

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 Colored Gemstones</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: 12/3/21 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: 1/21/22 Artwork: 1/28/22</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: 2/4/22 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: 3/4/22 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: 4/15/22 Artwork: 4/22/22</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: 6/10/22 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: 9/9/22 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

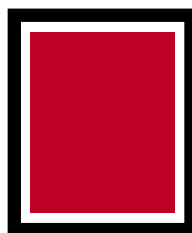
PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$11,990	\$6,700	\$5,500	\$4,490	\$3,740	\$3,080
6x	\$12,640	\$7,070	\$5,830	\$4,720	\$3,940	\$3,260
3x	\$13,300	\$7,440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

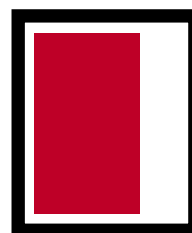
+FORMATS



2-PAGE SPREAD



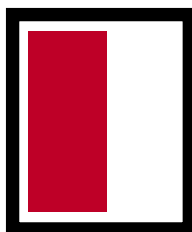
FULL PAGE



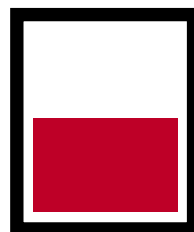
2/3 VERTICAL



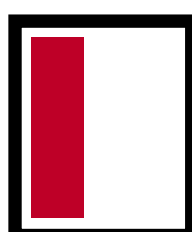
2/3 HORIZONTAL



1/2 VERTICAL



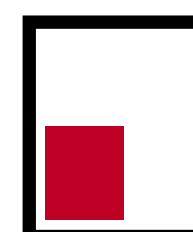
1/2 HORIZONTAL



1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

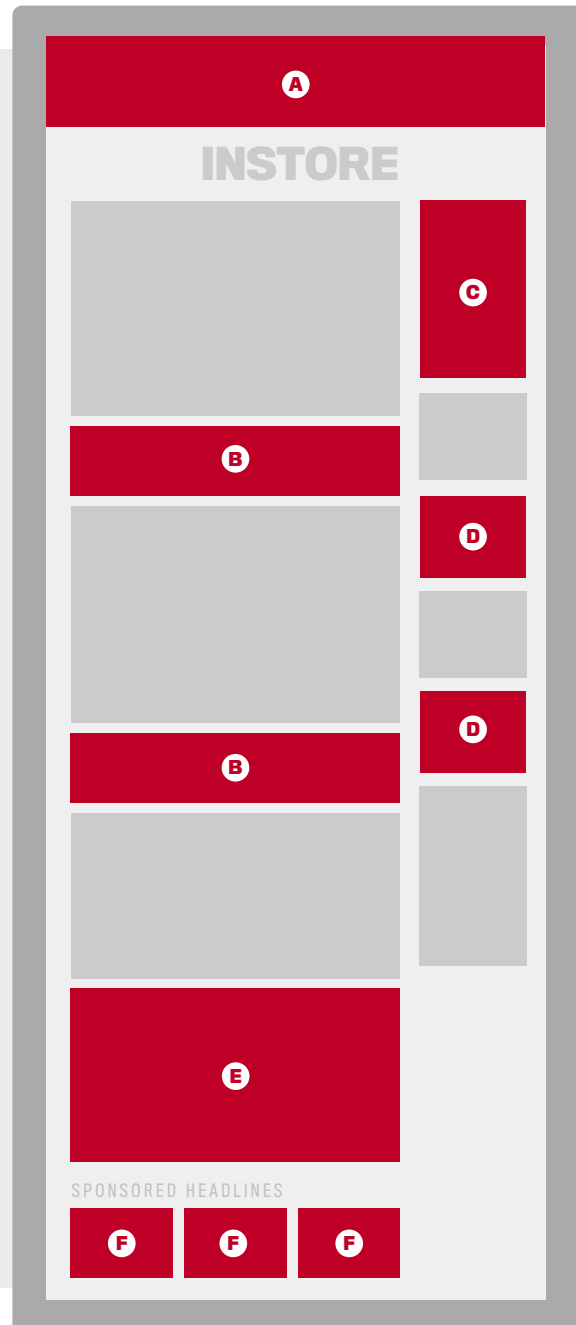
WEBSITE BANNERS

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

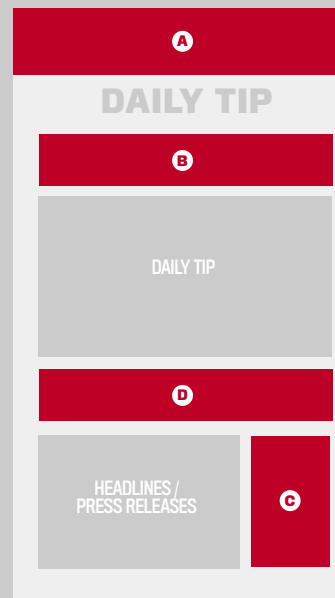
F BIG FOOT BANNER

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

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

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

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

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**

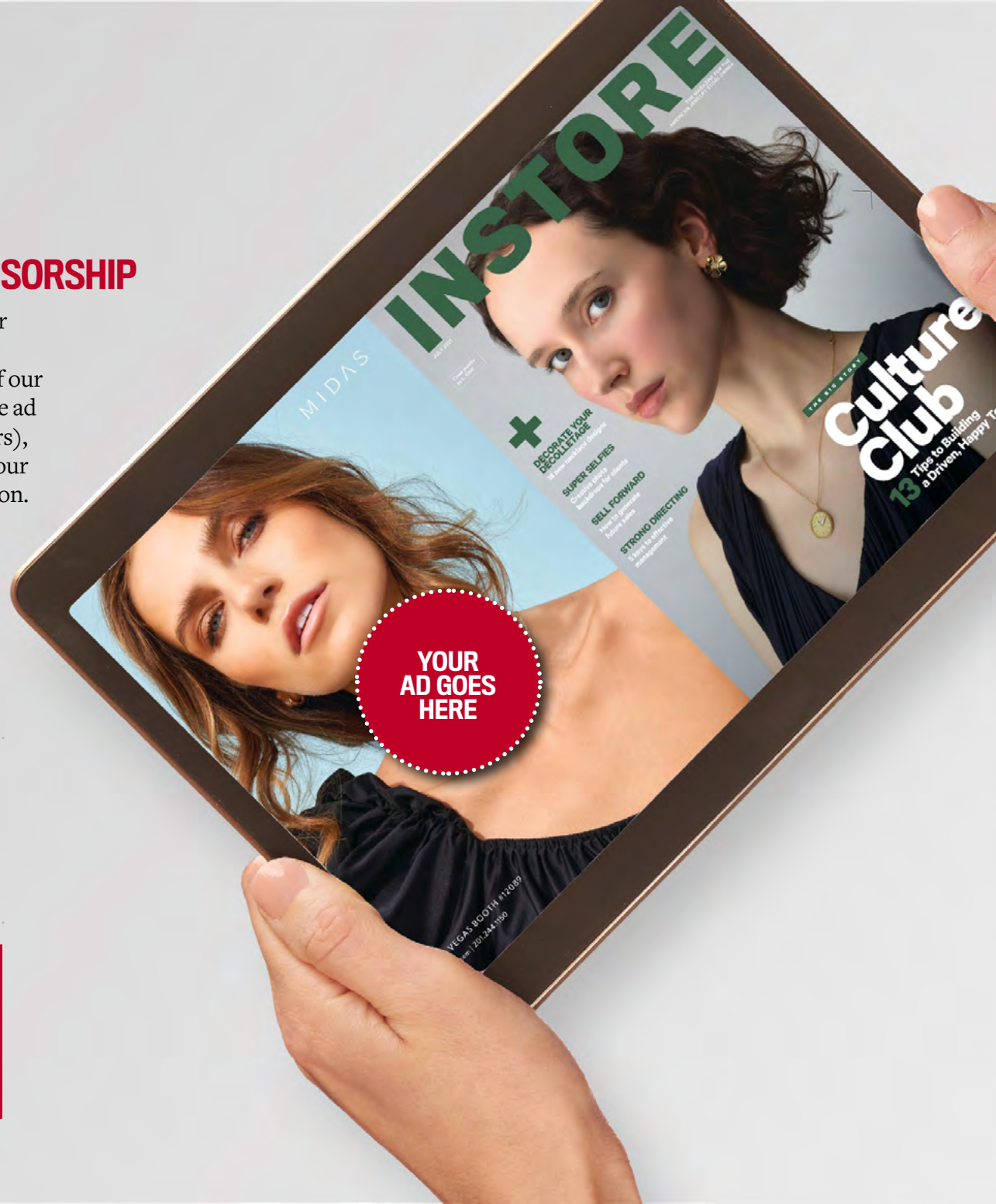
Your ad is placed in a special expanded advertising section inside our digital edition.

\$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!