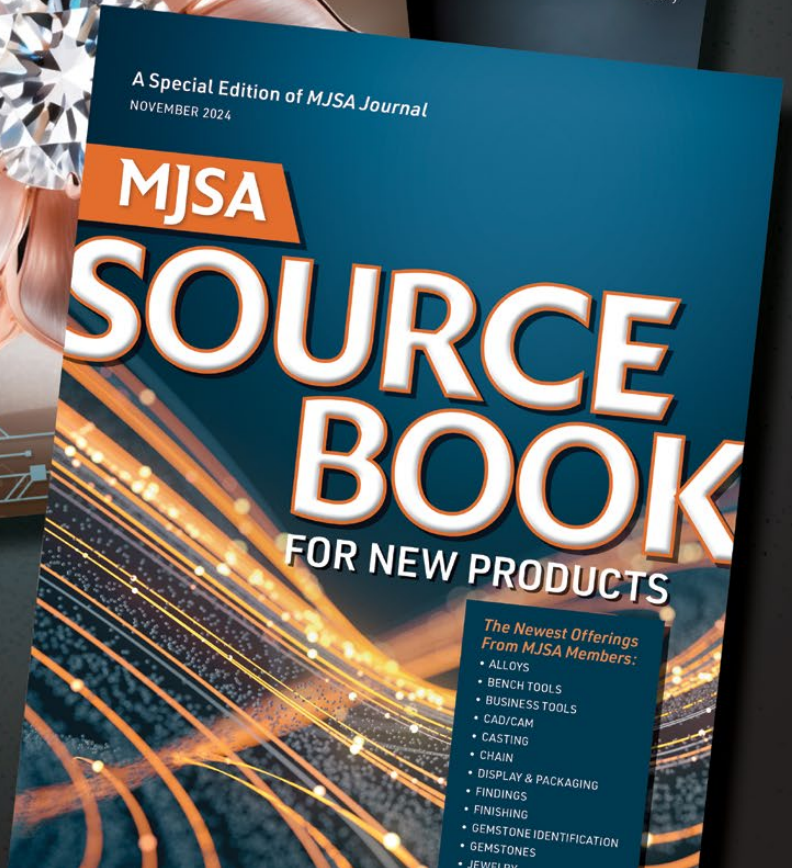
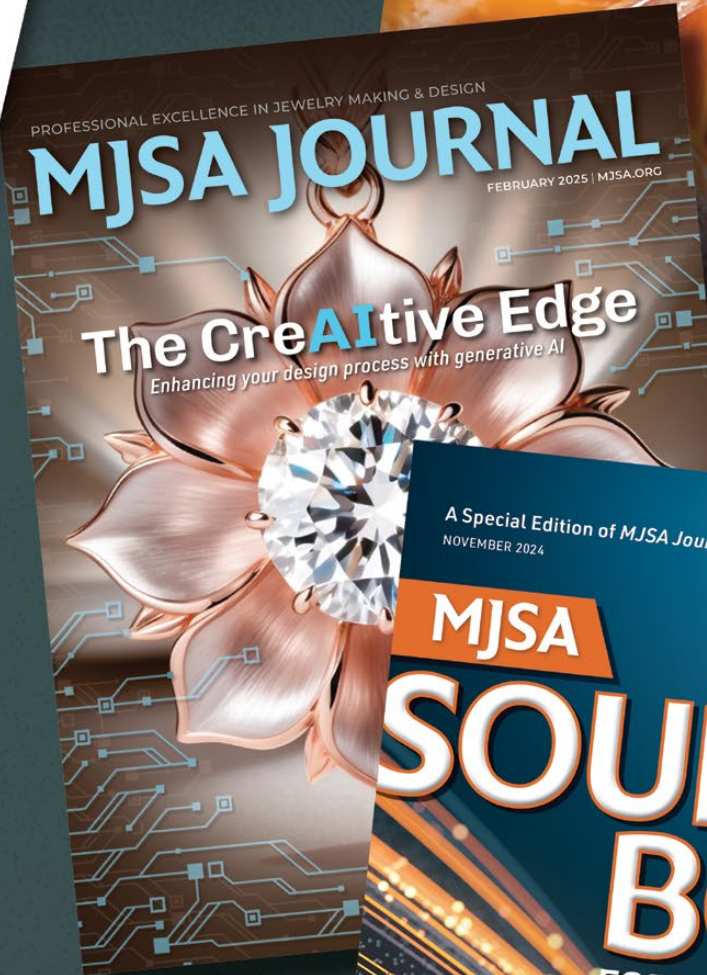


