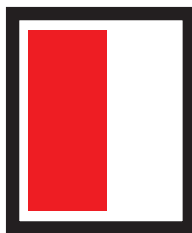
FULL PAGE



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

20,470

Average emails deployed
INSTORE Daily Bulletin (Monday-Saturday)

51.75% / 7.74%

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

ON SOCIAL MEDIA

Facebook

11,000+ followers

Instagram

19,600+ followers

Private Facebook community

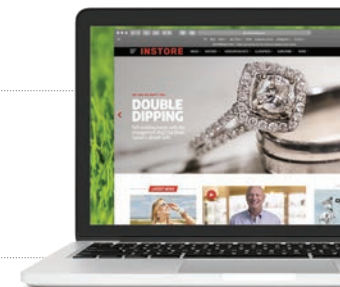
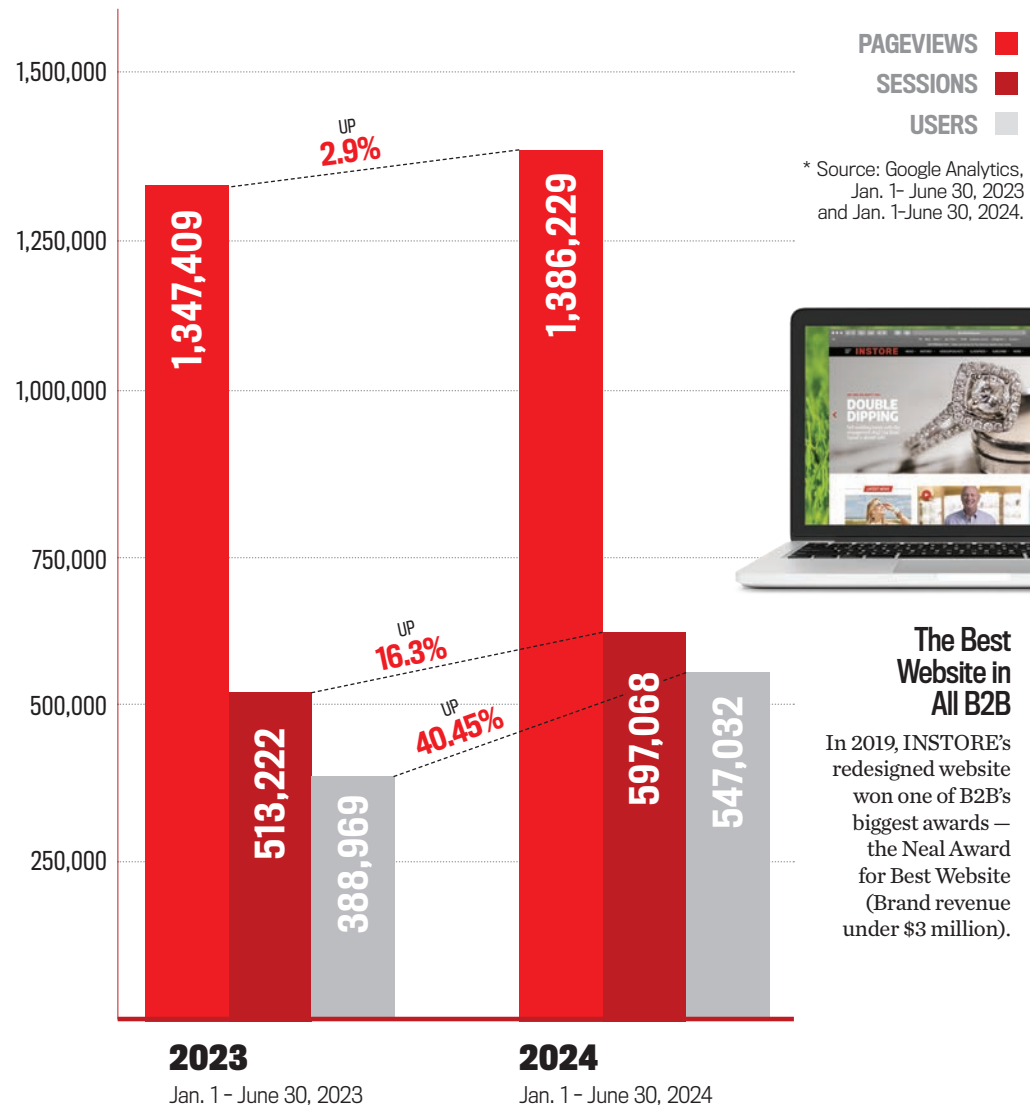
1,200+ followers

