

RAPAPORT[®]

INFORMATION THAT MEANS BUSINESS[®]

MEDIA KIT
2023

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YOUR TRUSTED ADVERTISING PARTNER

The development of efficient, transparent, ethical, and competitive diamond and jewelry markets underlies everything we do at Rapaport. The constant pursuit of these values has established Rapaport as the trusted source of insight, information and analysis for the diamond, gem and jewelry industry.

Since its founding in 1976, Rapaport has built its reputation on providing jewelers, diamond dealers and manufacturers with the key information they need to succeed. We have been acknowledged as a strong, independent voice that sets the agenda within the industry.

As a valued partner, you will gain access to Rapaport's passionate, focused and highly targeted audience. Through advertising in both our print and digital products, we will help you establish, develop, and maintain strong brand awareness across the industry.

That is our commitment to you.



Sonia Ester Soltani
Editor-in-Chief

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Advertising Sales
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Audience

22,500
Readership

Over
8,000
Subscriptions



1 in 3 readers
contacts advertisers
featured in the magazine.

68% of readers
are senior managers and
decision makers.

Ranks #1 in overall quality when
compared to competitor publications.

DEMOGRAPHICS



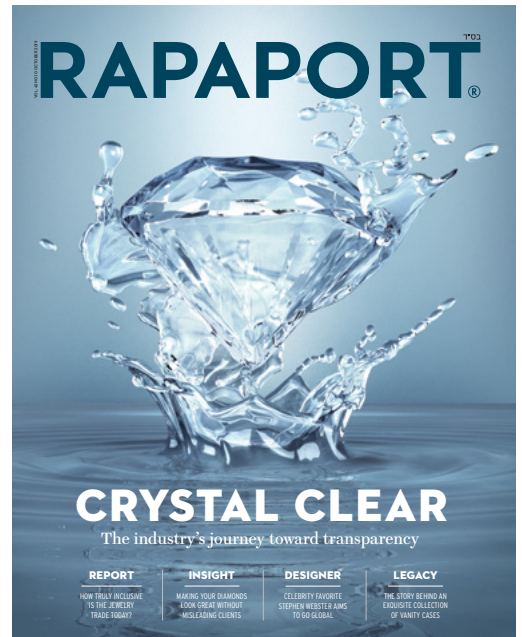
25% Diamond Traders



29% Manufacturers & Others

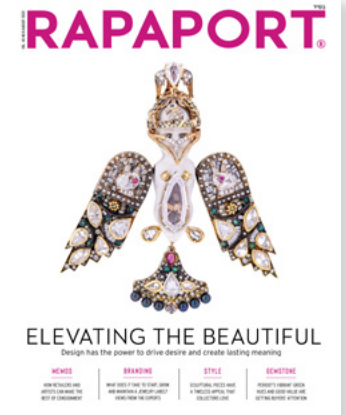


46% Retailers



Rates

Location	Rate
Standard Single Page	\$3,500
Standard Spread	\$5,500
Page 1	\$7,500
Premium Page	\$4,500
Premium Spread	\$7,700
Premium Page Opposite Special Article	\$5,500
Price Sheet Single Page	\$5,500
Price List Spread	\$11,235
Advertorial Single Page	\$3,500
Advertorial Spread	\$5,500
Sponsored Content Spread	\$8,500
24-page Sponsored Supplement	\$50,000
32-page Sponsored Supplement	\$100,000



Additional Advertising Units:

Contact your sale representative for rates and specifications

Frequency Discounts:

Check with your sales representative

*All rates and advertising transactions are subject to Rapaport's advertising terms and conditions

Specs

Type	Trim	Live	Bleed
Single Page	8.5" w X 10.875" h	8" w X 10.375" h	8.75" w X 11.125" h
Spread	17" w X 10.875" h	16.5" w X 10.375" h	17.25" w X 11.125" h

File submission

PDF/X-1a | CMYK | 300 dpi | with bleed and crop marks

Live: 0.5" inside of trim box

Bleed: 0.125" outside of trim box

Rapaport.com

Industry news, analysis and pricing for the diamond and jewelry industry.

