

# JCK

## 2026 MEDIA KIT



# AN ENGAGED AUDIENCE

IF YOU WANT TO REACH THE DECISION MAKERS, OUR CHANNELS ARE THE PLACE TO BE.

As the jewelry industry authority, JCK brings the trends, people, and news that shape this business to our highly engaged audience. With decades of experience and a strategic omnichannel presence, we'll get your message out across digital, print, newsletters, social, and audio platforms.

## ONLINE

**103K+** average monthly users\*

**188K+** average monthly page views\*



\* Google Analytics, monthly average, Jan.–Jul. 2025.

## SOCIAL

**f** **34K+**\*

**128K+**\*  
(UP 12K YOY!)

**X** **25K+**

\* Combined Facebook and Instagram followers for JCK Magazine & JCK Events.

## NEWSLETTERS †

**19K+** subscribers\*

**38%** open rate

**3.85%** click rate\*\*



† Combined averages for JCK News Daily & Special Report newsletters.

\* We follow best practices regarding list hygiene: cleaning inactive subscribers and maintaining good sending habits. This protects our sender reputation, ensuring that our emails reach the right people, in the proper inbox.

\*\* Percentage of delivered messages that got clicks.

## PODCAST

**123K+** total show listens

**81%** impactful plays\*

**1.4K+** average monthly listens



\* Listens of 75% or more of an episode

## MAGAZINE

**30K** engaged industry professionals  
and JCK and JIS show attendees

## AWARD-WINNING



# JCKONLINE

As the Industry Authority for breaking news and information, JCKonline delivers trusted content in a clean, visual-forward format. With a share-of-voice pricing model and high engagement, your brand gets maximum exposure exactly where the jewelry world goes to stay informed.

## MONTHLY RATES

Ad Units	Est. Range of Impressions*	Est. Share*	Monthly Rate
<b>A</b> - Crown Unit	400,000	80,000	\$8,150
<b>B</b> - Half Page 1 (Sticky)	600,000	120,000	\$6,200
<b>C</b> - Billboard	375,000	75,000	\$3,650
<b>D</b> - Half Page 2 (Sticky)	100,000	20,000	\$3,015

## SPECIFICATIONS

AD UNITS		DESKTOP SIZE	MOBILE SIZE
<b>A</b>	Crown Unit	1480x360	375x152
<b>B</b>	Half Page 1 (Sticky <sup>†</sup> )	300x600	300x250
<b>C</b>	Billboard	970x250	300x250
<b>D</b>	Half Page 2 (Sticky)	300x600	300x250

\* Impressions are estimates and are not guaranteed. Web traffic on the site varies over time, and impressions could be lower or higher than the estimated numbers above.

† Not sticky on article pages

A

**JCK**

NEWS MAGAZINE EVENTS CLASSIFIEDS AWARDS SUBSCRIBE

Get JCK In Your Inbox! [View in browser](#)



**News**



New 30% Swiss Tariff Applies to Gold Bars

It's not just Swiss watches that are getting hit. The new tariff on imports from Switzerland, which went into effect yesterday, also...

[By Rob Bates](#) | August 10, 2025



Gemstone Dreams Steal the Show at Las Vegas Jewelry Week

Las Vegas jewelry week was a colorful affair. Aquamarine and watermelon tourmaline were ubiquitous, as were hard stones—malachite, in particular...

[By Victoria Gornickay](#) | July 23, 2025



Pandora Suffers Data Breach, Reports Say

Jewelry giant Pandora has notified customers that hackers broke into its systems and窃取了 customer data, according to reports in tech and...

[By Rob Bates](#) | August 10, 2025



24 Things We Loved in 2024

READ MORE

**Trends**



Farewell, Carrie Bradshaw—but Hello to Her KWT Mood Ring

As HBO's *My Big Fat Greek Wedding* winds down, may the apparel and accessories on the show by star Sarah Jessica Parker become even...

[By Karen Byks](#) | August 10, 2025



**JCK 2026**

MAY 29-JUNE 1, 2026 | LAS VEGAS

[GO TO WEBSITE](#)



With avanti, Omniaika Moves Forward in Style

More people can relate to the concept of forward movement—finding the strength to overcome challenges and make progress along the way. Omniaika...