* Source: Omeda Audience Data, January-June 2023



INSTOREMAG.COM TRAFFIC 2023 VS. 2024

Users, sessions and pageviews* all grew strongly in 2024.



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



John Thomas Mead of John Thomas Jewelers in Albuquerque, NM, says:

“INSTORE MAGAZINE IS LIKE CONTINUING EDUCATION CREDITS FOR THE JEWELRY BIZ.”

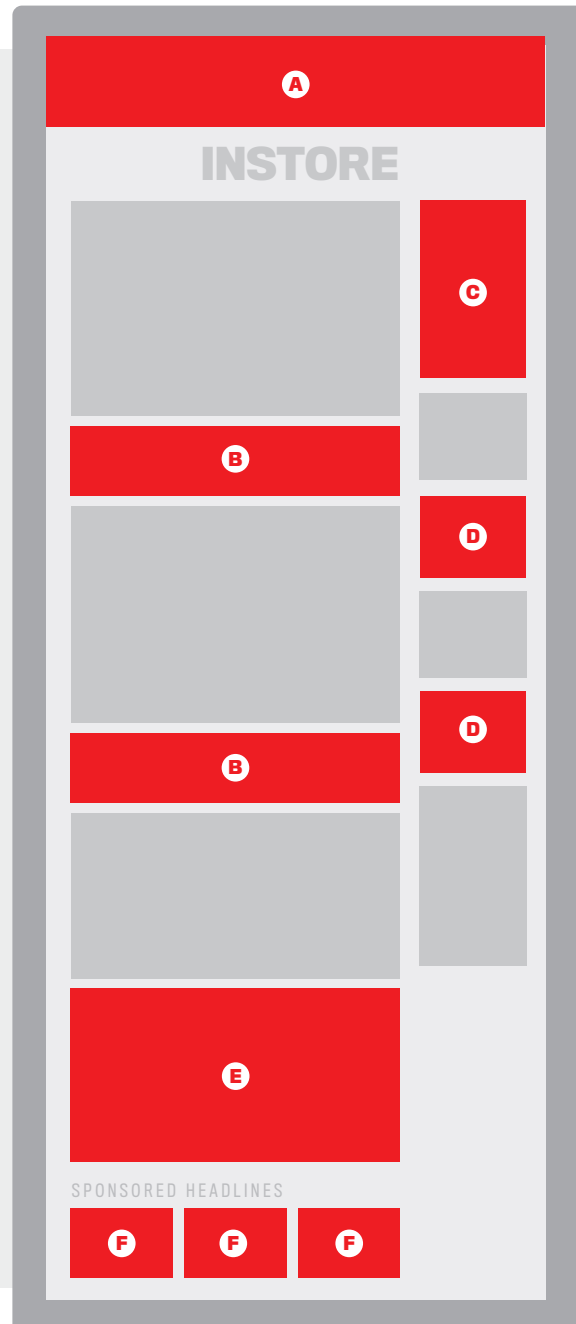
WEBSITE BANNERS

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 **\$225**

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 **\$115**

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 **\$95**

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 **\$85**

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 **\$170**

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 **\$65**

Send 400 x 240 thumbnail image and URL for content



DAILY NEWS BULLETIN

Get your message across to 21,400+ passionate fans.

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

RATES
MONTHLY **\$6,645**

Size: 600 x 155 pixels

D HEADLINE BANNER 2
This banner catches reader attention as they move through our daily roundup.