Audience

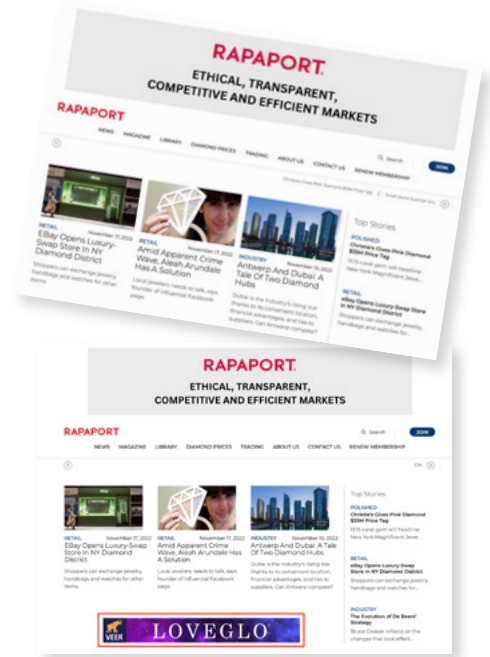
70,000 visitors per month

132,000 pageviews per month

01:06 average session duration

Rates

Sitewide Top Billboard	\$9,000
Homepage Top Banner	\$3,000
Sitewide Bottom Banner	\$3,000
Homepage & News Middle Banner	\$3,000
Run of Site Top Tower	\$3,000
Run of Site Bottom Tower	\$2,500
Pricing Section Banner	\$3,000



Specs

Sitewide Top Banner	1200 w x 150 h @ 900 kb max
Homepage Top Banner	728 w x 90 h @ 900 kb max
Sitewide Bottom Banner	1200 w x 150 h @ 900 kb max
Homepage & News Middle Banner	970 w x 90 h @ 900 kb max
Run of Site Top Tower	300 w x 600 h @ 900 kb max
Run of Site Bottom Tower	300 w x 600 h @ 900 kb max
Pricing Section Banner	728 w x 90 h @ 900 kb max

File submission

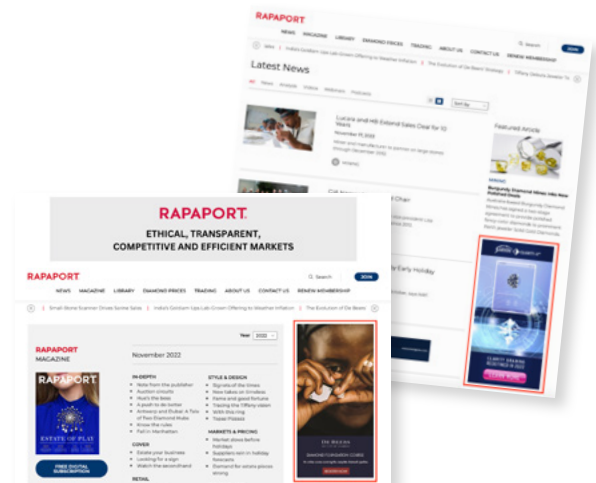
GIF, JPG, PNG, *HTML5 | RGB | 72 dpi

Guidelines

Animated banners limited to 15 seconds

Please provide the URL for redirection

HTML5 banners must be hosted by a third-party server with an SSL certificate.



RapNet Diamond & Jewelry Trading Platform

The largest and most trusted B2B diamond and jewelry trading platform. Thousands of verified diamond dealers and jewelry retailers from 100 countries.

