



**Jewellers' Network**

*connecting inspiration globally*

# **RATE CARD 2019**

*Advertise with us*

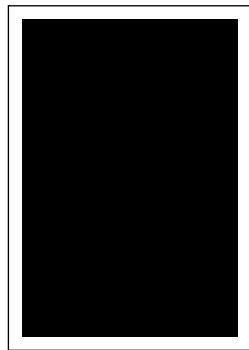
Tel: (+27) 10 030 0888 • Fax: (+27) 86 508 5705 • Email: [mail@jewellersnetwork.co.za](mailto:mail@jewellersnetwork.co.za) • Website: [www.jewellersnetwork.co.za](http://www.jewellersnetwork.co.za)

DIRECTORY	JEWEL TRADER	JEWEL TRADER ONLINE & PRODUCT CATALOGUE	WEBSITE	ARTWORK REQUIREMENTS
AD PLACEMENT		LISTINGS	BUSINESS CATEGORIES	

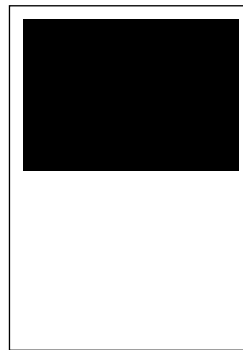


**THE ANNUAL DIRECTORY**  
*The Definitive Trade Directory*

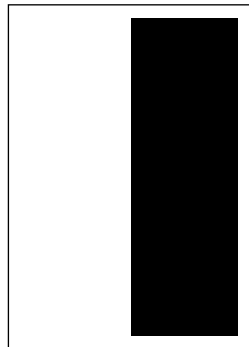
Ad Placement



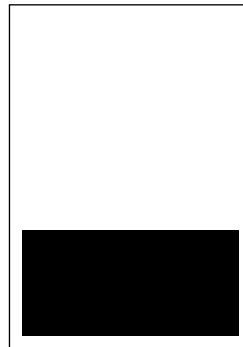
FULL PAGE  
184,6 mm(w)  
271,6 mm(h)  
**R 25 960**



1/2 PAGE  
HORIZONTAL  
184,6 mm(w)  
129,45 mm(h)  
**R 22 660**



1/2 PAGE  
PORTRAIT  
87,7 mm(w)  
257,4 mm(h)  
**R 22 660**



1/4 PAGE  
184,6 mm(w)  
77 mm(h)  
**R 12 650**

Special Positions

DPS  
Supply content and high resolution images

**R 39 950**

DIVIDER FRONT  
184,6 mm(w) X 271,6 mm(h)

**R 39 930**

DIVIDER BACK  
184,6 mm(w) X 271,6 mm(h)

**R 37 290**

BACK COVER  
184,6 mm(w) X 271,6 mm(h)

**R 46 750**

INSIDE FRONT/BACK COVER  
184,6 mm(w) X 271,6 mm(h)

**R 39 930**

DIRECTORY	JEWEL TRADER	JEWEL TRADER ONLINE & PRODUCT CATALOGUE	WEBSITE	ARTWORK REQUIREMENTS
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# THE ANNUAL DIRECTORY

*The Definitive Trade Directory*

Listings

PLATINUM

**Up to 3 categories**  
**R 6 050.00**

[Your company logo]

**COMPANY NAME**

**Contact person**

Address  
Postal Address

- Tel
- Fax
- Cell
- Email
- Website
- Facebook
- LinkedIn
- Google +
- Twitter
- Skype
- Instagram
- Whatsup
- Pinterest
- Youtube

Include description of maximum 25 words

GOLD

**Up to 3 categories**  
**R 4 180.00**

**COMPANY NAME**

**Contact person**

Address

Postal Address

- Tel
- Fax
- Cell
- Email
- Website
- Facebook
- LinkedIn
- Google +
- Twitter
- Skype
- Instagram
- Whatsup
- Pinterest
- Youtube