# Make it with MJSA



## 2026 PROMOTIONAL PORTFOLIO

For more information about promotional opportunities,  
contact MJSA Sales Director Lucy Ferreira  
at 1-212-687-2897 or e-mail [lucy.ferreira@mjsa.org](mailto:lucy.ferreira@mjsa.org).



### The Newest Offerings From MJSA Members:

- ALLOYS
- BENCH TOOLS
- BUSINESS TOOLS
- CAD/CAM
- CASTING
- CHAIN
- DISPLAY & PACKAGING
- FINDINGS
- FINISHING
- GEMSTONE IDENTIFICATION
- GEMSTONES
- JEWELRY





# MJSA Publications

## Connect with Jewelry Manufacturers, Designers, and Custom Retailers

Since 1903, Manufacturing Jewelers & Suppliers of America (MJSA) has been trusted by jewelers worldwide as a prime source for practical guidance and state-of-the-art insights into **jewelry manufacturing, design, and repair**.

The greater MJSA community includes some of the industry's most esteemed technical and business experts, many of whom generously share their knowledge through our print and digital publications. With their help, we're able to keep **jewelry manufacturers and designers** informed about the latest tools, supplies, technologies, and services; to show them ways to apply these resources creatively and efficiently; and to present best practices for pricing, promoting, and profitably selling their creations.

For **retailers offering custom design and repair operations**, we provide a window onto the latest technologies and techniques that can speed production and expand delight among their customers. To help them fill their showcases, we promote the finished jewelry of MJSA members, and explore what goes into a quality piece of jewelry so they can better evaluate and sell the latest lines and designs.



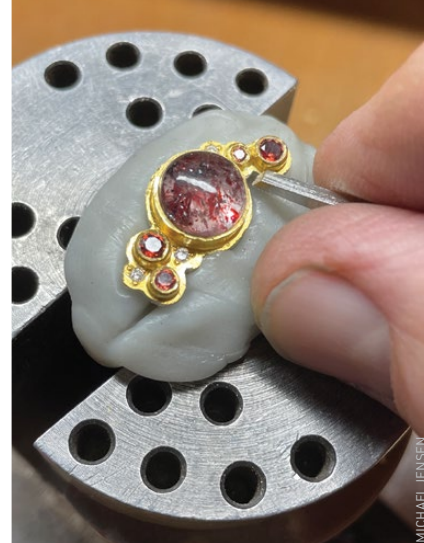




## Jewelers of America & MJSA United

In 2025 MJSA joined forces with **Jewelers of America**, the leading trade association serving the American jewelry marketplace. MJSA publications now reach a concentrated audience serving every facet of the jewelry supply chain.

These readers are a wide-ranging lot, from established brands to those just beginning to make a name for themselves. **But they're all looking for vendors who can provide them with the supplies and services they need to remain competitive in today's fast-changing world.**







*Regardless of which market you want to reach,  
MJSA offers a mix of print and digital promotion  
that drives connections to customers.*