RATES
MONTHLY **\$4,030**

Size: 560 x 145 pixels

B HEADLINE BANNER 1
This banner puts your message atop the day's top headlines.

RATES
MONTHLY **\$5,595**

E HEADLINE BANNER 3
Reach readers with this banner located below our daily news headlines.

RATES
MONTHLY **\$3,360**

Size: 560 x 145 pixels

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

RATES
MONTHLY **\$4,030**

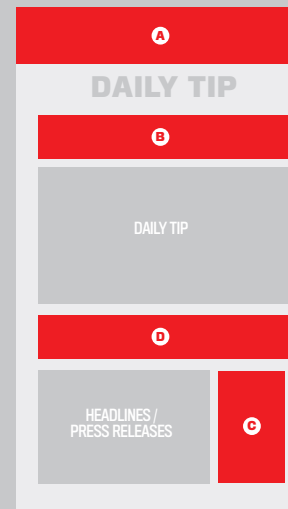
Size: 250 x 500 pixels

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 **\$2,625**

Size: 560 x 300 pixels

SPECIAL PRODUCT TIP OF THE DAY BULLETIN



A BILLBOARD
Size: 600 x 155 pixels
MONTHLY **\$5,480**

B LEADERBOARD
Size: 560 x 145 pixels
MONTHLY **\$4,570**

C SKYSCRAPER
Size: 250 x 500 pixels
MONTHLY **\$4,065**

D LOWER BANNER
Size: 560 x 145 pixels
MONTHLY **\$2,560**

CUSTOM E-BLASTS

Your custom message to our e-subscribers. Deployments available AM and PM Monday through Friday. Contact your INSTORE representative for more details.





“INSTORE MAGAZINE IS ONE OF MY FAVORITE TRADE SECRETS. INSTORE MOTIVATES ME TO BE BETTER, ENCOURAGES ME TO CELEBRATE AND LEARN FROM MY PEERS, AND KEEPS A PULSE ON TRENDS AND THE EVER-CHANGING BUSINESS LANDSCAPE. THANKS FOR RAISING THE BAR, INSTORE!”

