

ADVERTISING RATES

Rapaport Diamond Report

WHY ADVERTISE WITH RAPAPORT?

TARGET MARKETING You reach all the important people, wherever they are, quickly and efficiently. *Rapaport Diamond Report* is recognized as the best diamond price publication in the world.

WE ARE ON THE DESK, NOT THE COFFEE TABLE. Our readers use *Rapaport Diamond Report* constantly. Most save the monthly Reports for future reference.

COMPANY IMAGE Your company image is elevated and associated with the best diamond, gem and jewelry firms in the world.

WHAT WE PUBLISH

DIAMOND PRICES Rapaport is the primary source of diamond price information for the diamond industry. Every major diamond buyer in the world reads the *Rapaport Diamond Report*.

HOT NEWS We are the first to break the news as it happens. We provide information that means business.

MARKET ANALYSIS In-depth reporting and analysis from markets around the world. The industry reads *Rapaport Diamond Report* to help understand how events will impact the diamond, gem and jewelry market.

STATISTICAL INFORMATION International import and export data, auction prices, transaction prices are regular features.

MARKET DATA Supply and demand information: *Rapaport Diamond Report* maintains and publishes the largest listings of "Buy and Sell" requests in the world.

WHO WE REACH

MARKET MAKERS The people that buy and sell. Decision makers keep our reports handy and constantly refer to our pricing information. We are on the desk of every important diamond dealer in the world.

IMPORTANT JEWELERS Serious buyers read our information to keep abreast of developments in the marketplace.

INTERNATIONAL BUYERS Our readership is truly international. We reach the Far East, China, Europe, Israel, the Middle East and Africa, and have a very strong following among wholesalers and retailers in the U.S.

OTHERS Auction houses, banks and mining companies. Everyone who follows the industry.

RAPAPORT ADVERTISING RATES

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All space reservations must be made by the 5th of the month preceding publication; digital files must be received by the 15th of the preceding month in New York. Premium rates for preferred positions are available upon request. For additional information, contact Eileen Farrell at 1-212-354-9100 ext. 227 or fax 1-212-840-0243. E-mail: adv@diamonds.net.



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FOR ADDITIONAL INFORMATION

Email: adv@diamonds.net

Contact Eileen Farrell: Tel: 1-212-354-9100 ext. 227

Fax: 1-212-840-0243

or Sherri Hendricks: Tel: 1-702-893-9400 ext. 101

Fax: 1-702-893-9440