

MEDIA PLANNER

Canada's award-winning jewellery magazine

Jewellery

BUSINESS



2027

About Jewellery Business

Jewellery Business is Canada's award-winning jewellery magazine. The magazine offers readers a Canadian perspective on the processes that shape their trade, and gets up close and personal with professionals from all facets of the jewellery industry—from master cutters who patiently and precisely entice the sparkle from a diamond to seasoned marketing pros who offer sage advice on forging long-lasting client relations.

Audience

Jewellery Business magazine serves independent, chain and mass merchandise jewellery and watch retailers across Canada. In addition, it reaches jewellery professionals such as appraisers and gemologists; designers and goldsmiths; the repair and engraving sector; and manufacturers/wholesalers/distributors. In short, the magazine covers the full spectrum of the watch and jewellery industry in Canada.

Audited Circulation

Jewellery Business is personally addressed to more than 5,500 qualified readers. Our audited circulation is verified by BPA/CCAB, an independent audit bureau serving the publishing industry.

Expert Content

Jewellery Business is produced by a team of experienced professionals who cover all the issues in Canada and the world that affect the watch and jewellery industry. From design to reproduction, **Jewellery Business** achieves world-class quality.

5,500+

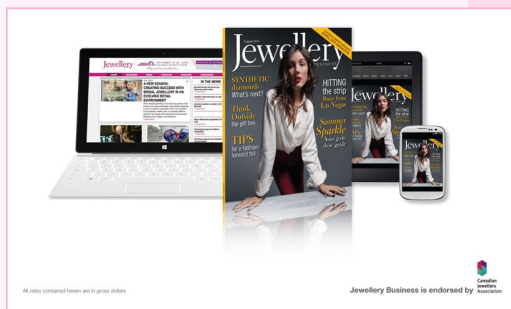
qualified print readers (BPA/CCAB audited)

9,800

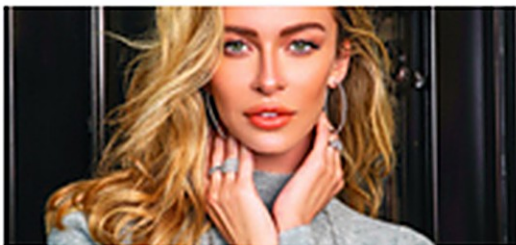
e-newsletter recipients

9,400

e-broadcast recipients



Jewellery Business in print, online, on tablet and on mobile. Jewellery Business is endorsed by the Canadian Jewellers Association.



2027 Editorial Calendar

Editorial features, bonus distribution and deadlines for the 2027 publishing year.

Issue	Editorial Features / Bonus Distribution	Space Closing	Material Deadline	Publishing Date
February	Silver & Gold Edition Tech Review	December 31, 2026	January 8, 2027	February 9, 2027
May	Bridal Issue Bonus Distribution at JCK Las Vegas	March 15, 2027	March 22, 2027	April 22, 2027
August	Canadian Show Edition Latest Jewellery Trends	June 18, 2027	June 25, 2027	July 28, 2027
October	2028 Buyers' Guide Industry Report Bonus Distribution at CJA Summit	August 20, 2027	August 27, 2027	September 29, 2027

Editorial content is subject to change. Contact the publisher to confirm feature topics and bonus distribution before booking.



Print Rates

All rates contained herein are in gross dollars.

Display Ad Rates

Ad Size	Rate
Double Page Spread	\$7,805
Full Page	\$4,590
1/2 Page Island	\$3,675
1/2 Page Vertical / Horizontal	\$3,215
1/3 Page	\$2,295
1/4 Page	\$2,070

Cover Ad Rates

Ad Size	Rate
Inside Front Cover, Inside Back Cover	\$5,510
Outside Back Cover	\$5,970

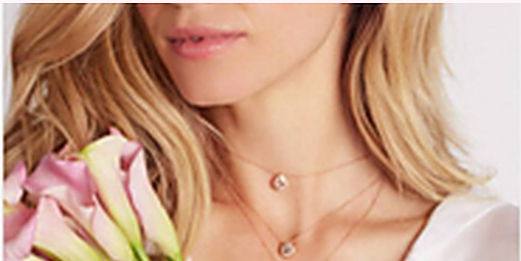
Marketplace Rates

Ad Size	Rate
Single Marketplace	\$385
Double Marketplace	\$575

Mechanical specifications: kenilworth.com/mk/mechanicalspecs/european/

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.



