

**RAPAPORT**<sup>®</sup>  
INFORMATION THAT MEANS BUSINESS<sup>®</sup>

**MEDIA KIT**  
**2023**

Who We Are..... Page 2

Magazine ..... Page 3-4

Online..... Page 5

RapNet..... Page 6

Newsletters..... Page 7

Sponsored Content..... Page 8-9

Jewelry Connoisseur ..... Page 10



### 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

*"Rapaport is committed to chronicling the future of the diamond and jewelry industry, covering companies and leaders who are defining where the gem and jewelry industry is headed. Innovation, creativity, and impactful content are the only ways businesses can win in these challenging times."*

— Patricia Henneberry, Chief Business Officer

### MEET THE TEAM

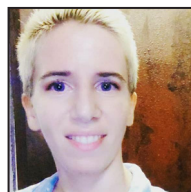


Patricia Henneberry  
Chief Business Officer  
+1-702-789-2422  
pat.henneberry@rapaport.com

Europe, Middle East, Africa,  
Advertising Sales Manager  
+1-917-740-5915  
advertising@rapaport.com



Mitch Horowitz  
Global Sales Director  
+1 972 896-7653  
mitch.horowitz@rapaport.com



Zoia Kolton  
Sales Operations Coordinator  
+1-917-740-5915  
zoia.kolton@rapaport.com



Neerav Patel  
India Advertising Sales Manager  
+91-97-6993-8102  
neerav.patel@diamonds.net