SILVER

**One category**  
**R 1 800.00**

**COMPANY NAME**

Address

Tel

RETAILERS

**Retailers of Southern Africa**  
**R 250.00**

YOUR LOGO

LISTING  
LOGO SIZE

60mm(w) x 34mm(h)  
300DPI JPG

Business Categories

Advertising, Marketing & Promotions Beads & String Suppliers Branded, Personalised Jewellery Chain Manufacturers & Wholesalers Courier and Postal Services Designers, Shop Fitters, Point of Sale Units Diamond Cutting Works Diamond Dealers Display, Packaging & Labelling Suppliers Engravers Fashion Jewellery Manufacturers & Wholesalers Financial Services Findings & Accessories Suppliers Freight, Forwarding & Clearing Gemstone Cutters Gemstone Dealers Insurance - Jewellery & Diamonds Jewellery Manufacturers	Jewellery Services - Design, CAD, Model making Jewellery Wholesalers Krugerrand, Coin, Medal & Trophy Suppliers Laboratories, Gemmologists Metal Finishing, Casting Services Mining of Precious Metals & Minerals - Services, Prospecting Pearl Dealers Photographers, Photographic Services Printing Services Refineries, Metal Suppliers Retailers - Jewellery, Watches, Diamonds, Giftware, Tourist attractions Security Setters Sightholder Sales South Africa Silver Jewellery Wholesalers Silverware, Giftware & African Craft Suppliers Software - Jewellery & Diamonds	Specialised Product Development Stringing Services Synthetic Stone Dealers Tools, Equipment & Machinery Suppliers Trade Associations & Organisations Trade Publications - Print, Electronic, Casting services Trade Training Institutes Watch & Clock Distributors Watches & Clocks - Parts, Accessories, Repairs Websites & Digital Marketing Writing Instruments
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DIRECTORY

JEWEL TRADER

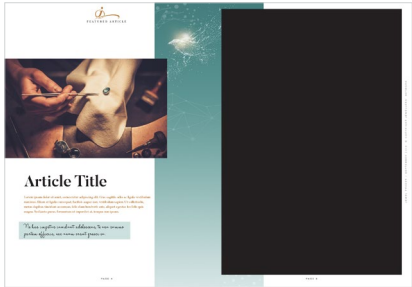
JEWEL TRADER ONLINE & PRODUCT CATALOGUE

WEBSITE

ARTWORK REQUIREMENTS

**THE JEWEL TRADER**  
*The industry's only sustainable journal.*

Ad Placement



FULL PAGE

184,6 mm(w) x 271,6 mm(h)  
R 8 000



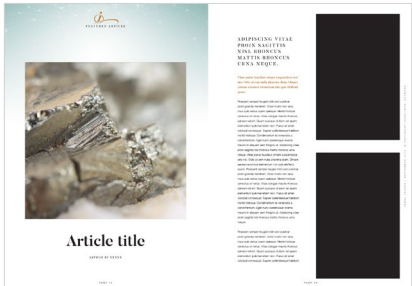
1/2 PAGE PORTRAIT

85,95 mm(w) x 271,6 mm(h)  
R 4 600



1/2 PAGE LANDSCAPE

184,6 mm(w) x 129,45 mm(h)  
R 4 600



1/4 PAGE

85,95 mm(w) x 129,45 mm(h)  
R 3 100

Special Positions

DPS  
Supply content and high resolution images

R 12 500

FRONT COVER  
210 mm (w) X 213 mm (h)  
Type: 183 mm(w) X 198 mm(h)  
Bleed 3mm all around

R 12 800

BACK COVER  
184,6 mm(w) X 271,6 mm(h)  
R 12 800

INSIDE FRONT/BACK COVER  
184,6 mm(w) X 271,6 mm(h)  
R 12 800

JEWEL TRADER INSERT  
Seperate document to be supplied  
R 6 600

DIRECTORY

JEWEL TRADER

JEWEL TRADER ONLINE & PRODUCT CATALOGUE

WEBSITE

ARTWORK REQUIREMENTS



# THE MONTHLY JEWEL TRADER ONLINE & PRODUCT CATALOGUE

The digital newsletter that reaches the entire jewellery, watch and diamond industry

Jewel Trader Online



## HORIZONTAL BANNER

589px(w) X 107px(h)

**R 2 000**

or a 6 month contract for

**R 10 000**



## ARTICLE

Please provide image/s and content

**R 1 800**

ARTICLE HEADER GOES HERE

Article subheader goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc volutpat orci vitae enim facilisis tristique. Pellentesque porttitor, ex a sollicitudin volutpat, sapien dui tristique neque, vel euismod mauris elit ac metus. Pellentesque lectus a odio ac suscipit. Aliquam erat volutpat. Donec ut elit sapien. Donec pharetra ex at fermentum semper. Etiam tempor elementum turpis vel ultrices. Suspendisse tortor mauris, semper vel semper et, faucibus vitae lorem.