Print **Terms & Conditions**

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts / Outserts

Provided by advertiser and subject to prior approval by the publisher.

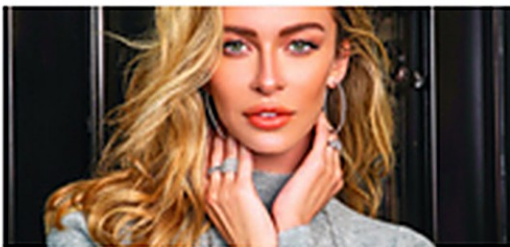
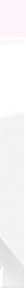
Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Cover Tip-ons

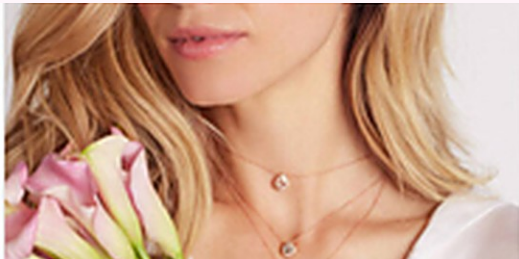
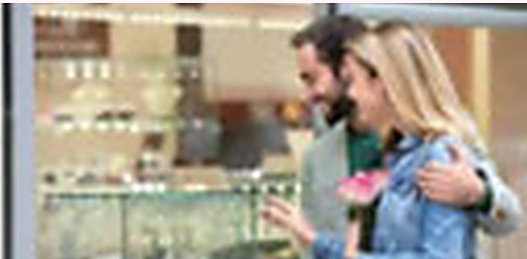
Make headlines with **Jewellery Business's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity.

This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.

Cover Tip-on	Rate
2-page cover tip-on	\$7,805 / issue

Looking for something with even more impact? We can do barndoor, gatefold, and more!

Contact your account manager for a quote or to learn more.



Web Display

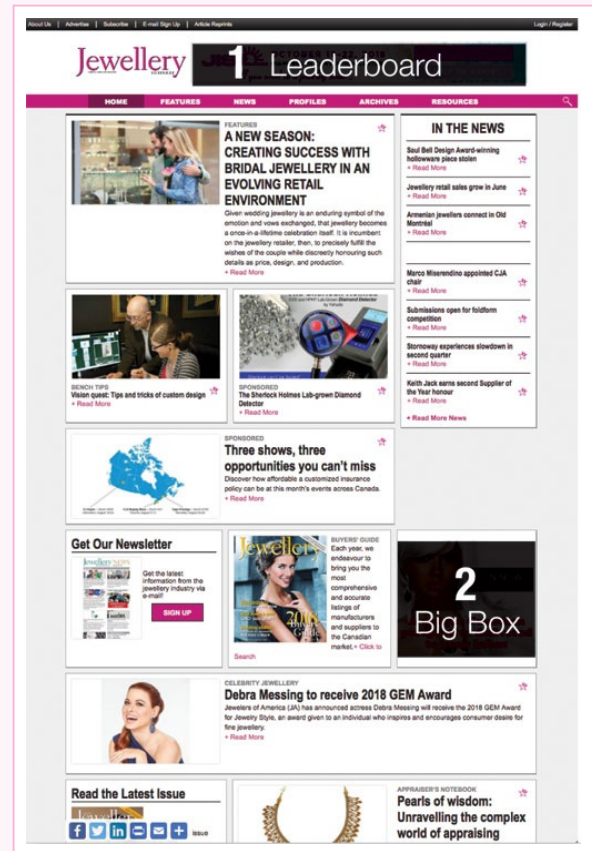
Jewellery Business's website provides jewellery professionals with breaking industry news, a library of article archives and searchable Digital Editions, as well as Canada's only search-optimized online Buyers' Guide. Online display (banner) advertising can significantly increase your exposure to influential jewellery industry professionals who frequently refer to our website when sourcing the latest technologies, techniques and news.