# The MJSA Portfolio of Publications

|                                            |                |
|--------------------------------------------|----------------|
| <b>MJSA Journal</b> . . . . .              | <u>Page 5</u>  |
| MJSA Sourcebook for New Products. . . . .  | <u>Page 6</u>  |
| Issue Sponsorships . . . . .               | <u>Page 7</u>  |
| Tech Tips Sponsorships . . . . .           | <u>Page 8</u>  |
| Editorial Calendar . . . . .               | <u>Page 9</u>  |
| Supplements & Classifieds . . . . .        | <u>Page 12</u> |
| Advertising Rates & Deadlines . . . . .    | <u>Page 13</u> |
| Advertising Specs . . . . .                | <u>Page 14</u> |
| <b>MJSA Buyer's Guide</b> . . . . .        | <u>Page 15</u> |
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| <b>MJSA Digital Advertising</b> . . . . .  | <u>Page 18</u> |
| MJSA.org Homepage Ad Options. . . . .      | <u>Page 19</u> |
| MJSA.org Interior Page Options . . . . .   | <u>Page 20</u> |
| MJSA E-newsletters . . . . .               | <u>Page 21</u> |
| MJSA Product Connection E-blasts . . . . . | <u>Page 22</u> |
| MJSA Video Podcasts . . . . .              | <u>Page 23</u> |



# MJSA JOURNAL

The award-winning *MJSA Journal* is the premier magazine dedicated to all aspects of designing, making, and repairing jewelry. Every month, the print and digital editions of *MJSA Journal* reach a combined total of 5,000 targeted individual readers. They include members of MJSA; Jewelers of America retailers offering bench and custom services; and leading manufacturers and designers throughout the United States and around the world. They range from established brand names to up-and-coming stars, from volume manufacturers to small shops and custom designers producing one-of-a-kind creations.

All appreciate the *Journal's* unparalleled mix of design ideas, new manufacturing techniques, bench tips, business and marketing insights, and time-saving tools and technologies.

**"More than other publications, *MJSA Journal* is oriented toward people like me: those trying to earn a living by designing and making jewelry."**

— Jim Binnion

James Binnion Metal Arts, MJSA member since 2000



# MJSA SOURCEBOOK

## A Special Edition of *MJSA Journal*

Think of it as our “Wish Book.” Sent out every November, the *MJSA Sourcebook* features dozens of new products offered by MJSA members—the latest tools, equipment, and supplies for jewelry-making and design, as well as recent creations from jewelry designers and manufacturers.

### Bonus Distribution

The *MJSA Sourcebook* print and digital editions reach a combined total of more than **10,000 jewelry manufacturers, designers, custom jewelers and retailers.**

**CAD/CAM**

**MJP 300W**  
Designed to adjust to a user's workflow, the MJP 300W 3-D printer offers four printing modes to match the level of speed, geometric complexity, and surface quality that designs require. Suitable for 24/7 operation, the printer offers a maximum build envelope capacity of 294 mm wide by 211 mm deep by 144 mm high (11.6 inches by 8.3 inches by 5.7 inches). The printer uses VisiJet 100 percent wax materials, which are designed to melt like standard casting wax, resulting in castings with zero ash content. In addition, it is designed to offer hands-free post-processing that provides complete removal of supports from the highest spaces without damaging fine feature details. Weighing 445 lbs., the printer measures 1720 mm wide by 740 mm deep by 1070 mm high (64.1 inches by 29.1 inches by 42.1 inches).  
**CONTACT:** CAD BLO, 250 W. 39th St., New York, NY 10018; 1-212-481-8700; e-mail: info@cadblo.com, cadblo.com.

**MatrixGold 3.8**  
Allowing jewelers to create designs from scratch, MatrixGold was developed to simplify the custom design process while also allowing jewelers total creative control. The CAD program was recently updated with a new range of tools and features to enhance the design workflow from designing to manufacturing. Among the new tools are ShrinkWrap, which allows users to swiftly prepare any design for 3-D printing in seconds, AutoGlaze, which auto-aligns to a selected curve, surface, mesh face, or subobject, and Monochrome View for a clear, minimal mode. The software is also now fully compatible with Rhino 8, allowing users with a Rhino 8 license to unlock new tools at no additional charge.  
**CONTACT:** Gemvision, a Shutter Company, 302 Rue Louis XIV, Lafayette, LA 70508; 1-800-357-4272; e-mail: info@gemvision.com, gemvision.com.