**ALLISON LEITZEL WILLIAMS,
LEITZEL'S JEWELRY, HERSHEY AND MYERSTOWN, PA**

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

ASSOCIATE PUBLISHER AND DIRECTOR OF SALES

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

OUR SERVICES

**CONTENT
MARKETING
(PRINT AND
ONLINE)**

**SOCIAL MEDIA
MARKETING**

WEBINARS

PODCASTS

**FOCUS
GROUPS**

VIDEOS

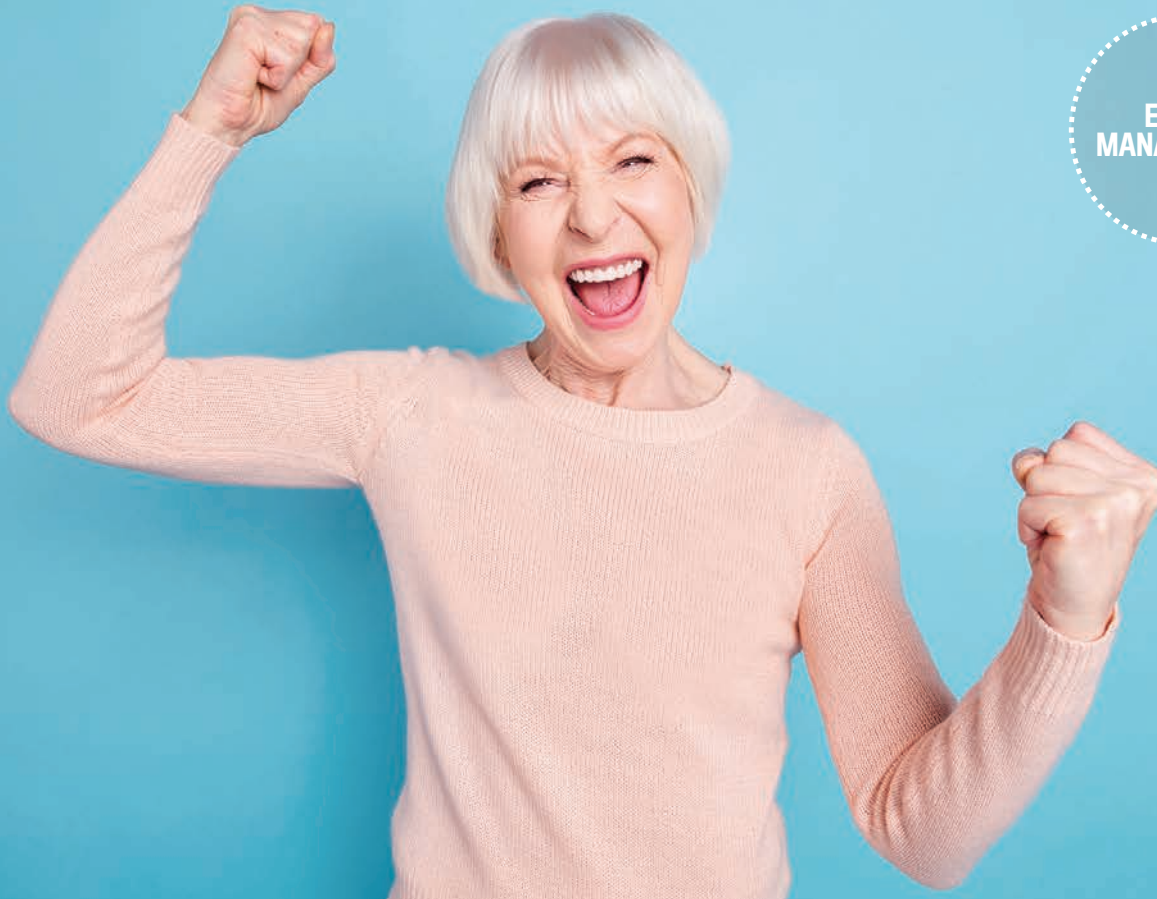
BLOGS

**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 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

\$4,890



| | | |
|---|------|-----------------------|
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| TAD0109-1A | | |
| VS2 | F | 61.5 / 58 |
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|  | | 1152967316 |
| | L.L. | FM |

“YOU’RE DOING IT RIGHT ... KEEP IT UP. LOVE THE AMERICA’S COOLEST STORES ISSUE – IT GIVES US SOMETHING TO ASPIRE TO. IT WAS A PREVIOUS COOLEST STORE ISSUE THAT COMPELLED ME TO MAKE MY NEW LOCATION SO MUCH BETTER, AND WE WERE HONORED TO BE CHOSEN AS ONE OF THE BIG COOL STORES THIS YEAR. WE’RE THRILLED.”

RALPH VANDENBERG, VANDENBERG’S JEWELLERS, EDMONTON, AB

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 2025 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 2025-December 2025)

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 2025)
- * Logo on intro page of INSTORE Coolest Stores winners feature in September 2025



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)

