

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

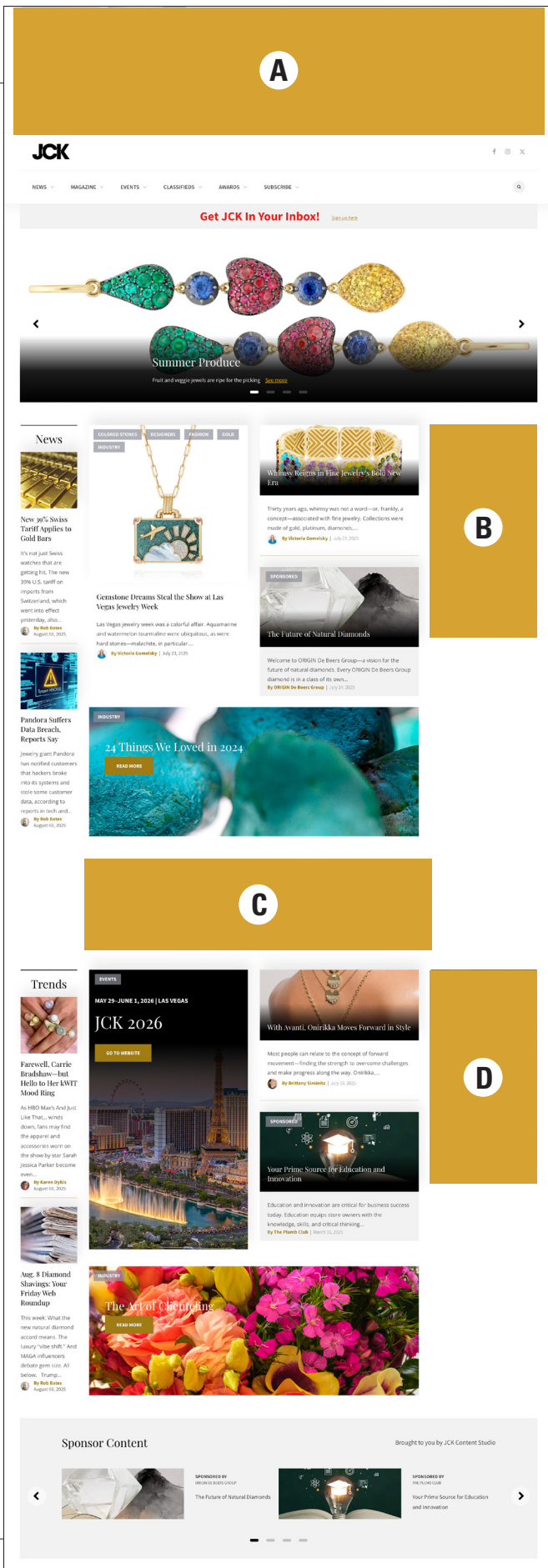
Ad Units	Est. Range of Impressions*	Est. Share*	Monthly Rate
A - Crown Unit	400,000	80,000	\$8,150
B - Half Page 1 (Sticky)	600,000	120,000	\$6,200
C - Billboard	375,000	75,000	\$3,650
D - Half Page 2 (Sticky)	100,000	20,000	\$3,015

SPECIFICATIONS

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



JCKONLINE ADS:

2.1M
Avg. Monthly
Impressions*

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

SUBMISSION

Creative material must be submitted to 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

PAID SOCIAL MEDIA MARKETING

SAMPLE CAMPAIGN

More than Just Ideal


A Difference You Can See



FACETS of FIRE™

JCK


JCK Magazine with Facets of Fire.


Sponsored · 

Think you can tell natural from lab? With Facets of Fire, you can. See for yourself at JCK Plumb Club 410.

Natural or Lab

Can you see the difference?



 facetsoffire.com

Take the Challenge




Learn more

Collections

Guide

Lookbook

Contact U

   99

10 comments


Instagram


jckmagazine and facetsoffire

Sponsored




More than Just Ideal


Take the Challenge at JCK Plumb Club 410





Learn more




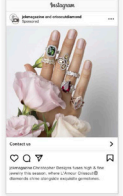
jckmagazine Think you can tell natural from lab? With Facets of Fire, you can. See for yourself at JCK Plumb Club 410.

DOUBLE
YOUR BRAND'S
REACH!

SAMPLE REPORT

Highlights: Static 3





Impressions: 17,051

Reach: 7,037

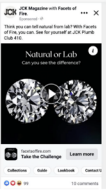
Clicks: 477 (5.80% CTR)

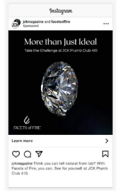
Link Clicks: 299 (1.73% Link CTR)

Post Engagement: 355

Post Reactions: 62

Highest Overall Engagement : Video Ad 1





This ad performed the best overall.