Audience

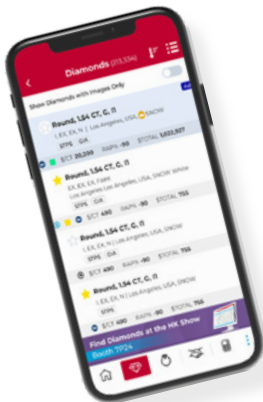
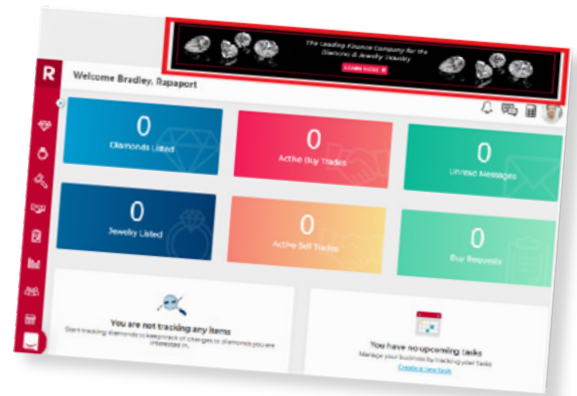
192,000 visitors per month
 3,700,000 pageviews per month
 15:39 average session duration

Rates

RapNet Run of Site Banner	\$3,000
RapNet China Banner	\$3,000

Specs

Website Banner	728 w x 90 h @ 900 kb max
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RapNet App Audience

20,000 average users per month
 1,800,000 average sessions per month
 0:54 average session duration

Rate

App Banner	\$6,000
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Specs

App Banner	320 w x 50 h @ 200 kb max
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Guidelines

Animated banners limited to 15 seconds

Please provide the URL for redirection

HTML5 banners must be hosted by a third-party server with an SSL certificate.

*HTML5 is only accepted for website products.

File submission

GIF, JPG, PNG, *HTML5 | RGB | 72 dpi



NewsBrief

An email consisting of the top diamond and jewelry industry stories published Monday-Thursday.

Audience

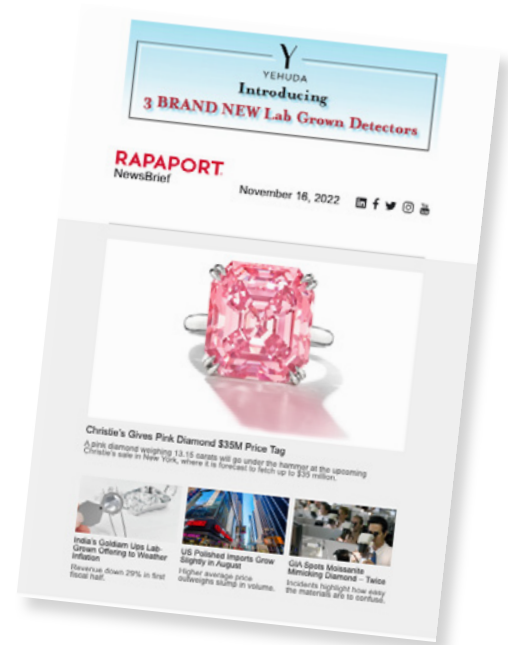
18,500 average sends per newsletter
19.52% average click-through rate

Rates

Top Banner	\$5,000
Banner A	\$3,500
Banner B	\$3,000
Banner C	\$2,500

Specs

Banner	600 w x 200 h @ 50 kb max
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TradeWire

A weekly email reviewing the major industry events published on Thursdays.

Audience

38,600 average sends per newsletter
12.32% average click-through rate

Rates

Top Banner	\$5,000
Banner A	\$4,000
Banner B	\$3,500
Banner C	\$3,000
Banner D	\$2,500
Banner E	\$2,000

Specs

Banner	600 w x 200 h @ 50 kb max
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File submission

GIF, JPG, PNG | RGB | 72 dpi

Guidelines

Animated banners limited to 15 seconds

Please provide the URL for redirection

Sponsored Content Article

Includes an article in the news section of Rapaport.com, Top Billboard and Top Sidebar Tower takeover on the news article page, Prominent position in news article section on the homepage for one week, inclusion in the news flow on NewsBrief and a spotlight in the TradeWire. Plus, a social media boost on Facebook, Twitter, and LinkedIn.