\$2,497 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

\$1,428 PER EDITION

**FULL PAGE
DIGITAL AD**

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

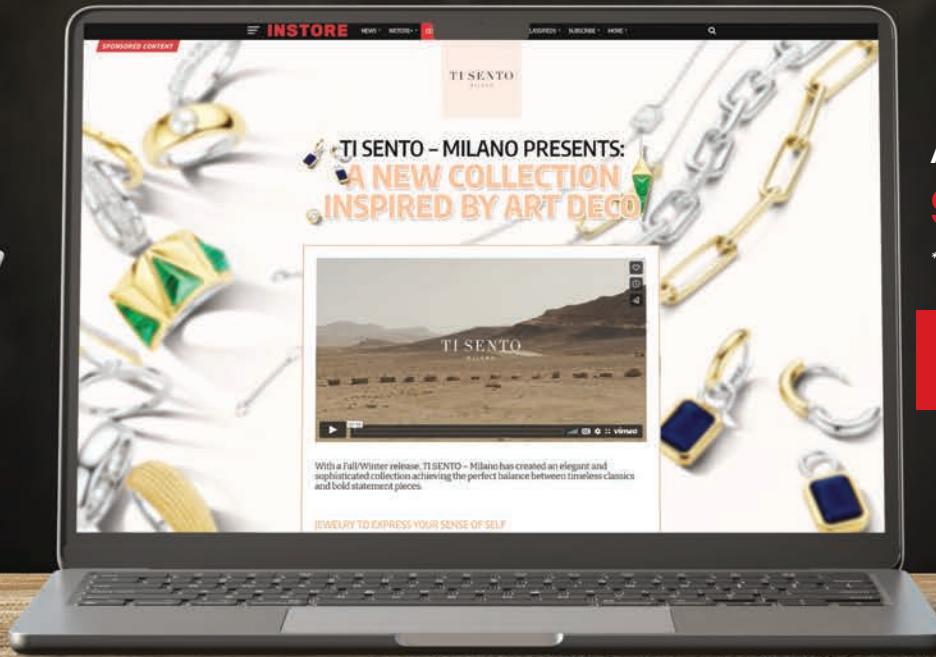
\$540 PER EDITION

**AVAILABLE AD
ENHANCEMENTS**

Video or audio integration
\$500 per ad

Ad animation
\$500 per ad





A VALUE-PACKED RATE:

\$3,095

* Add \$200 if including a video

VIEW AN EXAMPLE OF THE CUSTOM WEBPAGE HERE.



INTRODUCING THE **INSTORE** DIGITAL HYPE PACKAGE

We're going all-in digitally to give your new products the exposure they deserve!

The INSTORE Digital Hype Package offers you a unique opportunity to raise awareness for your new product launches and press releases. Boost exposure and impressions for your biggest announcements with a custom webpage and digital marketing campaign that reaches your prime client prospects: jewelry retailers!

HOW IT WORKS:

- Send us your product/press release (approx. 500 words)
- 2-5 images

- Specific website page links
- Video* (optional)

...Then our expert team will craft a custom package for your announcement including:

- A dedicated webpage on instoremag.com
- Custom html eBlast to INSTORE'S eBulletin subscribers (22,000+) driving traffic to your webpage
- Your announcement is posted in the eBulletin Newsfeed
- Your announcement is posted on INSTORE'S Facebook page