Impressions: 39,883

Reach: 12,823

Clicks: 1,246 (9.72% CTR)

Link Clicks: 799 (2.0% Link CTR)

Video Plays: 17,261

Post Engagement: 7,685

Post Reactions: 108

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.)

f[†] 34K+

@[†] 128K+

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

TARGET	JCK magazine followers on Facebook (18k+) and Instagram (56k+) PLUS JCK Events Facebook (16k+) and Instagram (72k+).
TIMING	14 or 28 days
REPORTING	See clicks, post engagement, reach, and more
CTR	1.76%*
AVERAGE LINK CTR	1.44%*
PRICE	\$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**

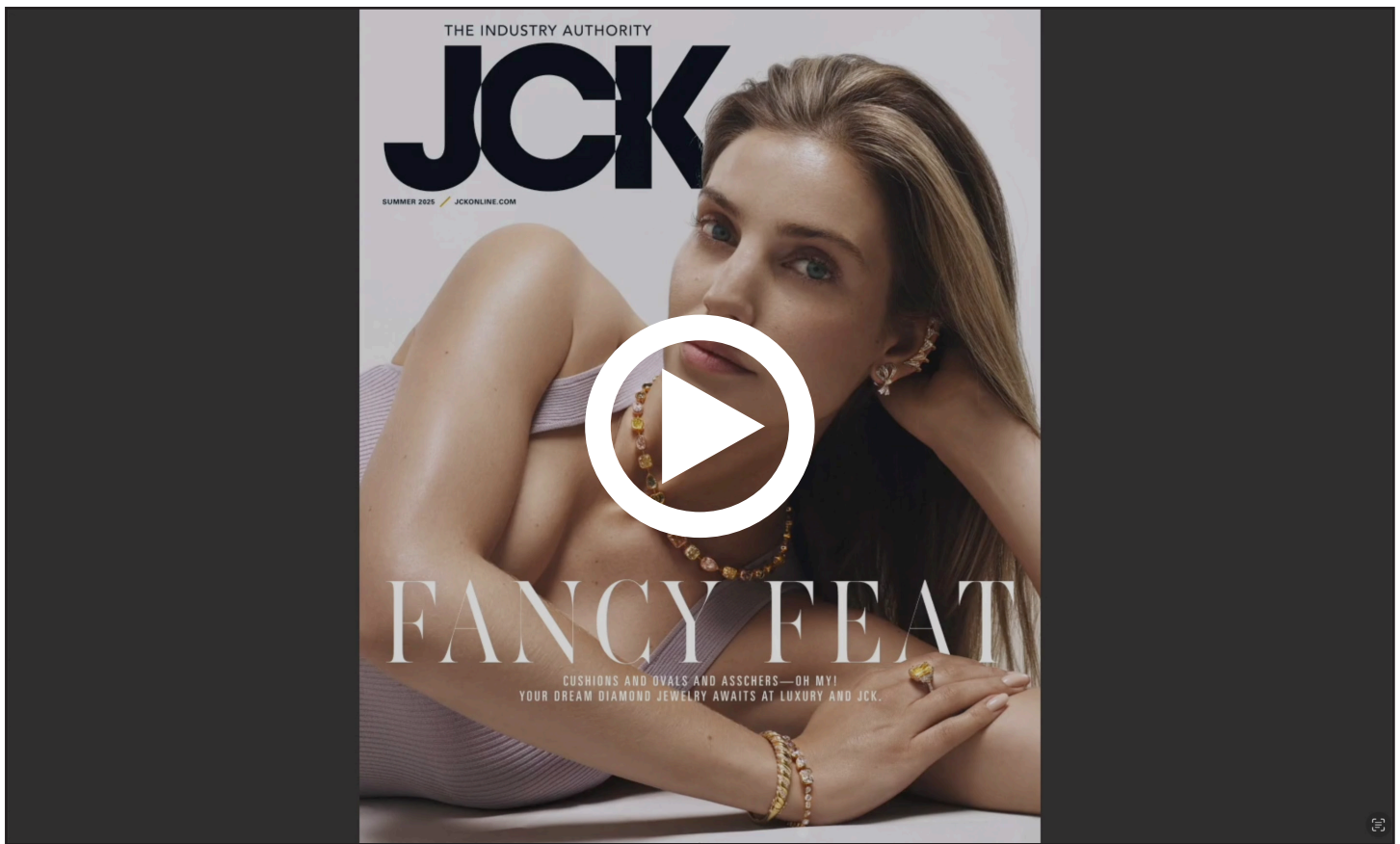
**ALL CREATIVE ASSETS ARE DUE 2 WEEKS
PRIOR TO CAMPAIGN START DATE.**

† 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.

REQUIRED DIGITAL MATERIALS

FILE SUBMISSION

Upload via 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

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
414-622-2834

FOR DIGITAL PRODUCT PREVIEW:

For questions related to Product Preview, email JCKProductPreview@advancelocal.com

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.



JCK

2026 MEDIA KIT

[JCKONLINE.COM/ADVERTISE](https://jckonline.com/advertise)