**Formlabs Form 4 3-D Printer Basic Kit**  
Designed for efficient, in-house 3-D printing, the Formlabs Form 4 printer has a redesigned engine, resin cartridges, and 45 resins that complete most prints in two hours with sharp details, smooth surfaces, and tight tolerances. Equipped with Low Force Display technology, it features six custom hardware systems, including a high-resolution LCD for smooth surfaces and precise details, a flexible resin tank that lasts up to 75,000 layers, and automatic resin handling that reduces waste and speeds up filling. The printer supports intricate designs and larger parts than previous models, with a build platform measuring 7.875 inches wide by 5.875 inches deep and accommodates objects up to 8.31 inches high.  
**Contact:** Rio Grande Jewelry Supply, 7500 Blumwater Road NW, Albuquerque, NM 87121; rio-grande.com.

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**GEM IDENTIFICATION**

**Leica Investa 3**  
Featuring an ergonomic design with high contrast color saturation, the Leica Investa 3 is a stereo zoom digital imaging microscope that combines Leica optics and a deluxe gemological swivel base from Kasseo. Offering 80X magnification, the microscope comes with fold-down and opened eye guards, a dust cover, and a flush-mounted stone holder. The microscope's tilting base has full 360-degree rotation and comes with three light sources: a tungsten-halogen darkfield illuminator with sliding lights and iris diaphragms, a 9W 5500K overhead fluorescent lamp, and an 18 inch built-in variable LED illuminator with ports on both sides of the darkfield for accuracy.  
**CONTACT:** Kasseo, 101 Commercial St., Ste. 200, Plainville, NY 11802; 1-800-402-7794; e-mail: sales@kaseo.com, kaseo.com.

**GIA Gemolite NXT Microscopes**  
Featuring soft LED lighting to stay cool to the touch, the GIA Gemolite NXT microscopes offer high-clarity optics and ergonomic features. Two editions of the microscope are available. The standard microscope comes with a set of 100x left eyepieces, a set of 100x oculars for increased magnification, a specially designed optics pod for use with diamonds and colored gemstones, and an LED well light that accommodates the most useful techniques such as darkfield, brightfield, etched, reflected, and polarized lighting. In addition to everything that comes with the standard edition, the professional edition includes two fiber optic light guides, an LED lighting overhead lamp, 13X oculars and soft eyecups, and adjustable/removable armrests with padded wrist supports.  
**CONTACT:** GIA, 5345 Ardena Drive, Carlsbad, CA 92008; 1-800-421-7256 or 1-760-483-4200; store.gia.edu.

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- Alloys
- Bench Tools
- Business Software & Tools
- CAD/CAM
- Casting Equipment & Supplies
- Chain
- Engraving Tools & Equipment
- Findings
- Finished Jewelry
- Laser Technologies
- Metals and Plating Supplies
- Metals Analysis



# MJSA JOURNAL

## Issue Sponsorships

The perfect way to put your company directly in front of *MJSA Journal* readers!



- Recognition of sponsorship on cover overlay—the first thing readers see when they pick up the issue!
- Full-page, full-color ad on back of cover overlay.
- Four-page, full-color advertorial insert on special 100# stock, with complimentary writing and design assistance as needed from the MJSA Custom Content Studio.

***An issue sponsorship ensures you'll be remembered by readers.***

**Please Note:** Sponsorships for each issue are available on a first-come, first-served basis. Please check with your account executive to determine availability.

\*A survey by Affinity VISTA (the leading syndicated tracking service for magazine effectiveness).

# MJSA JOURNAL

## Tech Tips Sponsorships



By sponsoring an MJSA Tech Tips page, you can take advantage of the *Journal's* award-winning editorial to raise your visibility. MJSA editors will research and deliver quality content related to your business's specialty. Your full-page ad will appear across from it, creating a dramatic two-page spread.