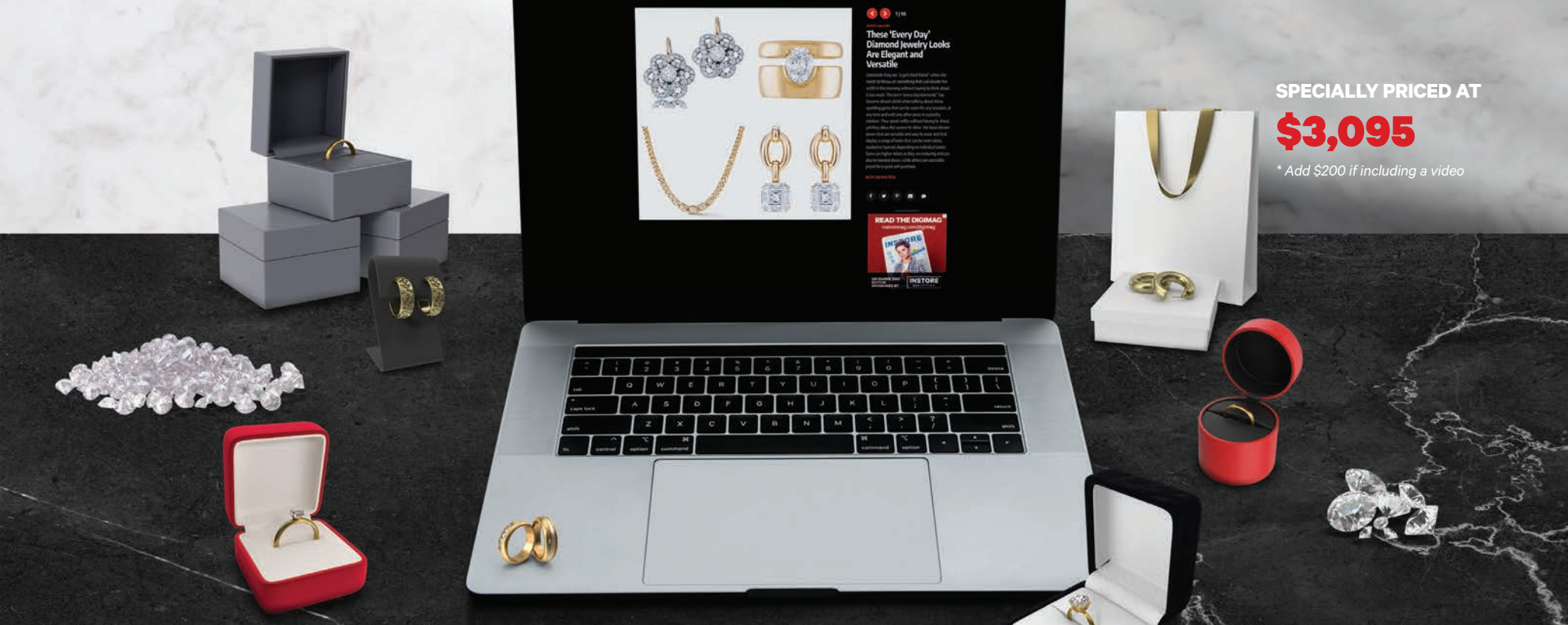


CONTACT YOUR REP TODAY FOR MORE INFORMATION!

KRISTA COLLINS WALTERS
NATIONAL SALES DIRECTOR
E krista@smartworkmedia.com
P (212) 981-0230

LORI GADOLA
SALES REPRESENTATIVE
E lori.gadola@smartworkmedia.com
P (212) 981-0233

MEHER VESAVEVALA
REPRESENTATIVE - ASIA
E mehernavaz@smartworkmedia.com
P +91 9821136069



SPECIALY PRICED AT

\$3,095

* Add \$200 if including a video

THE GALLERY YOUR PRODUCTS DESERVE

Marketers know that a picture is worth a thousand words. This new Sponsored Content product is designed to showcase your very best.

INSTORE's Sponsored Galleries give your products the visual treatment they deserve! Perfect for new designs and collections, the INSTORE Sponsored Gallery is limited to one per month, so contact your INSTORE sales representative for more details!

WHAT'S INCLUDED:

- Intro to your Sponsored Gallery (100-150 Words)
- A click-through gallery including up to 8 product images (you can replace one image with a video if you desire*)
- Link to a dedicated gallery webpage on instoremag.com

- Custom eblast to INSTORE's eBulletin subscriber list (22,000+), driving traffic to your website
- Gallery link posted to the eBulletin Newsfeed, INSTORE's Facebook page

WE'LL NEED:

- Up to 8 product images OR 7 product images and 1 video*
- Brief descriptions of the jewelry in each image, including collection name, metal used, gemstones used and TCW, setting style, MSRP and any additional info you'd like
- Specific website page links and contact information



CONTACT YOUR REP TODAY FOR MORE INFORMATION!

KRISTA COLLINS WALTERS
 NATIONAL SALES DIRECTOR
 E krista@smartworkmedia.com
 P (212) 981-0230

LORI GADOLA
 SALES REPRESENTATIVE
 E lori.gadola@smartworkmedia.com
 P (212) 981-0230

MEHER VESAVEVALA
 REPRESENTATIVE - ASIA
 E mehernavaz@smartworkmedia.com
 P +91 9821136069

INSTORE DESIGN AWARDS 2025



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!



**SUNDAY - MONDAY
SEPTEMBER 28 & 29,
2025**

PRE-SHOW EDUCATION BEGINS
SEPT. 27

THE INSTORE SHOW

THE JEWELRY INDUSTRY'S FAVORITE BUYING EXPERIENCE!