Ad Units

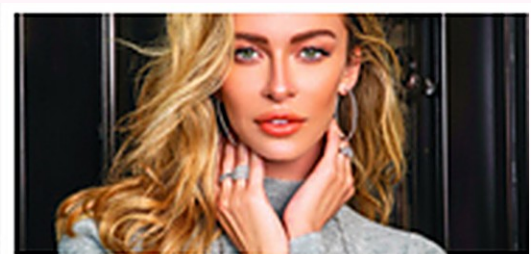
Ad Unit	Rate
1. Leaderboard (728 x 90 pixels)	\$1,250 / month
2. Big Box (300 x 250 pixels)	\$1,145 / month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: Leaderboard and Big Box placements on JewelleryBusiness.com.



High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

High Impact Unit	Rate
Mobile Revealer	\$1,030 / month
Wallpaper	\$3,630 / month

Mobile Revealer

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Wallpaper

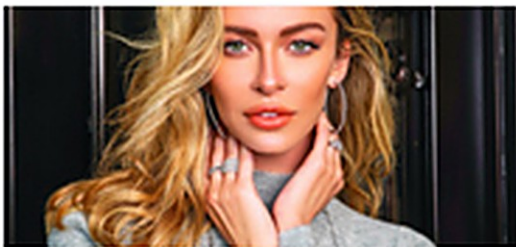
Desktop: 1920 x 1080 pixels, with 200 x 625 pixel left and right side bar live areas. Mobile: 320 x 50 pixels.

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

The image shows a sample of a website layout with various ad placements. At the top, there is a 'Jewellery Leaderboard (728 x 90)' ad. Below it, the website content is divided into sections. On the left, there is a 'Web Display Ad Samples' section with a 'Recommended Live Area (Left)' and a 'Recommended Live Area (Right)'. In the center, there is a 'Big Box (300 x 250)' ad. On the right, there is a 'TOP TRENDING' section with a 'Recommended Live Area (Right)'. The 'Big Box' ad contains text about 'Color instability in CVD diamonds'. The 'TOP TRENDING' section contains text about 'Gold rises \$160 an ounce'. The 'Web Display Ad Samples' section contains text about 'Web Display Ad Samples'.

Sample: Wallpaper recommended live areas, with Leaderboard and Big Box placements shown.



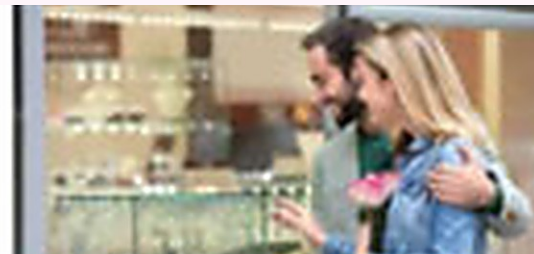
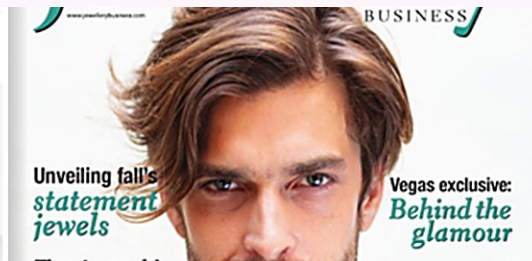
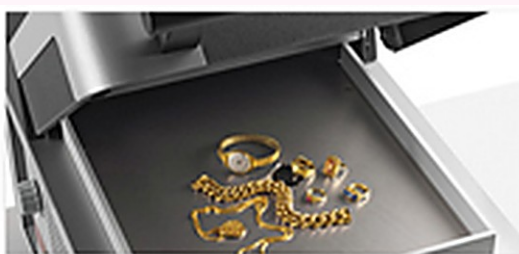
Online Rates

All rates contained herein are in gross dollars.

