



Jeweller

AUSTRALIA'S LEADING MAGAZINE FOR JEWELLERY RETAILERS

2018 EDITORIAL SCHEDULE

MONTH	PRIMARY FOCUS	FEATURED REPORT
FEBRUARY	<input type="checkbox"/> PERSONALISED JEWELLERY	<input type="checkbox"/> PEARL REPORT
MARCH	<input type="checkbox"/> SNEAK PEEK 2018 JEWELLERY RELEASES	<input type="checkbox"/> BUYING GROUPS
APRIL	<input type="checkbox"/> MEN'S & WOMEN'S FASHION WATCHES	<input type="checkbox"/> COLOURED STONES (DIAMONDS)
MAY	<input type="checkbox"/> FASHION JEWELLERY	<input type="checkbox"/> CAD/CAM UPDATE
JUNE	<input type="checkbox"/> BRIDAL JEWELLERY	<input type="checkbox"/> STAINLESS STEEL JEWELLERY
JULY	<input type="checkbox"/> BRANDED JEWELLERY	<input type="checkbox"/> KIDS JEWELLERY
AUGUST	<input type="checkbox"/> MEN'S & SPORTS WATCHES	<input type="checkbox"/> EQUIPMENT INNOVATIONS
SEPTEMBER	<input type="checkbox"/> NEW AT THE FAIR	<input type="checkbox"/> SELECTING AN INSURANCE COMP
OCTOBER	<input type="checkbox"/> STERLING SILVER JEWELLERY	<input type="checkbox"/> 3D PRINTING REVOLUTION
NOVEMBER	<input type="checkbox"/> MEN'S JEWELLERY	<input type="checkbox"/> COLOURED GEMS
DECEMBER	<input type="checkbox"/> IT'S A SURPRISE!	

RATE CARD

SIZE	CASUAL	3X	6X	9X	12X
Full Page	\$3,150	\$2,695	\$2,550	\$2,450	\$2,300
1/2 Page	\$2,100	\$1,850	\$1,700	\$1,600	\$1,550
1/3 Page	\$1,850	\$1,650	\$1,550	\$1,400	\$1,250
1/4 Page	\$1,200	\$1,050	\$950	\$850	\$800
DPS	\$5,950	\$5,300	\$5,100	\$4,800	\$4,500

NOTE: rates do not include GST

TERMS AND CONDITIONS

Guaranteed & Premium Positions

- Inside Front: Cover 25% loading
- Inside Back: Cover 20% loading
- Outside Back Cover: 30% loading
- 10% loading for guaranteed position other than all cover positions.

Inserts, Gate Folds & Specials

All inserts are based on a single A4 sheet (double sided acceptable). Please consult the Advertising Manager for pricing.

PLACEMENTS

Unless booked into a guaranteed or premium position, all advertisements will be located in the best possible position at the discretion of the editor. Gunnamatta Media reserves the right to refuse the placement of, or request amendments to, any advertising material it considers is actually or potentially:

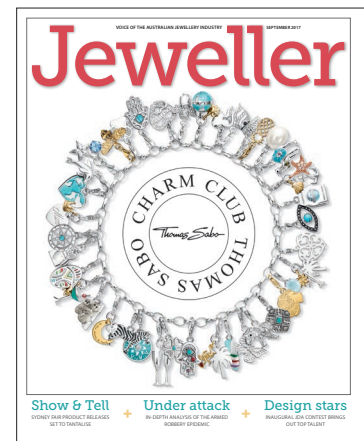
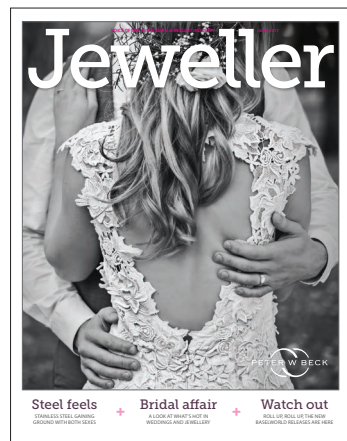
- offensive;
- in breach of the Advertising Code of Ethics;
- in breach of copyright;
- defamatory;
- in conflict with its brand, products or strategies.

