

Jeweller Magazine Survey

Jeweller the leading industry magazine

- * *Jeweller* magazine achieves 91% recognition
- * Australian retailers read *Jeweller* more regularly than any other magazine

JAA Australian Jewellery Fair visitor research

An independent survey of 150 retailer visitors conducted by Micromex Research for, and on behalf of, fair organiser Expertise Events.

Question 12 - Do you recognise either of these magazines? (Interviewer shows person copies of *Jewellery World* and *Jeweller*)

Result -

- *Jeweller* was the most recognised magazine with 91% of respondents in total recognising that magazine.
- In contrast, only 42% of respondents recognised *Jewellery World*
- 9% of respondents recognised neither magazine

Question 13 - Which of these industry magazines do you most regularly read?

Result -

- 62% of respondents stated that they read *Jeweller* regularly, whilst only 5% stated that they read *Jewellery World* regularly.

METHODOLOGY

The two questions above and the results are from a qualitative visitor survey undertaken at the JAA Australian Jewellery Fair held from September 7-9 2008 at the Sydney Convention & Exhibition Centre.

Micromex Research conducted the survey independently on behalf of the fair organiser, Expertise Events.

The survey included over 20 questions and required detailed answers for each. Every face-to-face interview took between 5-10 minutes to complete.

The above results pertain to two questions asked about the industry's trade media. The comments are NOT those of *Jeweller* magazine nor Expertise Events. They are the findings of the research company.

As part of the release of the survey results to exhibitors, Expertise Events made the following observation:

"The research aimed to measure our own pre-Fair marketing with the view of ensuring that our marketing and advertising expenditure is effective. In doing so, we decided to also measure the trade media, namely Jeweller and Jewellery World. The research showed a very wide gap in both recognition and readership of the two magazines by retailers. Jeweller was the clear leader over Jewellery World in both recognition and readership."

Jeweller is published by;

Gunnamatta Media Pty Ltd. 558 City Road, South Melbourne Victoria 3205 AUSTRALIA

Telephone +61 (3) 9696 7200 Facsimile +61 (3) 9696 8313 | www.jewellermagazine.com

Publisher: Coleby Nicholson - coleby.nicholson@jewellermagazine.com **Advertising and marketing:** Gary Collins - gary.collins@jewellermagazine.com

Editorial and New Products: Editorial team - editorial@jewellermagazine.com **Production:** Kristy Morcom - kristy.morcom@gunnamattamedia.com