

TEXAS JEWELER

OFFICIAL MAGAZINE OF THE TJA



ADVERTISING OPPORTUNITIES

INTRODUCTION

The official publication of the Texas Jewelers Association is published twice per year. Each issue features articles written by, and about, the jewelry business in general and topics about Texas jewelers. Guest columnists report the latest in industry news and products along with other topics of interest to the membership.

OUR READERS

Over 600 Texas jewelers, vendors, and personnel read the magazine to keep themselves and their staff up-to-date with the ever-changing developments in the retail jewelry industry. Readers include many of Texas' top jewelers as well as the staff, buyers, and sales people. Magazines are also sent to prospective members and are passed along at trade shows including JCK, and the Select Show.

In addition to the stores who receive each issue directly, the magazine has a considerable pass-along readership to executives and other jewelers who interact with current TJA members.

Previous digital versions of our popular magazine are available to be viewed on <http://texasjewelers.org/from-the-archives/archive-items>.

A VEHICLE FOR YOUR MARKETING SUCCESS

Texas Jewelers magazine offers a unique, cost-effective channel to reach Texas Jewelers and related personnel. Your advertisement in TJA can help you attain new wholesale and retail business, attract jewelers to learn about your services and products, and reinforce your brand and position within the jewelry market helping you establish a relationship with TJA members. We work with you on a one on one basis to make sure your ad delivers a valuable message to our members.

PUBLICATION SPECIFICATIONS & RATES

Texas Jeweler magazine is an 8 1/2" by 11", four-color publication and is published three times per year. The September edition is the largest issue of the year reaching 600+ Texas jewelers and vendors and the surrounding areas. Marketing dollars go further with this issue!

There are five ad sizes. All rates are per insertion. Guaranteed special placement is an additional 10 percent of the advertising rate per insertion.

Magazine	Ad Size (inches)	Single Issue Rate	15% Discount for 2 Issues	
Back Cover Color Sponsorship	7.5 x 10	\$4,250 per issue	\$3,612 per issue	\$10,837 per year
Inside Front or Inside Back Cover Color*	7.5 x 10	\$3,500 per issue	\$2,975 per issue	\$8,925 per year
Inside Full Page Color*	7.5 x 10	\$1,750 per issue	\$1,487 per issue	\$4,462 per year
Inside Half Page Color*	7.5 x 4.875	\$900 per issue	\$765 per issue	\$2,295 per year
Inside Quarter Page Color*	3.625 x 4.875	\$500 per issue	\$425 per issue	\$1,275 per year

ADVERTISING SALES CONTACT

Susan Eisen
512-478-2595

TERMS & CONDITIONS

We reserve the right to refuse advertisements in accordance with the advertising policies of TJA.

Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not guaranteed.

Billing terms are net.