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



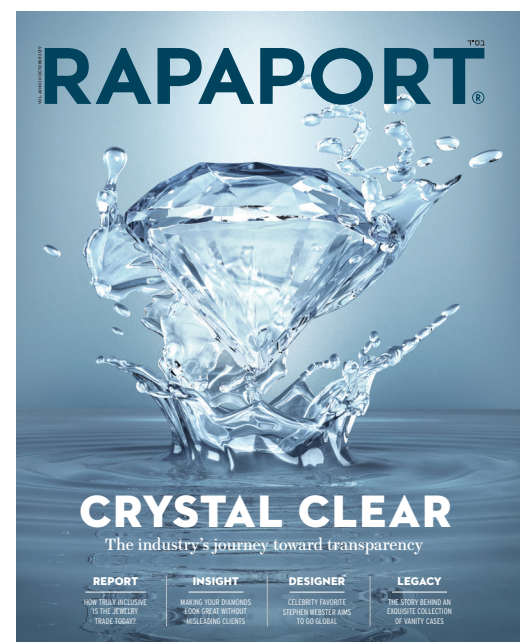
25% Diamond Traders



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

58,000 visitors per month

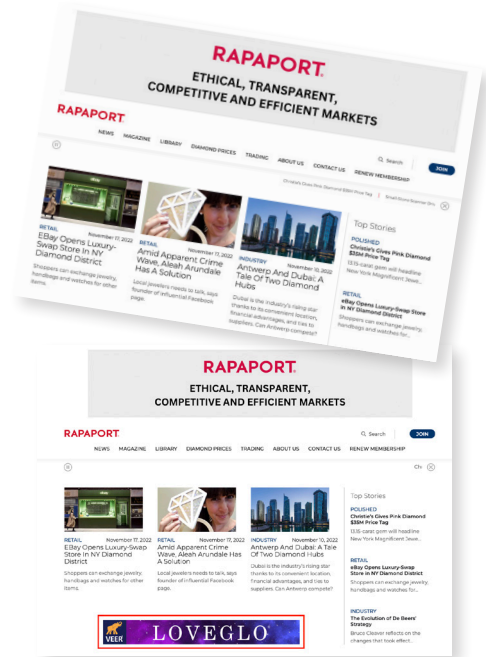
145,000 pageviews per month

01:48 average session duration

\*Audience statistics based on Diamonds.net

## 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

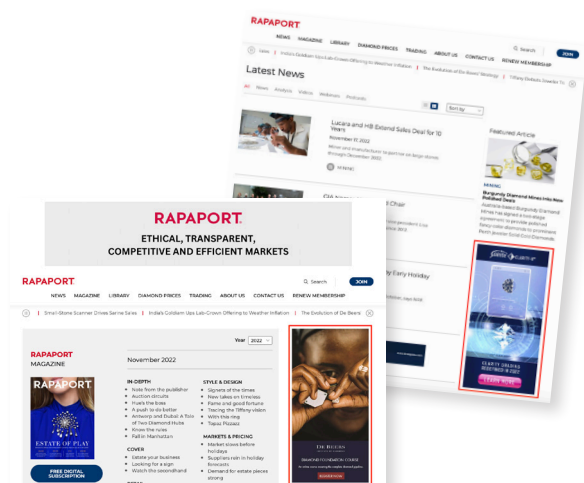
GIF, JPG, PNG, \*HTML5 | RGB | 72 dpi

## 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

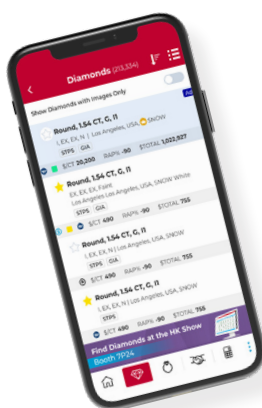
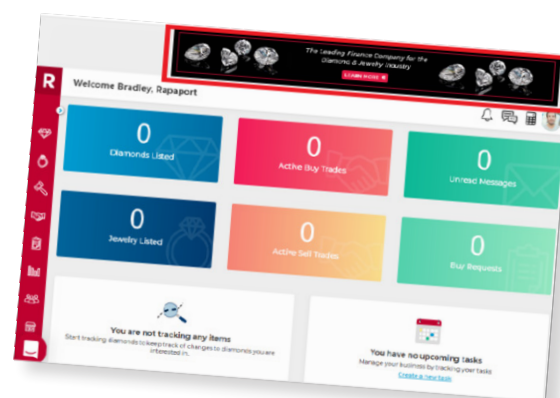
220,000 visitors per month  
3,800,000 pageviews per month  
15:23 average session duration

### Rates

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

### Specs

Website Banner	728 w x 90 h @ 900 kb max
----------------	---------------------------



## RapNet App Audience

20,000 average users per month  
600,000 average sessions per month  
3:26 average session duration

### Rate

App Banner	\$6,000
------------	---------

### Specs

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

### 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

20,000 average sends per newsletter

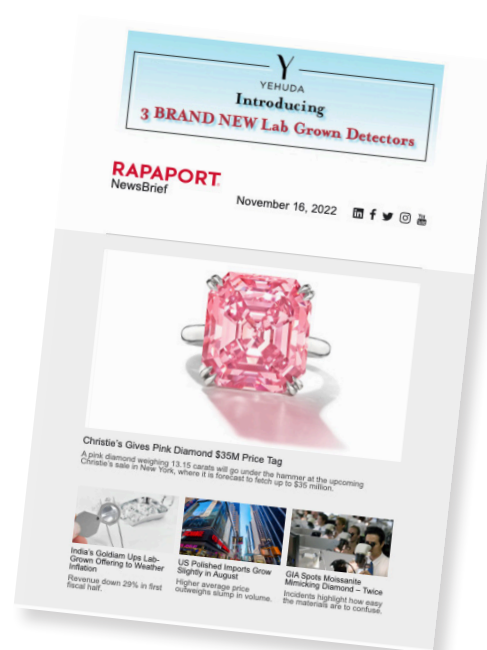
18.67% average click-through rate

### 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
--------	---------------------------



### TradeWire

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

### Audience

40,000 average sends per newsletter

17.72% 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 160 h @ 50 kb max
--------	---------------------------