[By Brittany Endicott](#) | July 26, 2025



Your Prime Source for Education and Innovation

Education and innovation are crucial for business success today. Education needs to create with the knowledge, skills, and critical thinking...

[By The Plumb Club](#) | March 21, 2025

**Sponsor Content**



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Brought to you by JCK Content Studio

**SPONSORED BY**  
THE PLUMB CLUB



The Future of Natural Diamonds



Your Prime Source for Education and Innovation

B

C

D

JCKONLINE ADS:

**2.1M**  
Avg. Monthly Impressions\*

**0.48%**  
Avg. CTR\*  
(UP 4% YOY!)

## SUBMISSION

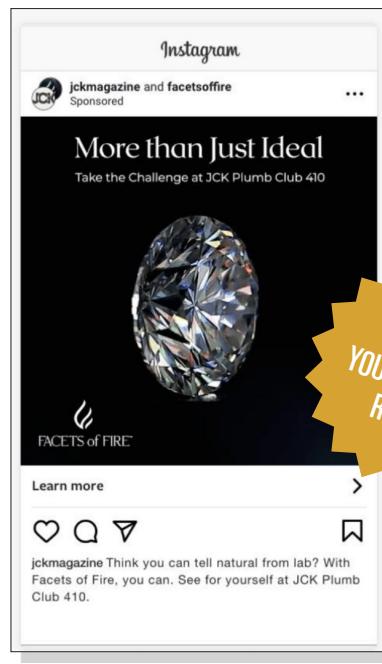
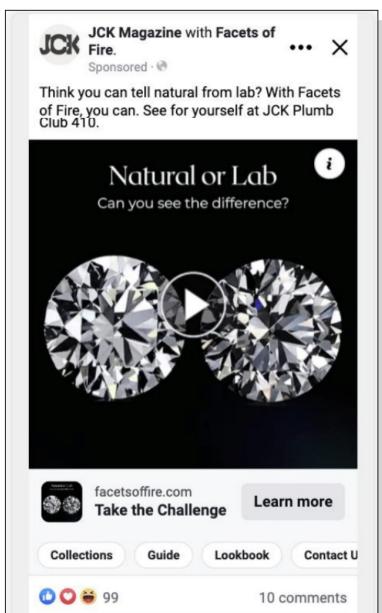
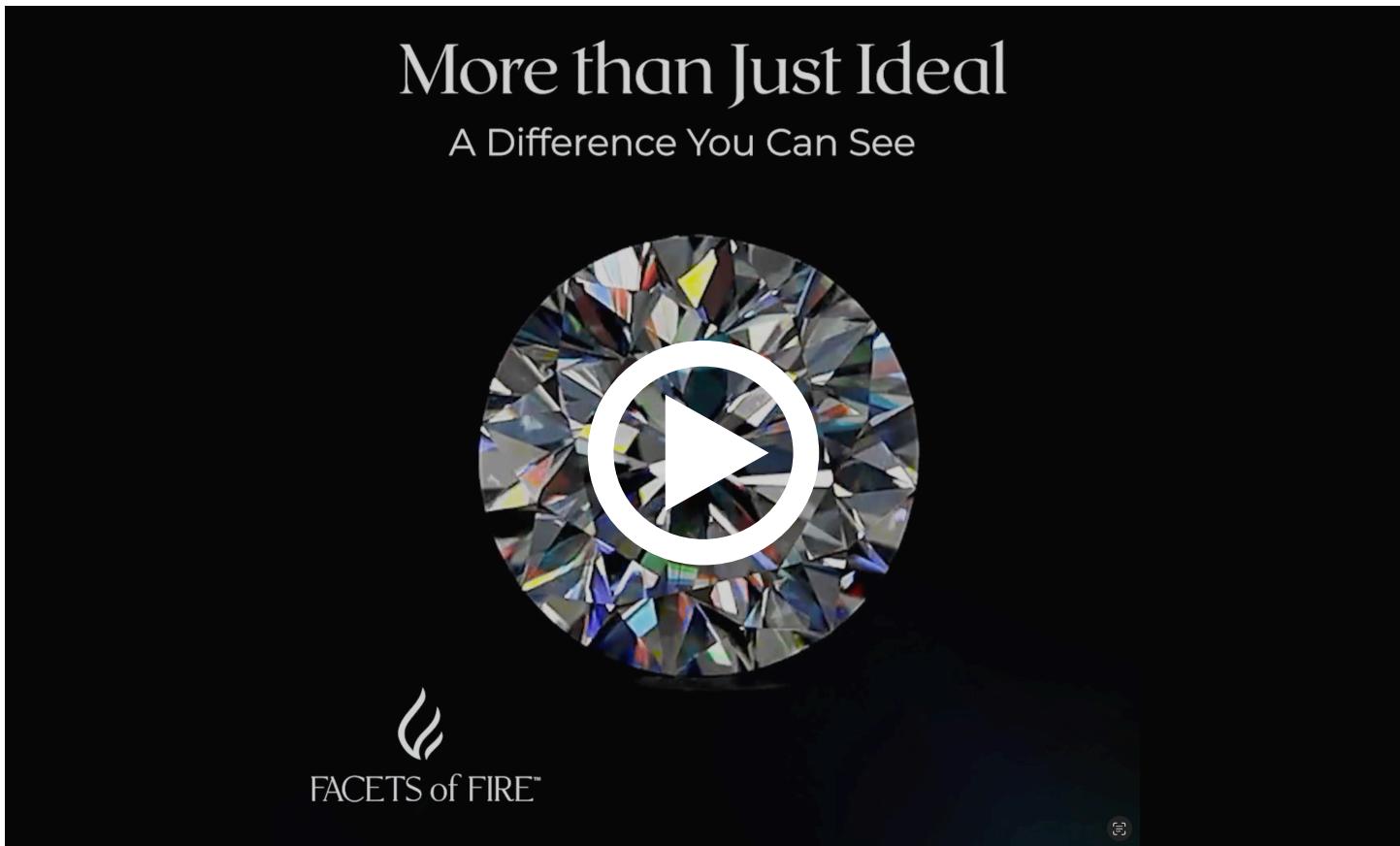
Creative material must be submitted to [fulfillment@jckonline.com](mailto:fulfillment@jckonline.com) at least one week prior to campaign launch. Your submission must include:

