

# INTERNATIONAL JEWELLERY

COUTURE europa star



## INTERNATIONAL JEWELLERY SPECIAL PROMOTION 2010

To ensure your brand's presence with retailers and consumers alike for the year 2010, International Jewellery is offering the following special ad package:

- IJ **TRENDS & COLOURS 2010** Winter issue **Distribution ALL SHOWS**: Double Page Spread (€ 5,000 / CHF 7,500)  
One full page ad + one advertorial "profile" page or one double page spread ad
- IJ Spring 2010 issue **BASELWORLD**: One full page ad, full colour (€ 3,000 / CHF 4,500)
- IJ Summer 2010 issue **COUTURE, JCK, JA, HK**: One full page ad, full colour (€ 3,000 / CHF 4,500)
- www.CIJintl.com: Online Ad from **WINTER 2009** to **SUMMER 2010**, big skyscraper (€ 3,000 / CHF 4,500)

**Global package price: € 14,000 / CHF 21,000 net**

The Special January **TRENDS & COLOURS 2010** issue includes the *outlook for the 2010 trends in jewellery and fashion* with four special sections:

- 2010 trends and profiles in jewellery and fashion
- Diamonds, Pearls & Gemstones (Global suppliers)
- The International Shows & Events 2010 Yearbook
- Services to the Trade

Retailers will receive **TRENDS & COLOURS 2010** in January before the start of the 2010 trade show season. In addition to its normal trade mailing, this special issue will be distributed at all major jewellery shows from Spring to Summer 2010 – Vicenza, SIHH Geneva, Inhorgenta, BaselWorld, Couture, JCK, JA New York, Hong Kong – , thus ensuring you additional brand exposure at all shows.

**YOU WILL NOT FIND THIS 2010 EXPOSURE FOR YOUR PRODUCTS ANYWHERE ELSE**

**ACT NOW TO REACH RETAILERS AND CONSUMERS ALIKE TO INCREASE YOUR BRAND AWARENESS IN YOUR TARGET MARKET**

## ADVERTISING DEADLINES, RATES, EDITORIAL CALENDAR & PUBLICATION SCHEDULE 2010



Trim size: 205 x 265 mm  
Bleed size: 211 x 271 mm

	Publication	Advertising
IJ <b>TRENDS &amp; COLOURS 2010</b>	Winter - January	November 06, 2009
IJ <b>BaselWorld</b>	Spring - March	February 16
IJ <b>Las Vegas &amp; Summer Shows</b>	Summer - June	April 17



The magazine is sent by personal mail to:

- Top international buyers
- High-end retailers of all the major brands in jewellery and watches
- Global luxury decision makers

International Jewellery is circulated to six of the world's continents covering more than 100 countries worldwide. (5'000 in Europe and 5'000 USA & International)

It is also present at the world's most important international trade events, such as the three editions of Vicenza, SIHH Geneva, AGTA Tucson, Inhorgenta, BaselWorld, Couture Las Vegas, JCK, International Jewellery London, Iberjoya Madrid, and Hong Kong Fair.

*International Jewellery is the single source for what's hot and what's not—from an international perspective to the buyer's hometown.*

**The website [www.CIJintl.com](http://www.CIJintl.com):**

International Jewellery's unique website is a joy to navigate and provides a highly visual journey through the world of jewellery. Thousands of creations can be viewed by colour, by theme, or by category, offering a full panorama of today's international designs. Global news, special topics of interest, and the latest on celebrities and their impact on the jewellery world make **International Jewellery** the most complete website in the jewellery industry.

**IJ and CIJintl.com truly cover the world.** Through its unique circulation and global coverage, **International Jewellery** provides your brand with the highest exposure in the luxury world of top retailers and distributors. Through its one-of-a-kind format and reach, **CIJintl.com** offers your brand and products additional exposure to thousands of consumers as well.

**IJ and CIJintl.com help your brand achieve its goals in your target market.**

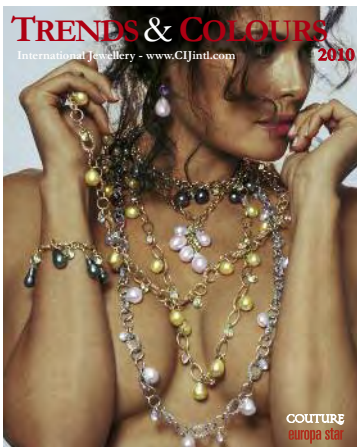
■ **EDITORIAL CALENDAR 2010** - IJ's main focus is staying on top of the hottest trends from around the planet and featuring the designers who are setting them. Our signature **Trends & Colours** section shows the latest designs and the hottest colours of the seasons. A new **In the Press** section highlights the jewellery being worn and talked about by celebrities, and our **Success Stories** take a look at successful retailers around the globe and the brands they carry.