**A perfect opportunity to capture the attention of your target audience!**



## JANUARY

### Featured Articles

- AI in Design & Manufacturing
- AI in Marketing & Sales
- 2026 Responsibly Sourced Design Challenge

### Special Advertising Section

- Top Tools, Supplies, & Services for the New Year—A special section devoted to jewelry-making tools, supplies, and services. All placements will be featured in the January *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Trade Show Distribution

- AGTA GemFair Tucson

### Deadlines

**Ad Order: Nov. 24, 2025**

**Ad Materials: Dec. 1, 2025**

## FEBRUARY

### Featured Articles

- Preview to MJSA Showcase @ JA New York
- Hitting Multiple Price Points: Modular and Tiered Design & Production Strategies
- Hosting Hands-On Experiences for Customers

### Special Advertising Section

- MJSA Showcase Products & Services Preview. All placements will be featured in the February *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Trade Show Distribution

- AGTA GemFair Tucson
- JA New York

### Deadlines

**Ad Order: Dec. 29, 2025**

**Ad Materials: Jan. 6, 2026**

## MARCH

### Featured Articles

- All About Tools: Prepping and Modifying Them, Find New (Out-of-the-Box) Uses, & Managing Them in a Shared Workspace
- How to Keep Customers Coming Back

### Special Advertising Section

- Guide to MJSA Showcase @ JA New York. All ad placements will be featured in the March *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Trade Show Distribution

- JA New York
- JIS

### Deadlines

**Ad Order: Jan. 23, 2026**

**Ad Materials: Jan. 30, 2026**

## APRIL

### Featured Articles

- Sustainable Production Practices
- Exploring Sustainable Packaging Options

### Special Advertising Section

- Sustainable and Eco-Friendly Products—Responsibly sourced gems, sustainably mined metals, certified recycled metals, and environmentally friendly products and services. All placements will be featured in the April *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Deadlines

**Ad Order: Feb. 23, 2026**

**Ad Materials: Mar. 2, 2026**

## MAY

### Featured Articles

- What “Custom Design” Means: Aligning Customer Expectations and Outcomes
- Finding & Plugging Profit Leaks: Identifying Inefficiencies That Drain Resources
- Guide to MJSA Members at JA New York

### Special Advertising Section

- JCK Las Vegas Products and Services Preview. All placements will be featured in the May *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Trade Show Distribution

- JCK

### Deadlines

**Ad Order: Mar. 25, 2026**

**Ad Materials: Apr. 1, 2026**

## JUNE

### Featured Articles

- Mystery Box Challenge: Design Inspiration from Random Materials
- Storytelling: Ways to Stand Out to Your Customers

### Special Advertising Section

- Success by Design—a special section dedicated to design resources and services. Placements will be featured in the June *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.

### Trade Show Distribution

- JCK

### Deadlines

**Ad Order: Apr. 24, 2026**

**Ad Materials: May 1, 2026**

## JULY

### Featured Articles

- Soldering Mixed Metals
- Enhancing Safety in Modern Body Piercing

### Special Advertising Section

- Metals Mania—A special section dedicated to precious and nonprecious alloys. All placements will also be featured in the July *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.
- An index of all metals-related advertisers in the issue.

### Deadlines

**Ad Order: Mar. 23, 2026**

**Ad Materials: Jun. 2, 2026**

## AUGUST

### Featured Articles

- Diagnosing Casting Failures
- Trade Shows & Beyond: Which Events Are Best for Your Business?

### Special Advertising Section

- Supporting Cast—A special section dedicated to casting services and supplies. All placements will also be featured in the August *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.
- An index of all casting-related advertisers in the issue.

### Deadlines

**Ad Order: Jun. 24, 2026**

**Ad Materials: Jul. 1, 2026**



## SEPTEMBER

### Featured Articles

- Designing Findings for Dexterity and Easier Accessibility
- Staffing Up: Finding & Training the Next Generation of Workers

### Special Advertising Section

- Premier Findings, Chain, and Beads. All placements will also be featured in the September *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.
- An index of all advertisers in the issue that offer findings, chain, and beads.

