

JewelTrader

The monthly publication that reaches the entire jewellery & diamond industry

Display Adverts

- **Front cover** **R7,300** (+VAT=R8,322)
- **Back cover** **R5,200** (+VAT=R5,928)
- **Full page** **R3,800** (+VAT=R4,332)
- **½ page** **R2,320** (+VAT=R2,644.80)
- **¼ page** **R1,480** (+VAT=R1,687.20)
- **1/8 page** **R930** (+VAT=R1,060.20)
- **Wrap-around** **3,550** (+VAT=R4,047)

Classifieds (25 words)

- **Standard + heading + frame** **R350** (+VAT=R399)

Heading Heading Heading Heading

Twenty five words of description. Twenty five words of description. Twenty five words of description. Twenty five words of description. (011) 111-1111

- **Standard** **R290** (+VAT=R330.60)

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- **Monthly specials** **R370** (+VAT=R421.80)



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Advertising Rates 2010/2011

PO Box 751367, Garden View, 2047 South Africa
Tel: (011) 887-4444 **Fax:** (086) 508-5705
 mail@jewellersnetwork.co.za
www.jewellersnetwork.com

Online Newsletter

The bi-monthly electronic newsletter

Banners

- **Horizontal top**
- **Vertical centre**
- **Horizontal middle**.....

JewellersNetwork.com

The portal for the jewellery & diamond industry in Southern Africa

Banners - Promotional prices

- **Top horizontal** **R1,500/ month** (+VAT=R1,710)

Online Directory listing

- **'Full Monty' listing** **R1,700/ year** (+VAT=R1,938)
- **Linked listing** **R590/ year** (+VAT=R672.60)

IDEX Online

The largest online global diamond marketplace

- **IDEX monthly membership**
- **Advert in the IDEX magazine**
- **Banner on electronic newsletter**
- **Banner on IDEX online website**

Direct Mail

The most comprehensive database of companies in the jewellery & diamond industry

Insert in JewelTrader

- **Entire database** **R4,400** (+VAT=R5,016)
- **Selective distribution** **Price on request**

Personalised Mail Shot

- **Entire database*** **R5,350** (+VAT=R6,099)
- **Selective distribution*** **Price on request**
- ** Postal costs to be quoted separately*

Jewellers' Network Studio

The graphic and web design studio that specialises in the jewellery & diamond industry

Graphic Design

- **Advert - any size** **R2,100** (+VAT=R2,394)
- **Corporate ID** **R3,200** (+VAT=R3,648)
(Design of Logo, Bus Card, Letterhead)
- **Brochures, catalogues, etc.**.....**Price on request**

Web Design

- **Basic template** **R5,000** (+VAT=R5,700)
- **Tailor-made****Price on request**

Directory Brands Suppliers - Index

- ♦ Diamonds
- ♦ Display, Packaging & Labelling
- ♦ Gemstones
- ♦ Jewellery
- ♦ Software Jewellery & Diamond
- ♦ Tools, Machinery & Equipment
- ♦ Watches & Clocks
- ♦ Watches & Clocks parts & Accessories

Jewellers' Network Directory

The annual jewellery & diamond 'industry bible'

Adverts

Includes free 'Standard Listing'

- **Full page** **R16,500** (+VAT=R18,810)
- **½ page** **R11,550** (+VAT=R13,110)
- **¼ page** **R7,100** (+VAT=R8,094)

Special Positions

• Includes free 'Standard Listing'

- **Back cover** **R29,200** (+VAT=R33,288)
- **Inside cover (front)** **R24,700** (+VAT=R28,158)
- **Inside cover (back)** **R24,700** (+VAT=R28,158)
- **Dividers (front)** **R24,700** (+VAT=R28,158)
- **Dividers (back)** **R22,800** (+VAT=R25,992)
 - Business Category (front) Business Category (back)
 - Useful Info (front) Useful Info (back)
 - Telephone A-Z (front) Telephone A-Z (back)
- **Calendar page** **R24,700** (+VAT=R28,158)
- **Bookmark package** up to 5 bookmarks **R24,700** (+VAT=R28,158)
 - Includes free full page advert
 - Bookmark to be supplied by customer
- **Guaranteed position** **Additional 10%**

Additional Options

- **Upgrade to 'Full House'** **R2,065** (+VAT=R2,354.10)
 - from 'Standard Listing'
- **Additional branch details** **R1,030** (+VAT=R1,174.20)
- **Additional line** **R180** (+VAT=R205.20)
 - (Full House/ Standard listing)
- **Additional category** **R680** (+VAT=R775.20)
- **Brand suppliers - per brand** **R180** (+VAT=R205.20)

Listings

- **'Full House' listing** **R4,900** (+VAT=R5,244)
 - up to 3 category

ABC Wholesale Jewellers

Contact Person's name/s

55 Willow Road Extension, Johannesburg
PO Box 55555, The Willow, 5555
Tel: (055) 555 - 5555
Fax: (055) 555 - 5555
Cell: (085) 555 - 5555

info@abc.co.za
www.abc.com



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- **Standard listing** **R2,500** (VAT=R2,850)
 - up to 3 category

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- **Bold + frame listing** **R960** (+VAT=R1,094.40)
 - One category

ABC Wholesale Jewellers

55 Willow Road, JHB (055) 555 - 5555

- **Bold listing** **R670** (+VAT=R763.80)
 - One category

ABC Wholesale Jewellers

55 Willow Road, JHB (055) 555 - 5555

Business Category - Index

- ♦ Antique & Estate Jewellery Dealers
- ♦ Bead, String & Stringing Suppliers
- ♦ Chain Manufacturers & Wholesalers
- ♦ Chemical & Gas Suppliers
- ♦ Corporate Gift Suppliers
- ♦ Competitions - Design
- ♦ Costume Jewellery Manufacturers & Wholesalers
- ♦ Diamond Cutting Works
- ♦ Diamond Dealers
- ♦ Display, Packaging & Labelling Suppliers
- ♦ Engravers
- ♦ Exhibitions & Events Planning, Design, Display
- ♦ Financial Services
- ♦ Findings & Accessories Suppliers
- ♦ Freight, Forwarding & Clearing, Couriers
- ♦ Gemstone Dealers, Gemstone Cutters
- ♦ Insurance Jewellery & Diamonds
- ♦ Jewellery Services Design, CAD, Model Making
- ♦ Jewellery Manufacturers
- ♦ Jewellery Wholesalers
- ♦ Krugerrand, Coin & Medal Suppliers
- ♦ Laboratories, Gemmologists
- ♦ Metal Finishing, Casting Services
- ♦ Mining of Precious Metals & Minerals Services, Prospecting
- ♦ Pearl Dealers
- ♦ Photographers, Photographic Services
- ♦ Promotion, Advertising & Marketing Services
- ♦ Refineries, Metal Suppliers
- ♦ Retailers - Jewellery, Watches, Diamonds, Tourist Attractions
- ♦ Safe Suppliers, Locksmiths
- ♦ Security
- ♦ Synthetic Stone Dealers
- ♦ Setters
- ♦ Shop Fitters
- ♦ Silverware, Giftware & African Craft Suppliers
- ♦ Software Jewellery & Diamonds
- ♦ Tools, Equipment & Machinery Suppliers
- ♦ Trade Associations & Organisations
- ♦ Trade Fairs & Exhibitions
- ♦ Trade Publications - Print, Electronic
- ♦ Trade Training Institutes
- ♦ Watch & Clock Distributors
- ♦ Watches & Clocks Parts, Accessories, Repairs