

PRO JEWELLER

ADVERTISING RATES
MEDIA INFORMATION

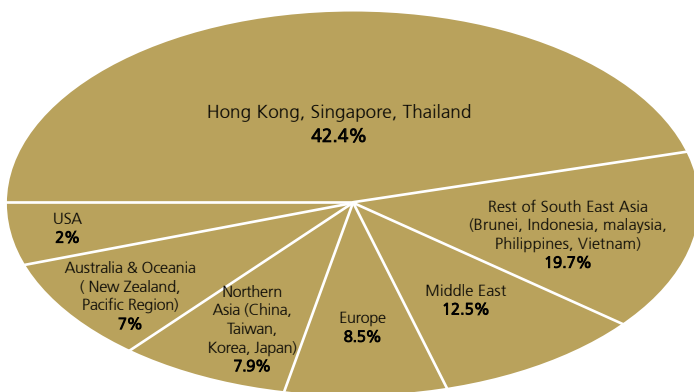
2009

SINGAPORE DOLLARS

WHO READS PRO JEWELLER?

- Leading professionals in the jewellery and watch trade
- Distributors/Importers
- Retailers
- Wholesalers
- Manufacturers
- Designers and creators
- Other professionals working in the jewellery and watch industries
- Visitors and exhibitors at the world's most important jewellery and watch trade shows

WHERE ARE OUR READERS LOCATED?



WHERE CAN YOU FIND PRO JEWELLER?

- Worldwide by paid subscription
- Solitaire Media's VIP trade list
- The world's leading jewellery and watches exhibitions, i.e.
 - Europe - BaselWorld, SIHH Geneva, all three Vicenza shows
 - USA - JCK and other Las Vegas shows
 - Asia Pacific - Hong Kong shows, Bangkok shows, JewelFest Singapore
 - Middle East - Bahrain, Dubai & Abu Dhabi

WHY ADVERTISE IN PRO JEWELLER?

- Qualified targeted and wide-spread circulation
- Available at leading trade shows and to Solitaire's key trade mailing list

- Access to key players in the world's fastest growing jewellery & watch market
- Concise and easy to digest format & depth of editorial content
- Glamorous style, which garners strong readership loyalty
- A resourceful and savvy vehicle for branding and advertising campaigns
- Up-market image, serves as ideal platform to support branding effort
- Especially strong circulation in Asia Pacific and the Middle East
- Useful, relevant & attractive

MAGAZINE PROFILE

About Us

- **Category**
 - International B2B publication with a focus on jewellery and watches
 - English language (UK grammar and spelling rules)
- **Frequency**
 - 6 issues a year
- **Editorial Coverage**
 - Latest developments and trends in the jewellery and watch industries
 - Frequent updates on diamonds, pearls, precious stones and metals
 - Interviews with leading industry personalities
 - In-depth articles on gemology and technical know-how
 - Commentary and forecast on the latest developments
 - Designer and product showcases
 - Regular features on marketing, retail tactics, human resource issues

Publisher:

EDIPRESSE SOLITAIRE MEDIA PTE LTD

101 Cecil Street #10-12

Tong Eng Building, Singapore 069533

Tel: +65 6835 9030 Fax: +65 6835 9520

www.solitairemedia.com

Please direct enquiries to the following email addresses:

Advertising: results@solitairemedia.com

Editorial: pro@solitairemedia.com

General: mail@solitairemedia.com

ADVERTISING RATES (ALL RATES IN SINGAPORE DOLLARS)

FULL PAGE POSITION	RATE PER INSERTION
Regular Position (second half of magazine)	SGD 4,900
Preferred Position (first half of magazine)	SGD 5,880
Prime Position (first 25% of magazine, guaranteed right hand, facing editorial pages)	SGD 6,600
DOUBLE PAGE SPREAD POSITION	RATE PER INSERTION
Preferred Double Page Spread Position (first half of magazine)	SGD 8,200
Prime Double Page Spread Position (first 25% of magazine)	SGD 11,700
PREMIUM COVER POSITION	RATE PER INSERTION
Inside Back Cover	SGD 6,800
Outside Back Cover	SGD 9,600
Inside Front Cover Spread (Double Page Spread Only)	SGD 13,400
MARKET PLACE POSITION	RATE PER INSERTION
Half Page (Horizontal)	SGD 2,260
SPECIAL BUY	RATE
Available as Bound & Loose Inserts, Gate Folds, Belly Bands, Art Card etc.	Please contact results@solitairemedia.com