### Deadlines

**Ad Order: Jul. 24, 2026**

**Ad Materials: Aug. 3, 2026**

## OCTOBER

### Featured Articles

- They Sent in What?! Tales from Refiners
- Building Margin Resilience: Profitable Pricing, Sourcing, & Product Strategies

### Special Advertising Section

- Guide to Refining Services. All placements will also be featured in the October *MJSA Showcase* e-newsletter and in a special section on *MJSA.org*.
- Index of all advertisers in the issue that offer refining and assaying services and equipment.

### Trade Show Distribution

- JIS

### Deadlines

**Ad Order: Aug. 25, 2026**

**Ad Materials: Sep. 1, 2026**

## NOVEMBER

### SPECIAL EDITION

### MJSA Sourcebook for New Products—The Latest Tools, Equipment, & Supplies from MJSA Members

The “Wish Book” of the latest Alloys, Bench Tools, Business Software and Tools, CAD/ CAM, Casting Equipment and Supplies, Chain, Engraving Tools and Equipment, Findings, Finished Jewelry, Laser Technologies, Metals and Plating Supplies, and Metals Analysis.

### Trade Show & Bonus Distribution

- AGTA GemFair Tucson 2027
- JA New York 2027
- JCK 2027

- **Bonus Distribution:** The print and digital editions reach a combined total of more than 10,000 jewelry manufacturers, designers, custom jewelers, and retailers.

### Deadlines

**Ad Order: Sep. 24, 2026**

**Ad Materials: Oct. 1, 2026**

## DECEMBER

### SPECIAL ISSUE

### State of the Industry

- Challenges & Opportunities for Jewelry Manufacturers & Designers
- Fashion & Industry Trends to Watch
- Winner of 2026 Responsibly Sourced Design Challenge

### MJSA Calendar 2027

A wall calendar with a month-by-month lineup of In-person and online events in the coming year. One ad package available per month (see page xx for more information).

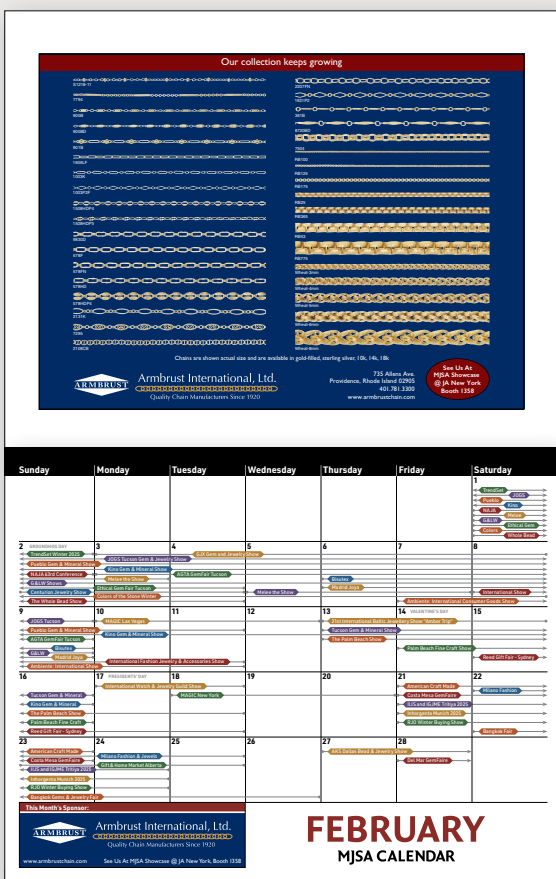
### Deadlines

**Ad Order: Oct. 23, 2026**

**Ad Materials: Nov. 2, 2026**

# MJSA JOURNAL

## Supplements & Classifieds



### MJSA Calendar

Distributed with the December issue of *MJSA Journal*, the *MJSA Calendar* highlights upcoming in-person and online jewelry shows and conferences—a constant go-to resource throughout the year. Advertisers can choose to run full-page print ads or have the MJSA Custom Content team develop advertorials specific to their offerings. Each month's ad package also includes a customized *Product Connection* e-blast that can be distributed in any month the advertiser wishes.