PROOFS

All material must be accompanied by a suitable high quality colour proof (Chemical, IRIS, High-resolution Digital) of each file and all fonts used in these files.

NOTE

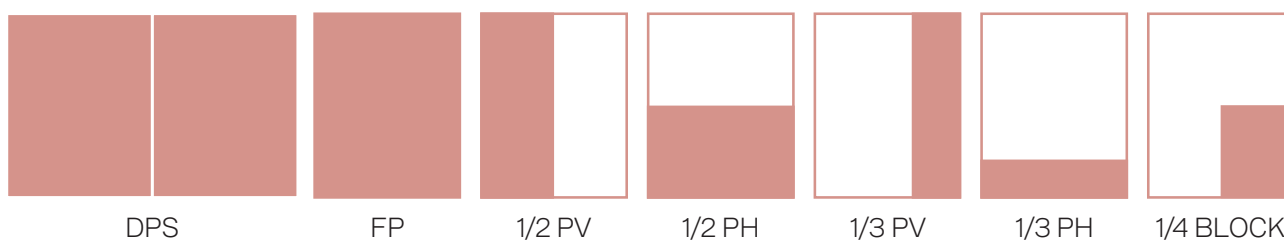
Gunnamatta Media will not be held responsible for colour matching, material integrity or finished print quality without having been provided with suitable accompanying proofs of that same advertising material.



2018 SPECIFICATIONS

PAGES	TRIM SIZE (MM) W X H	TYPE SIZE (MM) W X H	BLEED SIZE (MM) W X H
Double Page Spread	470 x 297	440 x 267	476 x 303
Full Page	235 x 297	205 x 267	241 x 303
1/2 vertical	113 x 297	98 x 267	116 x 303
1/2 horizontal	235 x 144	205 x 129	241 x 150
1/3 vertical	74 x 297	59 x 267	80 x 303
1/3 horizontal	235 x 94.5	205 x 79.5	241 x 100.5
1/4 block	N/A	98 x 129	N/A

NOTE: For full bleed advertisements add 3mm bleed when producing the final PDF file. All material must be supplied with trim marks.



TECHNICAL REQUIREMENTS

GUNNAMATTA MEDIA ACCEPTS ONLY HIGH RESOLUTION PDF FILES.

Trim marks must appear on all ads with a minimum of 3mm bleed on each edge.

ELECTRONIC FILE SUBMISSION

VIA EMAIL art@gunnamattamedia.com

Please advise which publication and issue the supplied artwork is for.

If files are too large to email we suggest you use Dropbox or Hightail.

UNACCEPTABLE FORMATS / PDFS CREATED FORMS

- Corel Draw
- Microsoft Excel
- Microsoft Word
- No Pantone, INDEX, RGB, LAB colours.
- No Trim Size advertisements MUST have 3mm bleed added to the size of the document and registration marks.
- Publisher
- Power Point
- PDF's by PDF Maker

PROOFS

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MATERIAL TRANSPORT/DELIVERY

Clearly mark which publication and issue the supplied artwork is for.

Gunnamatta Media Pty Ltd
Locked Bag 26 South Melbourne
Victoria 3205 Australia

IMPORTANT INFORMATION

1. Gunnamatta Media will accept no responsibility for material that is received after deadline.
2. All advertisements must be completed in accordance with Gunnamatta Production Specifications.
3. Changes to complete material will not be made at Gunnamatta Media due to policy restrictions.
4. All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
5. Film will not be accepted.
6. The publisher reserves the right to refuse any advertisement.

Jeweller is published by;

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558 CITY ROAD, SOUTH MELBOURNE VIC 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: Angela Han - angela.han@gunnamattamedia.com

Design & Production: Jo De Bono - art@gunnamattamedia.com