Ad Type	Rate	Per
Leaderboard	\$1,250	Month
Big Box	\$1,145	Month
Wallpaper	\$3,630	Month
Mobile Revealer	\$1,030	Month
Demo-Cast	\$2,965	Broadcast
Branded News	\$1,265	Month
Branded Features	\$1,600	12 Months
E-Broadcast	\$2,615	Broadcast
E-Newsletter Sponsorship	\$1,605	Broadcast
Digital Edition Sponsorship	\$2,050	Issue
Products	\$210 / \$2,100	Month / Year

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.



Online **Terms & Conditions**

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following. The publisher reserves the right to place the word "advertisement", "branded" or "sponsored" with copy which, in our opinion, resembles editorial content. Advertisement size may not be changed after posting date.

The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates. All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

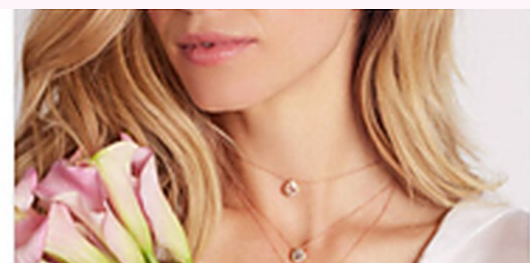
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Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

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Demo-Cast **Live!**

Simply put, a Demo-Cast is a live presentation; your own teleconference with **Jewellery Business** subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week marketing program (shared e-mail broadcasts, weekly newsletter, and social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

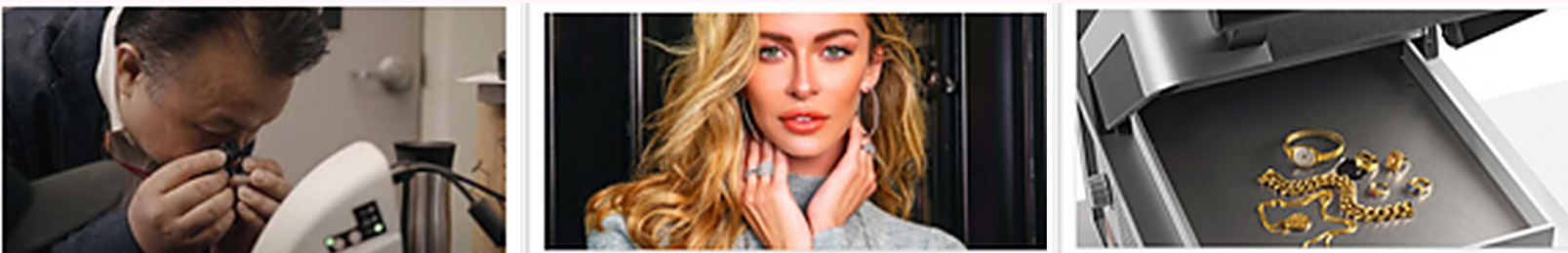
Demo-Cast	Rate
Demo-Cast Live!	\$2,965
Add the edited MP4 file	\$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of **Jewellery Business**, will provide clients with a link to the recorded Demo-Cast at no charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Branded News

Branded News promotes new product launches as well as new resources, such as literature and websites. Marketers receive a dedicated content page that is promoted via the home page, the news section, the e-newsletter and social media.

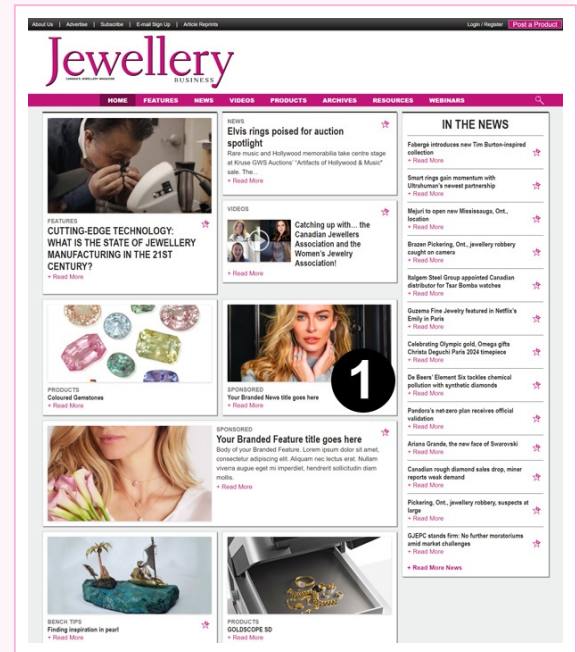
Branded News	Rate
Per posting / month	\$1,265