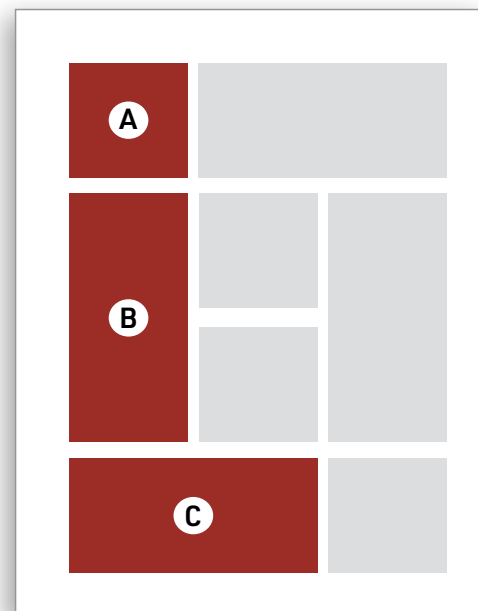
### MJSA Journal Marketplace Advertising

Every month, the *MJSA Journal* Marketplace offers advertisers a convenient, cost-effective way to advertise products and services in the following categories:

- Educational Opportunities
- Positions Available
- Products For Sale
- Services to the Trade

Choose from three print ad options:

- (A) Standard** (2.125" x 2.04")
- (B) Display/Vertical** (2.125" x 4.4")
- (C) Display/Horizontal** (4.5" x 2.04")



### All Display Ads Also Receive the Following Online Promotion

- Ad will appear in Marketplace section of *MJSA Journal* Online.
- Company recognition, with link to online ad, in *MJSA Up to Date*.
- Ad posted on MJSA social media pages.



Does not include \$700 member discount

## 4 COLOR DISPLAY

| Frequency             | 1x      | 3x      | 6x      | 12x     | 18x     |
|-----------------------|---------|---------|---------|---------|---------|
| Full Page             | \$4,995 | \$4,759 | \$4,127 | \$3,809 | \$3,657 |
| Half Page             | \$3,245 | \$3,050 | \$2,643 | \$2,494 | \$2,381 |
| Third Page            | \$2,835 | \$2,670 | \$2,329 | \$2,298 | \$2,131 |
| Sixth Page            | \$1,904 | \$1,812 | \$1,623 | \$1,551 | \$1,516 |
| Two-Page Spread       | \$8,645 | \$8,070 | \$6,787 | \$6,219 | \$5,986 |
| Premier Product       | \$1,532 | n/a     | n/a     | n/a     | n/a     |
| PP/Digital Bundle     | \$1,934 | n/a     | n/a     | n/a     | n/a     |
| Events Calendar       | \$3,229 | n/a     | n/a     | n/a     | n/a     |
| Tech Tips Sponsorship | \$3,250 | n/a     | n/a     | n/a     | n/a     |

## ISSUE SPONSORSHIP

|                             | 1x       |
|-----------------------------|----------|
| January – October, December | \$13,700 |
| November Sourcebook         | \$15,000 |

## MARKETPLACE CLASSIFIEDS

### Full Color

|          |         |
|----------|---------|
| Standard | \$ 952  |
| Display  | \$1,283 |

## PRINTER ADVERTISING DEADLINES

| 2026 Issues | Ad Close   | Material Due |
|-------------|------------|--------------|
| January     | 11/24/2025 | 12/1/2025    |
| February    | 12/29/2025 | 1/6/2026     |
| March       | 1/23/2026  | 1/30/2026    |
| April       | 2/23/2026  | 3/2/2026     |
| May         | 3/25/2026  | 4/1/2026     |
| June        | 4/24/2026  | 5/1/2026     |
| July        | 5/23/2026  | 6/2/2026     |
| August      | 6/24/2026  | 7/1/2026     |
| September   | 7/24/2026  | 8/3/2026     |
| October     | 8/25/2026  | 9/1/2026     |
| November    | 9/24/2026  | 10/1/2026    |
| December    | 10/23/2026 | 11/2/2026    |