- Advertiser name
- Campaign start and end dates (e.g., 5/1 – 5/31/26)
- Click-through URL
- Final creative files
  - Max file size 200KB
  - JPG, PNG, or GIF formats only
- For banners with a light background, include a one-pixel dark, interior border

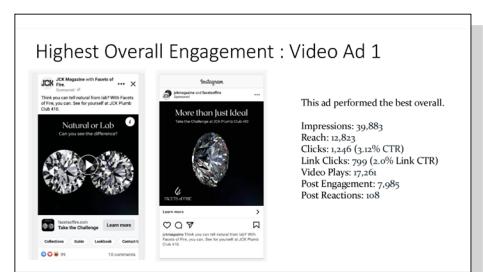
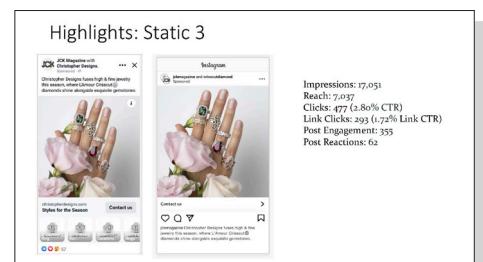
5

# PAID SOCIAL MEDIA MARKETING

## SAMPLE CAMPAIGN



## SAMPLE REPORT



Reach JCK's highly engaged Facebook and Instagram audience with targeted paid social ads that appear as they scroll. (B2C campaigns are also available upon request. Please ask your sales representative for more information.)

 34K+

 128K+

Average CTR is  
**152%**  
above Meta's  
industry benchmark  
for Apparel, Fashion  
& Jewelry.

<b>TARGET</b>	JCK magazine followers on Facebook (18k+) and Instagram (56k+) <b>PLUS</b> JCK Events Facebook (16k+) and Instagram (72k+).
<b>TIMING</b>	14 or 28 days
<b>REPORTING</b>	See clicks, post engagement, reach, and more
<b>CTR</b>	1.76%*
<b>AVERAGE LINK CTR</b>	1.44%*
<b>PRICE</b>	\$4,350 net (14-day campaign); \$7,300 net (28-day campaign)

## CREATIVE SPECIFICATIONS

Submit 3-5 creative sets in your format(s) of choice: Video, video slideshow, carousels, or static images.