Deliverables

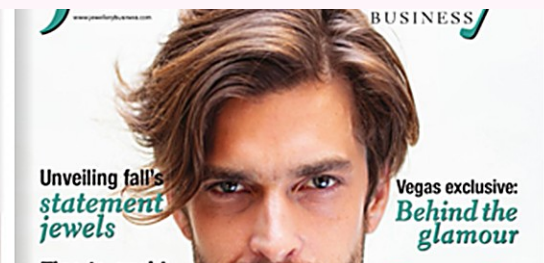
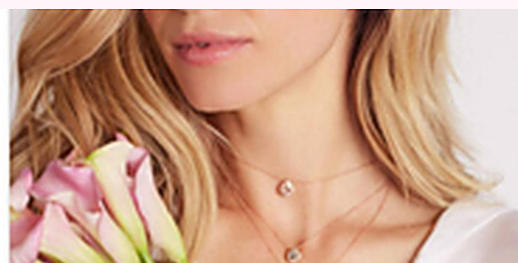
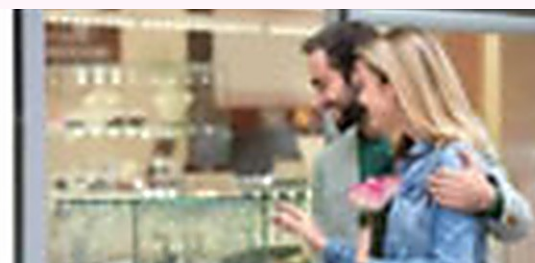
- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG and PNG, 72 dpi, up to 250 kB per image
- Advertiser to provide URL(s)



Sample: Branded News placement on JewelleryBusiness.com.



Branded Features

Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by product category. It may contain multiple images and/or video treatments, and is promoted via the home page, the features section, the e-newsletter and social media.

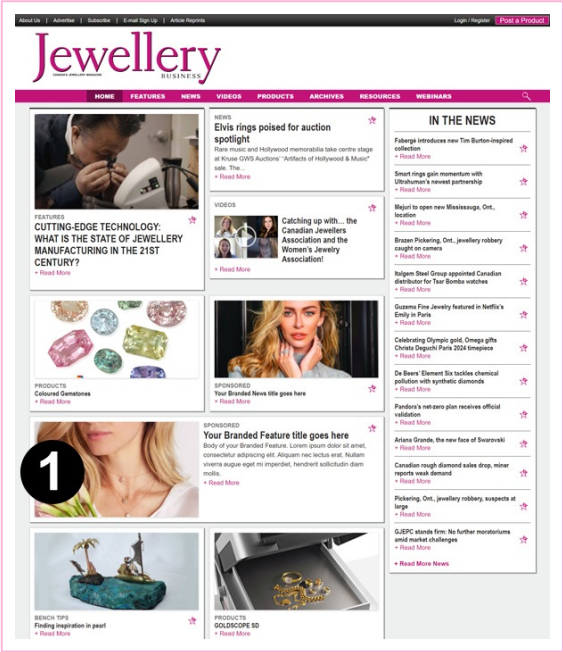
Branded Features	Rate
Per posting / year	\$1,600

Deliverables

- Headline (up to 10 words)
- 4,000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube / Vimeo URLs

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG and PNG, 72 dpi, up to 250 kB per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Sample: Branded Feature placement on JewelleryBusiness.com.



Products	Rate
Per month (minimum three months)	\$210
Annual program	\$2,100

Deliverables

- [About Us](#)
[Home](#)
[Features](#)
[Subscribe](#)
[E-mail Sign-Up](#)
[Article Reprints](#)

[Login/Register](#)
[Post a Product](#)

Jewellery

small business

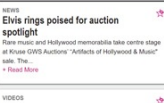
[HOME](#)
[FEATURES](#)
[NEWS](#)
[VIDEOS](#)
[PRODUCTS](#)
[ARCHIVES](#)
[RESOURCES](#)
[WEBINARS](#)



FEATURES

CUTTING-EDGE TECHNOLOGY: WHAT IS THE STATE OF JEWELLERY MANUFACTURING IN THE 21ST CENTURY?