In addition, IJ offers you the following editorial perspectives.

**IJ Winter, Special Trends & Colours 2010:** Feature story on 2010 jewellery and fashion trends: showcase of 2010 jewellery designs; the role of the Internet with luxury jewellery brands; invited fashion designers give their views on fashion and jewellery.

**IJ Spring, Jewellery at BaselWorld:** Designs from around the world; the major designers; special Italian Style feature.

**IJ Summer, Focus on the Summer's major shows:** Jewellery featured at Couture, JCK, AGTA and other Las Vegas shows, JANY, Vicenza, and Hong Kong in september; social networking and its place in a brand's strategy and updated Internet report on featured luxury jewellery brands.



## **OUR SPECIAL TRENDS & COLOURS PACKAGE 2010 RATE & OFFER:**

Four pages in the three major IJ editions of the year, continuous online Ad presence, and your brand's selected creations featured yearly in TRENDS & COLOURS.

- **Plus**, your new collections and creations, featured during the entire year on www.CIJintl.com in the online Trends & Colours category, with a link to your website address, from December 2009 to September 2010.

- **Plus**, your press releases on your events and new creations will be given priority in our "In the Press" or "Highlights" section on the home page of www.CIJintl.com, from December 2009 to September 2010.

**Global package price 2010 • € 14,000 / CHF 21,000**



### **2010 Rate per single issue • Winter - Spring - Summer**

Full page: € 5,000 / CHF 7,500

Double page spread: € 7,500 / CHF 11,250

Frequency discounts: 2 insertions 15% - 3 insertions 20% - 6 insertions or more 25%

Special positions:

Inside front cover: + 20%

Page one: + 20%

Inside back cover: + 15%

Back cover: + 30%

### **CIJintl.com – Unit rate for the website**

**Top banner** / per month € 1,000 / CHF 1,500

**Side banner** / per month € 800 / CHF 1,200

**Anchor banner** / per month € 600 / CHF 900

**E-newsletter sponsoring:** Top banner € 300 / CHF 450, per newsletter

Special features:

Home page Take over / Prestitial, per month € 2,000 / CHF 3,000

Top "Clock" banner all site, per month € 2,200 / CHF 3,300

Section ownership: Top + Side + Anchor, per month € 3,400 / CHF 5,100

Supplement for expandable banner, per month +20%

Frequency discounts: 3 months 15% - 6 months 20% - 12 months or more 25%

Online Ad size specifications:

Top banner 728 x 90 pixels

Side banner Skyscraper 160 x 600 pixels

Anchor banner 728 x 90 pixels

Top "clock" banner 160 x 160 pixels

Agency discount: 15% to accredited agencies

Frequency discounts valid for 12-month period maximum

Net prices. Sales tax VAT only to Swiss registered companies.

### **For information, please contact:**

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## FACT SHEET & ORDER FORM "IJ TRENDS & COLOURS 2010"

### IJ TRENDS & COLOURS WINTER JANUARY

Complimentary distribution at all 2010 major shows

- DOUBLE PAGE SPREAD or AD & PROFILE SPREAD +
- My latest creations featured in the magazine & on the web with link to my website
- My latest press releases on my events and new creations in the News and Highlights of CIJintl.com

### IJ SPRING MARCH - BASELWORLD

- FULL PAGE AD +
- My latest creations featured in the magazine & on the web with link to my website
- My latest press releases on my events and new creations in the News and Highlights of CIJintl.com

### IJ SUMMER JUNE - COUTURE, JCK, JANY, VICENZA, HONG KONG

- FULL PAGE AD +
- My latest creations featured in the magazine & on the web with link to my website
- My latest press releases on my events and new creations in the News and Highlights of CIJintl.com

### CIJINTL.COM - FROM DECEMBER 09 TO SEPTEMBER 2010

- WEB AD WITH LARGE SKYSCRAPER BANNER AND LINK TO MY WEBSITE +
- Continuous feature of my products and creations by category in T&C of CIJintl.com
- My press releases and events in the News and Highlights of CIJintl.com

**Total IJ TRENDS & COLOURS 2010 package price: CHF 21000 net / € 14000 net**

- Yes, I subscribe to IJ TRENDS & COLOURS full package for 2010
- Please contact me for a tailor-made (\*) offer for my brand

Name .....

Company .....

Address .....

Zip Code ..... City/Country .....

Phone ..... Email .....

Date & Signature :

(\*Outside package 2010 current rate by single issue: DPS CHF 11250 / € 7500, Full page CHF 7500 / € 5000, WEB CHF 1200 / € 800 per month)