Rate

Sponsored Content Article	\$12,000
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Sponsored Podcasts

With deep analysis and hard-hitting interviews, the Rapaport Diamond Podcast is the gateway to the diamond industry.

Audience

800-1,100 average total plays per episode
400 average first week plays per episode

Rate

Rapaport Diamond Podcast	\$2,500
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Sponsored Webinar

Rapaport Webinars are a source of in-depth analysis of market and industry trends and reach some of the most engaged and influential members of the industry.

Audience

300-500 registrants per episode

Rate

Webinar	\$5,000
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Sponsored Market Comment Weekly Video

A short video, updating the industry about the most important market developments of the week, presented by the Rapaport editorial team.

Rate

Weekly Video (1 month)	\$8,500
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Sponsored Social Media

Posted on Facebook, Instagram, Twitter and LinkedIn

Rates

14-day (2 posts total, 7-day campaign each)	\$2,900
28-day (4 posts total, 7-day campaign each)	\$4,900

*Space is limited.

Specs

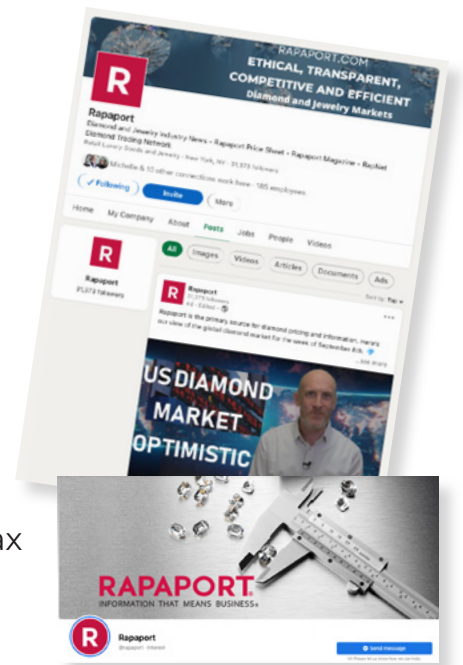
Description • 280 characters maximum

Image • 1200 w x 628 h

Video • 1200 w x 675 h • MOV or MP4 file, 60 seconds, 2 GB max

Video Slideshow • 3–10 supplied images @ 1200 w x 628 h

Carousel • up to 5 images @ 1080 w x 1080 h



Social Media Audience



Facebook

33,100 followers
525,000 YTD impressions



LinkedIn

35,300 followers
358,000 YTD impressions



Instagram

18,100 followers
35,000 YTD impressions



Twitter

13,500 followers
109,000 YTD impressions

Jewelry Connoisseur

A website and a weekly newsletter focused exclusively on news, trends, and analysis of the jewelry industry.

Website Audience

11,700 visitors per month
 34,000 average pageviews per month
 00:46 average session duration

Newsletter Audience

7,000 average sends per newsletter
 16.14% average click-through rate

Rates

Newsletter Top Banner	\$2,500
Newsletter Middle Banner	\$2,000
Sponsored Article	\$4,500

Specs

Banner	600 w x 200 h @ 50 kb max
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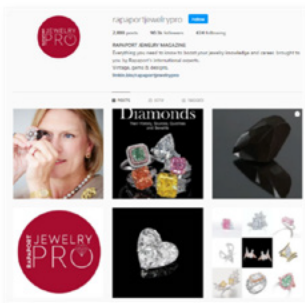


Jewelry Pro Instagram Audience

93,300 followers
 120,000 impressions per month
 3,335 average reach

Rate

Instagram Live Interview, Posts, and Article	\$5,000
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Sponsored Podcasts Audience

970 average total plays per episode
 400 average first week plays per episode

Rate

Podcast	\$2,500
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Banner File submission

GIF, JPG, PNG, *HTML5 | RGB | 72 dpi

Guidelines

Animated banners limited to 15 seconds

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*HTML5 is only accepted for website products.

RAPAPORT[®]

INFORMATION SERVICES

Rapaport.com