DISCOUNTS & INCENTIVES

FREQUENCY DISCOUNTS

- 5% Discount with 2x Insertions
- 10% Discount with 3x Insertions
- 15% Discount with 6x Insertions

PREPAYMENT INCENTIVES

- Additional 3% discount for 3 issues prepayment
- Additional 8% discount for 6 issues prepayment

ADDITIONAL CHARGES

- Rates quoted are for presswork only. Not included are artwork modifications, colour separations, stripping or other production work.
- If the publisher is required to handle this work, the advertiser will be charged at cost. Approximate charges for this additional work are:
 - Layout modifications on electronic files: SGD 90 per hour
 - Mechanical artwork: between SGD 500 - SGD 800 per advertisement, depending on design
 - Colour separations with mechanical proof (if required by advertiser): between SGD 130 - SGD 200 per set, depending on size
- Notice of cancellation must be given at least 6 weeks before material deadline. A levy of 30% of contracted rate will be imposed per cancellation. If cancellation is made later than 6 weeks before material deadline, the full contract price is chargeable.

ADVERTISEMENT SCHEDULE & AD SIZE SPECIFICATIONS

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
January / February	05 November	02 December	January
March / April	05 January	02 February	March
May / June	05 March	02 April	May
July / August	05 May	02 June	July
September / October	06 July	03 August	September
November / December	03 September	02 October	November

Please Note:

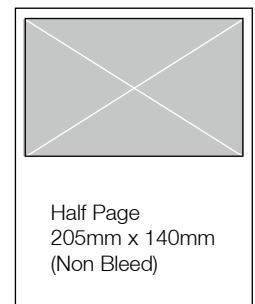
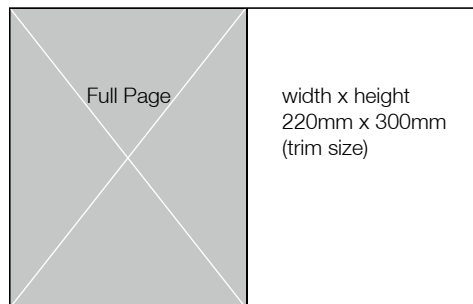
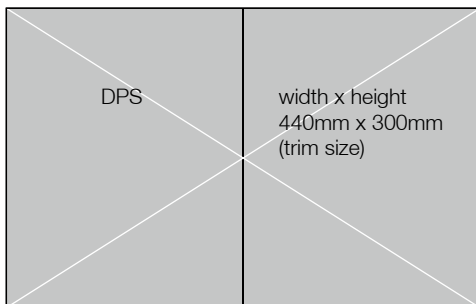
Material deadline is for printer-ready material (electronic files or films). If material is to be produced by the publisher, all text and images must arrive at publisher's office latest by booking deadline. The publisher reserves the right to refuse all ad material deemed unsuitable for the publication, in particular advertisements showing retail prices, religious symbols and nudity.

STANDARD AD SIZES

Please Note:

Maximum printed area in millimetres (mm), width x height.

Please provide 3mm bleed for each side.



MATERIAL SUPPLY

ELECTRONIC

- If material is supplied in electronic form, publisher requires PDF or TIFF format, with crop marks all around according to our trim size
- Electronic material supplied in ZIP or CD should preferably in PC format. These must have two colour proofs for checking purposes. Publisher will match colours on best-effort basis
- If you are sending electronic material via email, its file size must be less than 8MB. Please email it to: traffic@solitairemedia.com

NON-ELECTRONIC

If advertising material is supplied in film form, publisher requires un-retouched positives, right-reading, emulsion side down.

Film must show registration marks, corner marks and colour indicator on each film, corresponding to the trim size of the publication.

At least two colour proofs plus one set of progressives must accompany films. Without complete colours proofs the publisher declines responsibility for colour accuracy. Publisher reserves the right to match spot of second colours with process colours on a best effort basis.

TECHNICAL SPECIFICATIONS

- Printing: Sheet-fed offset at 175 lines per inch
- Pre-Press: Colour Separations with proofs and Computer-to-Plate (CTP) process
- Finishing: Perfect binding, covers laminated
- Paper: Cover: 260gsm glossy art, Content: 115gsm glossy art
- Trim size: 220mm width x 300mm height
- Type size: 185mm width x 270mm height
- Film size: 230mm width x 310mm height (full page)

Please Note:

All electronic and non-electronic reproduction material and proofs should be sent by air-courier to:

ATTN: **PRO Magazine Team**

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