**FULL SPECS AND  
REQUIREMENTS HERE**

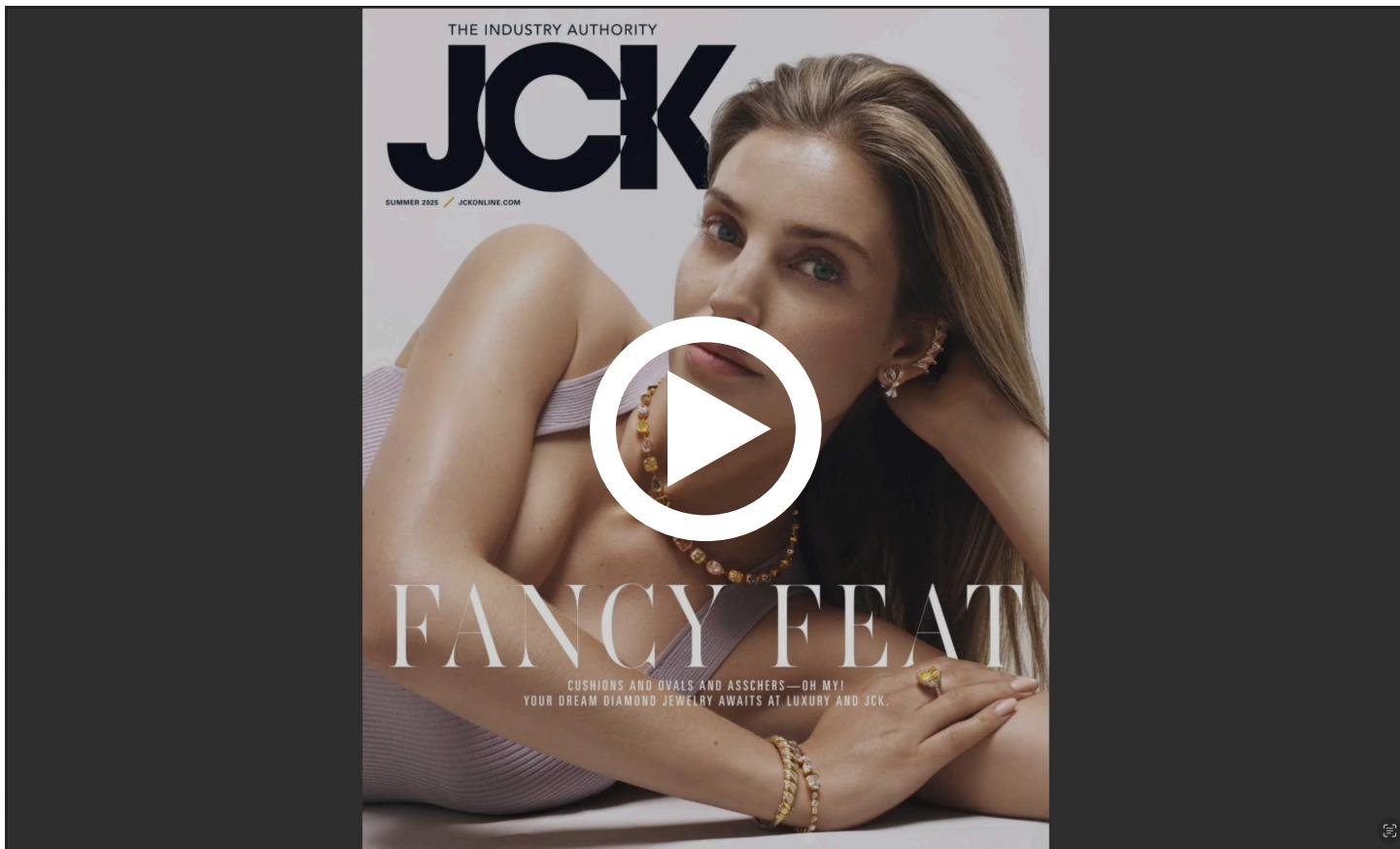
**ALL CREATIVE ASSETS ARE DUE 2 WEEKS  
PRIOR TO CAMPAIGN START DATE.**

\* Combined followers for JCK Magazine & JCK Events

\* Results vary widely and are based on the quality of creative submitted.