### 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
---------------------------	----------

## Sponsored Podcasts

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

### Audience

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

### Rate

Rapaport Diamond Podcast	\$2,500
--------------------------	---------



## 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
---------	---------

## 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
------------------------	---------

## 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

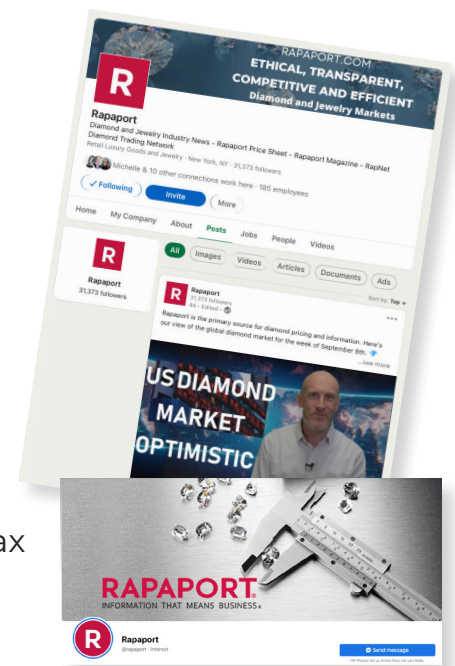
Description • 280 characters maximum

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

32,000 followers  
525,000 YTD impressions



### LinkedIn

30,000 followers  
358,000 YTD impressions



### Instagram

15,000 followers  
35,000 YTD impressions



### Twitter

13,000 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

10,000 visitors per month  
32,000 average pageviews per month  
00:47 average session duration

### Newsletter Audience

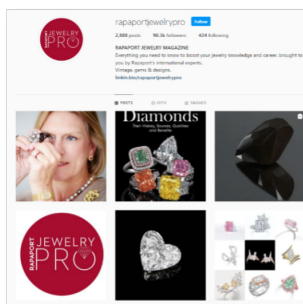
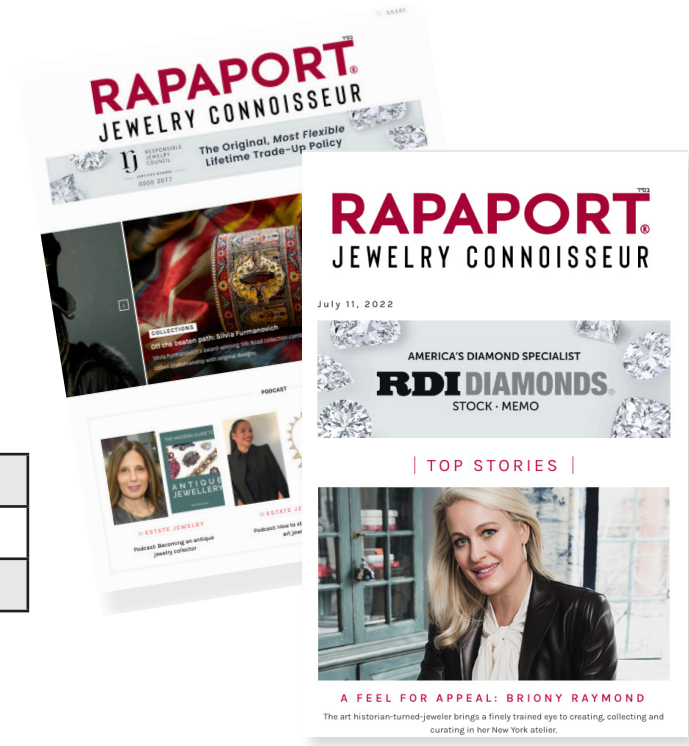
5,500 average sends per newsletter  
18.30% average click-through rate

### 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
--------	---------------------------



### Jewelry Pro Instagram Audience

91,900 followers

### Rate

Instagram Live Interview, Posts, and Article	\$5,000
--	---------

### Sponsored Podcasts Audience

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

### Rate

Podcast	\$2,500
---------	---------



### Banner 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.

\*HTML5 is only accepted for website products.

# **RAPAPORT<sup>®</sup>**

---

## **INFORMATION SERVICES**

Rapaport.com