[Read More](#)

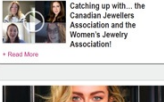


NEWS

Elvis ringle poised for auction spotlight

Rare music and Hollywood memorabilia take centre stage at Keweenaw 1900 Auction's "Relics of Hollywood & Music" sale. The...

[Read More](#)



VIDEOS

Catching up with... the Canadian Jewellery Association and the Women's Jewellery Association!

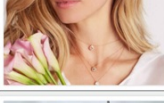
[Read More](#)



SPONSORED

Your Branded Feature title goes here

[Read More](#)



PRODUCTS

Your product name goes here

[Read More](#)



BENCH TOP

Finding Inspiration in pearl

[Read More](#)



PRODUCTS

GOLDSCOPE 50

[Read More](#)

IN THE NEWS

Fabergé introduces new Tim Burton-inspired collection

[Read More](#)

Smart ring gains momentum with Ultrathin™'s newest partnership

[Read More](#)

Major to open new Mississauga, Ont., location

[Read More](#)

Brown Pinking, Ont., jewellery robbery sought on camera

[Read More](#)

Irishnet Film Group appointed Canadian distributor for Tar Bomba watches

[Read More](#)

Guinness Fine Jewellery featured in Netflix's Emily in Paris

[Read More](#)

Celebrating Olympic gold, Omega Gifts Ontario Design/Pure 2024 timepiece

[Read More](#)

De Baux' Element Six teaches chemical pollution with synthetic diamonds

[Read More](#)

Pandora's net zero plan receives official validation

[Read More](#)

Atlanta Grenada, the new face of Swarovski

[Read More](#)

Canadian rough diamond sales drop, mirror reports weak demand

[Read More](#)

Picking Ont., jewellery robbery, suspects at large

[Read More](#)

GLPEC intends firm: No further monopolies amid market challenges

[Read More](#)

Sample: Product listing on JewelleryBusiness.com.



E-Broadcasts

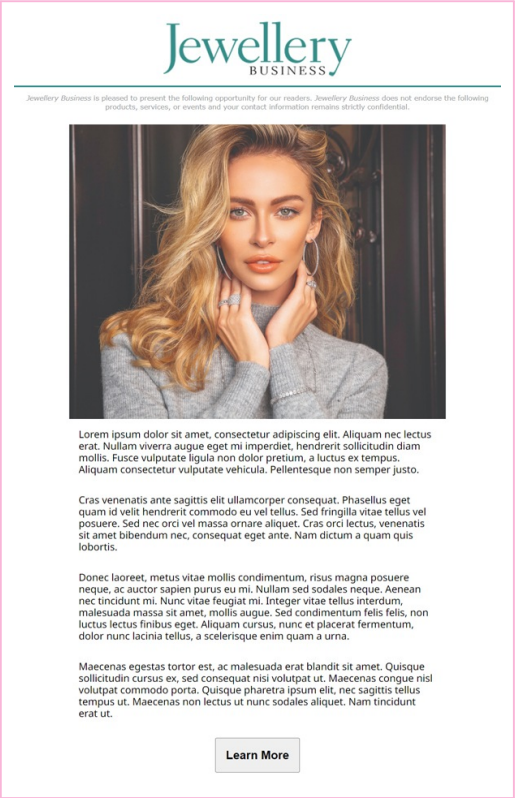
E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing and recommending your products or services.

Custom E-Broadcast	Rate
Reach: 9,400 recipients	\$2,615 / broadcast

Lead generation programs are available for all custom e-mail broadcasts.

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



Sample: custom e-broadcast.



E-Newsletter Sponsorship

Our e-newsletter, **Jewellery Business News**, features breaking news from within Canada's jewellery industry. It is delivered twice per month, on the 1st and 3rd Monday, via e-mail to jewellery professionals across the country. E-Newsletter sponsors receive two exclusive 'above-the-fold' advertising positions.