# JCK MAGAZINE

ANNUAL PRINT ISSUE



**DISTRIBUTED TO 30,000  
OPTED-IN SUBSCRIBERS  
ANNUALLY**

**BONUS DISTRIBUTION:**  
JCK Las Vegas, Luxury, JIS  
Miami

**AD CLOSE: 3/18**

**MATERIALS: 3/24**

**MAIL DATE: 4/27**

**With every full page or 2-page  
spread ad, a digital product  
preview will be included as  
added value.**

## ANNUAL ISSUE (MAY)

**JCK Las Vegas Show Feature:** A guide to what's new and noteworthy at the JCK and Luxury shows.

**Fall 2026 Fashion Preview:** The colors and styles of the season, with expert tips on jewels that pair best with fall clothing trends.

**Las Vegas Off-Hours Feature:** The newest hotel, dining, and nightlife hotspots in Las Vegas to prep readers for the 2026 JCK Show.

**Colored Stones Feature:** Highlights top gemstone trends, colors, and market insights shaping the season.



## DATES, RATES & SPECS



*JCK Magazine helps me understand what is going on in the industry, what directions are best for my business, and what vendors are up-and-coming.*

PRODUCTION SCHEDULE	AD CLOSE	MATERIALS DUE
Annual (May)	3/18/26	3/24/26

*Final production dates subject to change*

### RATES

2P Spread	\$17,600
Full Page	\$10,900
1/2 Page	\$5,250
1/3 Page	\$4,200

*Digital product preview (valued at \$1,890) is included with full or 2-page ad placements.*

### PRINT AD SPECIFICATIONS

AD SIZES	BLEED	TRIM	NONBLEED
2P Spread	20.25 x 12.25	20 x 12	18.5 x 10.5
Full Page	10.25 x 12.25	10 x 12	8.5 x 10.5
1/2 Horizontal	10.25 x 6	10 x 5.75	8.5 x 5
1/2 Vertical	5 x 12.25	4.75 x 12	4 x 10.5
1/3 Vertical	3.5 x 12.25	3.25 x 12	2.5 x 10.5

*Printing: Web offset, 200 line screen*

*Binding Method: Perfect bound*

### ABOVE SIZES ARE INCHES

Sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 1/4" from all sides. Perfect alignment of type or design across gutter of two facing pages can't be guaranteed. Only advertisements fitting these specified sizes will be accepted.

### REQUIRED DIGITAL MATERIALS

#### FILE SUBMISSION

Upload via [adshuttle.com/jck](http://adshuttle.com/jck).

#### FILE REQUIREMENTS

File Format: PDF/X-1a (CMYK, 300dpi, fonts embedded)

Resolution: Color/Grayscale=300dpi; Line art=800-2400dpi

Max Total Ink Density: 300

No crop marks or registration.

Spread ads must be submitted as two single pages.

The PDF/X-1a format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

### PROOF

JCK utilizes Virtual Proofing technology at its print facility. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #3 Data Set: SWOP2006\_Coated3.

### DISCLAIMER

All ads submitted via the portal must meet the above listed criteria. Out-of-spec files will be rejected and will require your immediate attention.

### UPLOAD INFORMATION

**FOR ADS:** [adshuttle.com/jck](http://adshuttle.com/jck)

**FOR DIGITAL PRODUCT PREVIEW:**

Upload completed Product Preview Form and high resolution image to [JCK Advertiser Product Preview](#)

### QUESTIONS

#### FOR ADS:

Tania Lara, Quad

[tglarayanez@quad.com](mailto:tglarayanez@quad.com)

414-622-2834

**FOR DIGITAL PRODUCT PREVIEW:**

For questions related to Product Preview,

email [JCKProductPreview@advancelocal.com](mailto:JCKProductPreview@advancelocal.com)



# JCK

## 2026 MEDIA KIT

[JCKONLINE.COM/ADVERTISE](http://JCKONLINE.COM/ADVERTISE)