

#1

FOLLOW THE LEADER

Reader

	PUBLICATION	GLOBAL RANKING	TIME SPENT PER VISITOR	COUNTRY
1	JCK	80,897	1:58	USA
2	Jeweller	89,405	32:07	Australia
3	National Jeweller	143,232	1:58	USA
4	Instore Magazine	175,059	2:09	USA
5	Rapaport Magazine*	193,212	1:51	USA
6	Idex*	259,946	2:44	Israel
7	Jewellery Net Asia	325,766	2:33	Hong Kong
8	Professional Jeweller	413,298	1:48	UK
9	The Jewelry Magazine	501,729	1:09	India
10	Diamond World*	629,210	1:59	India

* Alexa Global Ranking statistics as at 22 November 2020

* Denotes magazines connected to diamond trading platforms

There are many ways to measure #1, however; when it comes to media, there's only one way... readership.

Not only is *Jeweller* the #1 magazine in Australia and New Zealand by far, we are now ranked #2 in the world by Alexa, the global ranking system for analysing website readership.

Yes, your own *Jeweller* is now ranked the second most widely read industry publication in the world, just behind the US's *JCK* magazine.

Better still, according to Alexa, the daily time spent on *jewellermagazine.com* averages 30 minutes, which far exceeds all other business-to-business titles which average between 2-3 minutes per visitor.

At the same time, *Jeweller's* social media presence dominates and our eMags boast 12 million reads.

It's our commitment to excellence in reporting, high quality presentation, and reader engagement that sets us apart, which is why we say: **Follow the Reader!**

Jeweller

VOICE OF THE AUSTRALIAN JEWELLERY INDUSTRY