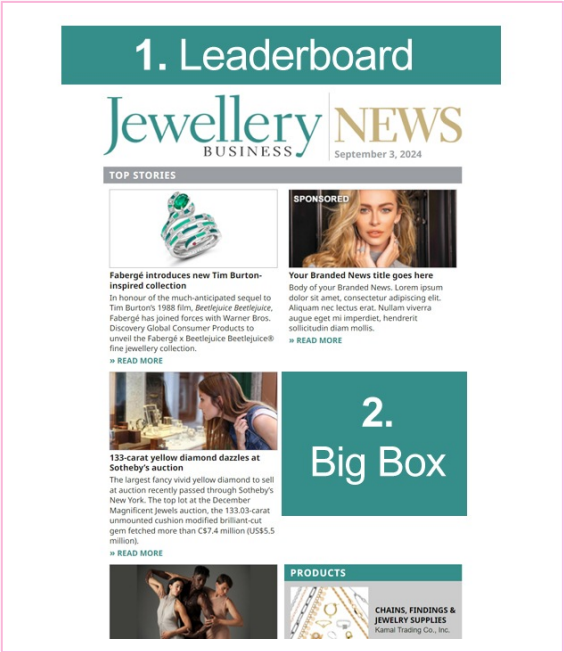
E-Newsletter Sponsorship	Detail
Reach	9,800 recipients
Frequency	Twice monthly
Rate	\$1,605 / newsletter

Deliverables

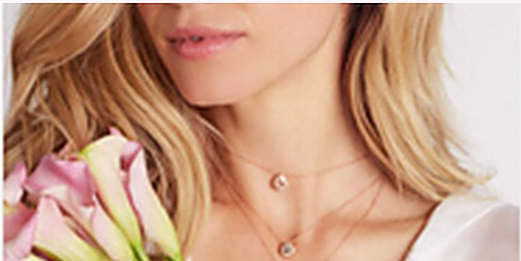
- 1. Leaderboard (728 x 90 pixels)
- 2. Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: E-Newsletter sponsorship positions.



Digital Edition Sponsorship

The Digital Edition of **Jewellery Business** is a fully interactive copy of the print magazine. Digital Edition sponsorship consists of a full-page ad placed across from the front cover, as well as sponsor recognition within our e-newsletter until the next issue is released.

- Full-page ad placed adjacent to the front cover
- Exclusive top-of-page banner, visible on every page
- Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- Promotion to over 9,800 e-newsletter recipients

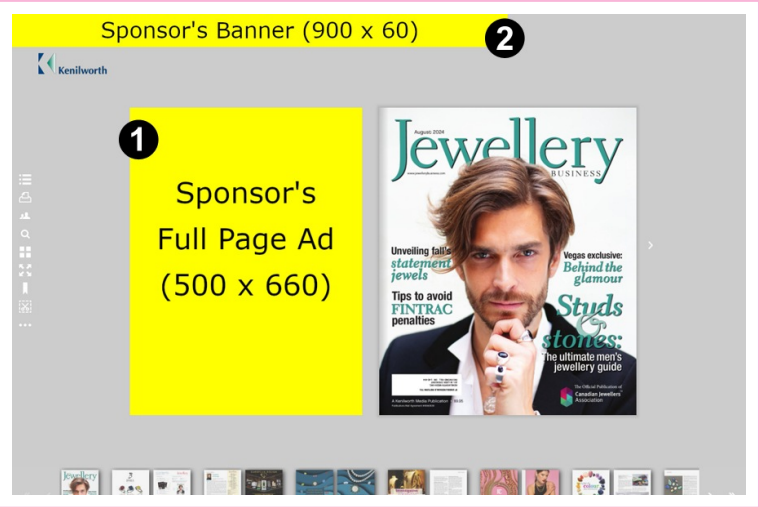
Digital Edition Sponsorship	Rate
Per issue	\$2,050

Deliverables

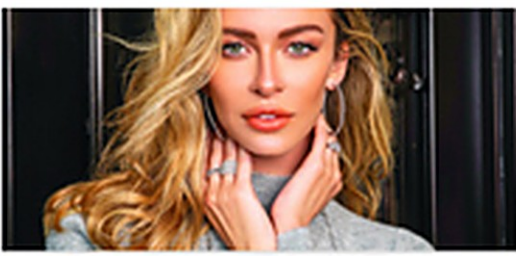
- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: Digital Edition sponsor banner (2) and full-page ad (1).