READ MORE



## SQUARE BANNER

290px(w) X 234px(h)

**R 2 000**

or a 6 month contract for

**R 10 000**



## CLASSIFIEDS

Please provide content

**R 650**

Product Catalogue



## PRODUCT CATALOGUE



219px(w) X 209px(h)

**R 2 500**

Please provide image/s, content and link to catalogue



DIRECTORY

JEWEL TRADER

JEWEL TRADER ONLINE & PRODUCT CATALOGUE

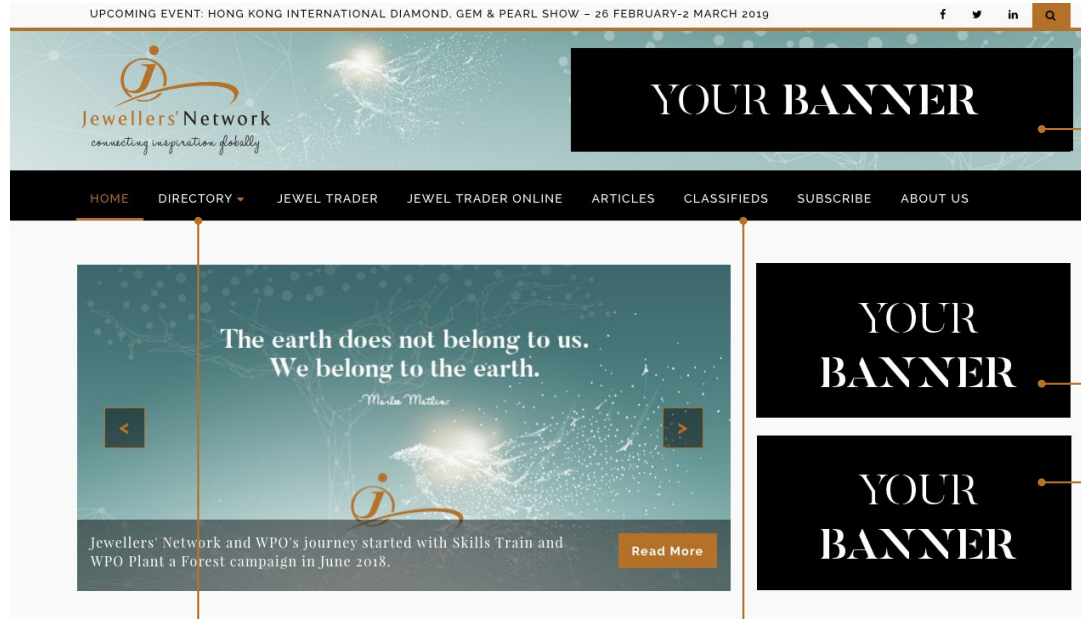
WEBSITE

ARTWORK REQUIREMENTS

# THE JEWELLERS' NETWORK WEBSITE

*Our digital footprint in the Jewellery Industry*

Website advertising opportunities



ROTATING BANNER (TOP)

VISIBLE ON ALL PAGES

588px(w) X 120px(h)

**R 2 200**

or a 6 month contract for

**R 12 500**

ROTATING BANNER (SIDE)

VISIBLE ON HOME PAGE ONLY

369px(w) X 180px(h)

**R 2 000**

or a 6 month contract for

**R 10 000**

ONLINE DIRECTORY LISTING

This includes your business name, your logo, all your contact details, a map to your premises (if applicable) and a description of your business.

**R 3 800** / per year

CLASSIFIED

Advertise your skills or business on our Classifieds page. This page includes your name, contact details and a link to your CV/website

**R 650**





# ARTWORK REQUIREMENTS

Print Artwork

## Artwork Formats

- Ads can be supplied in any of the following formats: JPEG, EPS, TIFF, PDF.
- The artwork needs to be 300dpi.
- Text must be converted to outlines / curves, or the fonts used need to be supplied with the artwork files.

## Delivery of artwork

- Email or dropbox to [mail@jewellersnetwork.co.za](mailto:mail@jewellersnetwork.co.za)  
*(Please make sure that the quality (DPI) is not compromised when e-mailing)*

## Design Services

Editing of existing print adverts  
(please supply all open files, image links and fonts)

**R 800**

For new adverts,  
full agency  
services available  
on request.

Digital Artwork

## Artwork Formats

- Ads can be supplied in any of the following formats: PSD, JPEG, static GIF or PNG
- The artwork needs to be 72dpi.
- The banner file size should be max 50kb
- ALL DIGITAL BANNER ARTWORK SHOULD BE ACCOMPANIED BY THE CORRECT LINK THAT IT NEEDS TO LINK TO

## Delivery of artwork

- Email or dropbox to [mail@jewellersnetwork.co.za](mailto:mail@jewellersnetwork.co.za)  
*(Please make sure that the quality (DPI) is not compromised when e-mailing)*

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