Presented by INSTORE magazine, The INSTORE Show 2025 is the premier buying show for independent fine jewelry stores and industry suppliers. Join INSTORE for the third annual event where jewelry store owners, buyers, managers and designers will gather for networking with and buying from leading vendors like you — plus a pre-show conference program crafted to stimulate buying activity.

Connect with highly engaged buyers — INSTORE readers — who will come to discover the latest curated products, services and cutting-edge innovations. This is a must-participate event for suppliers, manufacturers and service providers who are industry mainstays as well as those who are shaping the future of the jewelry industry.

WHY EXHIBIT AT THE INSTORE SHOW?

- Partner with the leading and most trusted industry jewelry publication for its third annual event gathering retail pros with buying power — INSTORE readers!
- Curated show which gives you access to an underserved Midwest market boasting a significant concentration of jewelry stores.
- Intimate trade show floor in a convenient and secure venue located just 6 minutes from O'Hare airport and near to restaurants and entertainment.
- Ample networking opportunities with attendees *on and off* the show floor PLUS a retailer conference program designed to stimulate buying and sourcing.

**LEARN MORE AT
THEINSTORESHOW.COM**

DONALD E. STEPHENS CONVENTION CENTER, ROSEMONT, IL





**SUNDAY - MONDAY
SEPTEMBER 28 & 29,
2025**

PRE-SHOW EDUCATION BEGINS
SEPT. 27

**ACT NOW FOR A
GREAT BOOTH
LOCATION!**

Complete the application and return
it to exhibit@theinstoreshow.com

I WOULD LIKE TO RESERVE...

- _____ 10' x 10' inline booth (\$3,925)
- _____ 10' x 10' corner booth (\$4,570)
- _____ 10' x 20' one inline booth and one corner booth (\$8,495)
- _____ 10' x 20' double corner booth (\$9,140)
- _____ 20x20 double corner booth (\$16,990)
- _____ 20x20 island booth (\$18,280)

Maximum booth space allowed: 20x20 corner booth spaces have limited availability

PRODUCT OR CATEGORY DESCRIPTION:

BOOTH APPLICATION

Please complete the form below and return it to your sales representative or email it to exhibit@theinstoreshow.com. Once booth placements begin, you will receive your contract and a 50% booth deposit can be submitted online.

BOOTH CONTACT NAME: (printed) _____ **TODAY'S DATE** _____

COMPANY NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

EMAIL _____ **WEB URL** _____

PHONE _____

If your company has a separate contact for Marketing, please include that individual's information below:

NAME _____

EMAIL _____ **PHONE** _____

THE FOLLOWING IS INCLUDED IN YOUR BOOTH PACKAGE:

- 10'x10', 10'x20' or 20'x20' booth space
- 8' draperies on all three sides for inline booths or 8' draperies on two sides for corner booths (does not apply to island booths)
- Complimentary Wi-Fi
- Booth carpet
- Crossbars and uprights to frame top of booth
- 1 wastebasket per booth
- 500 watts of electricity per company
- Complimentary vault storage
- A company ID sign
- One-time vacuuming service for your booth the night before the show opens
- INSTORE customer service



SEND COMPLETED FORM TO:

28 Valley Rd, Suite 1
Montclair, NJ 07042

F (212) 981-0247

E exhibit@theinstoreshow.com

CONTACT YOUR INSTORE SALES REP TODAY TO LEARN MORE!

KRISTA COLLINS WALTERS
Associate Publisher and Director of Sales,
SmartWork Media
T (212) 981-0230
E krista@smartworkmedia.com

LORI GADOLA
Sales Representative
T (212) 981-0233
E lorigadola@smartworkmedia.com

KELLY GOOD
Sales Representative
T (201) 310-2561
E kelly.good@smartworkmedia.com

ROB BAILEY
Show Director
T (847) 777-1796
E rob.bailey@smartworkmedia.com

MEHER VESAVEVALA
Representative - Asia
T +91 9821136069
E mehernavaz@smartworkmedia.com