E-books

Jewellery Business offers the opportunity to publish special focus e-books on our most sought-after topics, curated by our editorial staff and e-mailed to more than 9,800 readers. Jewellery professionals with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social media

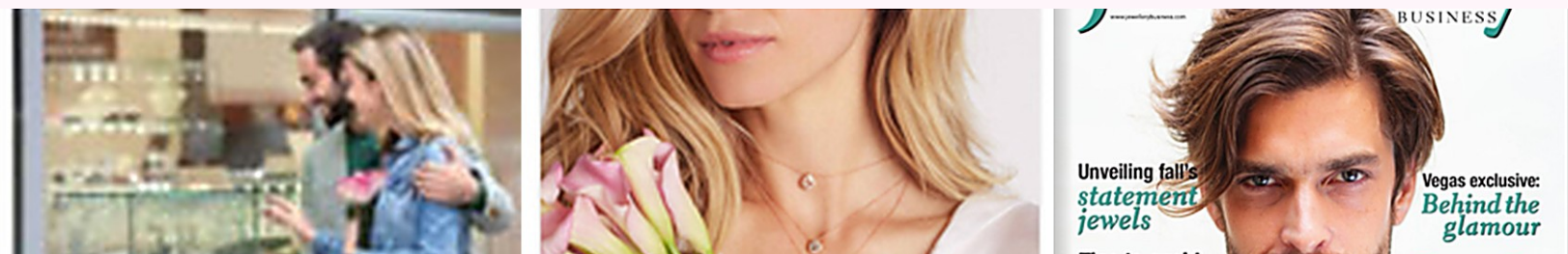
E-book Sponsorship	Rate
Exclusive sponsorship	\$6,515

Deliverables

- Up to five ads — half page: 5.6" x 7" @ 300 dpi; full page: 11.2" x 7" @ 300 dpi; no bleed required
- Company logo (minimum 2" x 1" @ 300 dpi)



Sample: Jewellery Business e-book.



Custom Market Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research, which means it can be conducted with or without respondents being aware of who the research is being conducted by, eliminating biased results.

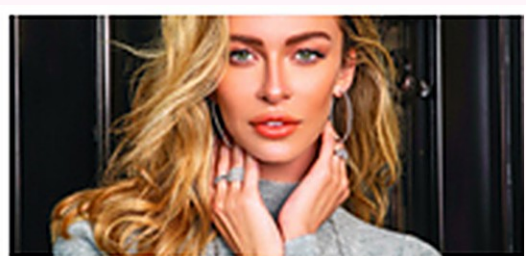
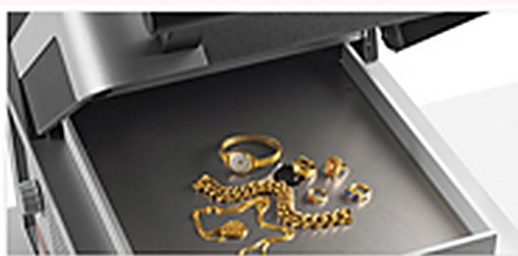
You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who are already engaged with us. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information — anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs — from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!



Webinars

Looking for a better way to engage customers and prospects? A sponsored webinar could be your solution!

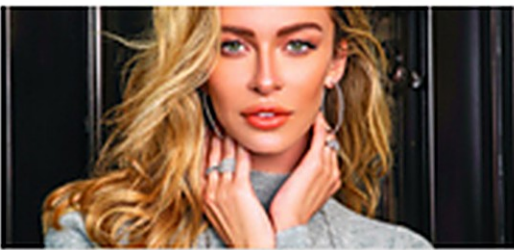
Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool, as people who are willing to dedicate the time to participate are highly qualified. We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

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