

Rapaport Advertising and Marketing Kit

In the global marketplace, it is more important than ever to be reaching out to your potential and current clients and have your brand associated with the leading source of diamond news and analysis.

Rapaport Diamond Report Magazine

The key publication for anyone buying or selling diamonds with over **9700** subscribers, comprised of leading diamond suppliers throughout the world and the top US diamond buyers from both independent and chain stores.

Marketing Opportunities - Per issue:

- Full page ads: from US\$2000
- Half page ads: from US\$1400
- Contact your sales representative for special advertising opportunities in RDR: inside and back covers, gatefolds, inserts and bookmarks



Diamonds.Net

- The leading diamond and jewelry news source for diamond buyers and sellers with over **52,900** unique visitors and over **334,000** pages viewed per month
- Breaking news, analysis and market reports
- Home to the Rapaport Price List

Marketing Opportunities:

- Banner ads from US\$750 up to US\$1500
- Tower ads from US\$1000
- Box ads from US\$500
- * Cost indicated per month



RapNet.com

- The world's most exclusive online diamond trading network
- A community of the world's leading buyers and sellers - **4900** active members from **82** countries
- Over **600,000** diamond searches made monthly

Marketing Opportunities:

- Premium Position:
RapNet search page from US\$1500
- Home page banner ads from US\$1000

* Cost indicated per month



RapNet.com - Chinese edition

The home page of China's leading diamond traders

Marketing Opportunities:

- Premium Position:
RapNet search page from US\$1500
- Home page banner ads from US\$1000
* Cost indicated per month



The Rapaport TradeWire

- Weekly executive news summary and market analysis
- Delivered every Thursday afternoon NY-time to 48,000 global subscribers

Marketing Opportunities:

- Single ad box from US\$1000
- * Cost indicated per month

RAPAPORT | TRADEWIRE

RAPAPORT NEWS SERVICE | MARCH 12, 2010 | www.rapaport.com | news@rapaport.com

Wholesale | Retail | Mining | ExportWatch | India | StateJobs

RapNet March 12, 2010

Very strong Chinese and Indian traffic at Hong Kong show with healthy demand for 1-3ct, G-H, V2+ and H-A, V2-31 goods. 3ct, G-F, V2+ 1st Commercial goods still sell. Larger 4ct+ expensive stones weak with very strong buyer resistance to high prices. Dealers optimistic about Baseworld with hopes that scarcity will justify high large stone prices. Russia's Gudimov CEO says it will hold rough diamonds until \$1.5B-\$2B in at least 2012. 8442 com 4Q sales -20% to \$23M, per income -40% to \$28M. Belgium Feb. polished exports +15% to \$471M, rough imports +182% to \$782M. U.S. Jan. polished imports +68% to \$1.3B, polished exports +12% to \$911M. Antwerp holiday drama shocks industry with fancy held as gang share estimates \$10M from Karp Ingels.

RapNet Date: March 12, 2010

Diamonds	-23.8%
Index	\$4,213,862,389
Cashes	-17.8%
Average Discount	-22.95%

RapNet Best Asking Price

Get Current Price List | Subscribe to Rapaport | Join RapNet

ANNOUNCEMENTS

March 11-18
The Fine
Diamond Meets Tender

Over 45,000lbs of polished round and fancy diamonds ranging in size from .25 ctw to 1ct +. Qualities vary from commercial to very fine. Excellent buying opportunity for diamond and jewelry manufacturers.

By Appointment Only

Contact: Jackie Tan
Email: tan@diamonds.net
Phone: 1-212-504-9800

March 19
Fri.

Rapaport Conference at Baseworld 2010

"The Diamond Decade: New Opportunities"
Martin Rapaport Presentation
9:30 a.m. - 11 a.m.

Rapaport Fair Trade Conference
1:30 p.m. - 4 p.m.

Bezel Congress Center/Montreal Hall

Reserve your seat: seats@diamonds.net

Advertisements:

- Take Your DIAMONDS with CASH - RAPAPORT TENDER AUCTIONS
- The Primary Source for Diamond Prices - www.rapaport.com
- RAPNET - The World's Largest Diamond Trading Network - www.rapnet.com
- FORWARD - Would you like to share the Tradetalk with a friend? Send them the link now.
- Advertisements: SWIM - The Complete Jewelry Solution - www.swim.com

Customized Marketing Packages

You are invited to contact our sales representatives for a fully customized advertising and marketing program for online and print.



Contact the Rapaport Sales Team

The Rapaport Sales Team is at your service to provide your company with a strategic package in order to attain maximum exposure and coverage towards developing your brand, products and reputation for your existing and new clients.

Contact: adv@rapaport.com

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