### GENERAL INFORMATION

A contract period consists of 12 consecutive months, not a calendar year. The publishing company reserves the right to limit the amount of advertising and to reject any advertising that, in its opinion, does not conform to the standards of the publication. All advertisements are published upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright

infringement. Extra charge for mechanical work is not subject to agency commission. Publisher does not assume any liability for error in key numbers. When a contract for advertising at frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used.

### CANCELLATIONS

Cancellations and changes in orders must be submitted to publisher in writing. The publisher accepts no liability for verbal cancellations. Orders for all advertising space are non-cancelable 15 days prior to space closing date. Orders for cover pages and guaranteed positioning pages are non-cancelable. Supplied inserts are non-cancelable the first day of the second month preceding date of issue.

### MULTIPLE-PAGE DISCOUNTS

Each page of a multiple-page unit or spread will be considered a separate insertion toward earning frequency discounts.

### COVERS & GUARANTEED POSITIONING

Subject to availability; rates upon request.

### FREQUENCY DISCOUNTS & COMMISSIONS

All contracts, insertion orders, and copy are subject to publisher approval. Advertising will be billed at one-time (1x) rate unless a contract has been submitted for a specific frequency rate and time period.

Frequency discounts are determined by the number of insertions over a 12-month period. Contracts canceled

before completion will be short-rated at the earned rate. Copy and contract regulations listed in Standard Rate & Data Service apply. Recognized advertising agencies will be given a 15% commission, if paid within 30 days of invoice date.

### PAYMENTS

Payment is due upon receipt of invoice. A finance charge will be added if invoice is not paid in 30 days. First-time advertisers must pay at the time of submission of the insertion order and submit a credit application if they desire credit for future insertions (AAA agencies excluded). The publisher reserves the right to cancel any contract at any time upon default in payment of bills. Advertising material is retained up to one year following use.

## CONTACT YOUR AD REP

**LUCY FERREIRA**

MJSA Sales Director

📞 1-212-687-2897

✉ e-mail [lucy.ferreira@mjsa.org](mailto:lucy.ferreira@mjsa.org)

## PREFERRED FILE FORMAT

Press-ready PDF files (PDF/X-1a) are preferred.

## IMAGES

- High resolution—300 DPI.
- We recommend .tif or .eps format. If using JPEG, use the maximum quality setting.

## COLORS

- Use only CMYK colors. Convert all other color settings (RGB, LAB, spot) to CMYK.

## BLEEDS & CROPMARKS

- When bleed is required, provide 1/8" (.125) beyond the trim area.
- Keep critical content 3/8" (.375) from trim on all sides.
- Cropmarks should be located outside the bleed area.

## FILE SUBMISSION

E-mail: [meg.castillo@mjsa.org](mailto:meg.castillo@mjsa.org)

Meg Castillo, Art Director

**Front Ad**  
Trim Size: 8.125 x 4.25  
With Bleed (sides only): 8.375 x 4.25

**Back Ad**  
Trim Size: 8.125 x 10.625  
\*With Bleed: 8.375 x 10.875

**Front Cover Overlay**  
(Cover ad space with full page ad on back)

**2-Page Spread**

**Full Page**

---

**1/2 Page Spread**

**1/2 Page**

**1/2 Page Bleed**

**1/3 Square**

**1/3 Vertical**

---

**1/6 Vertical**

**Premier Product**  
75 words of text and 2.125 x 2.125 image (300 dpi)

**Classifieds**  
Square 2.125 x 2.04  
Display Vert. 2.125 x 4.4  
Display Horiz. 4.5 x 2.04

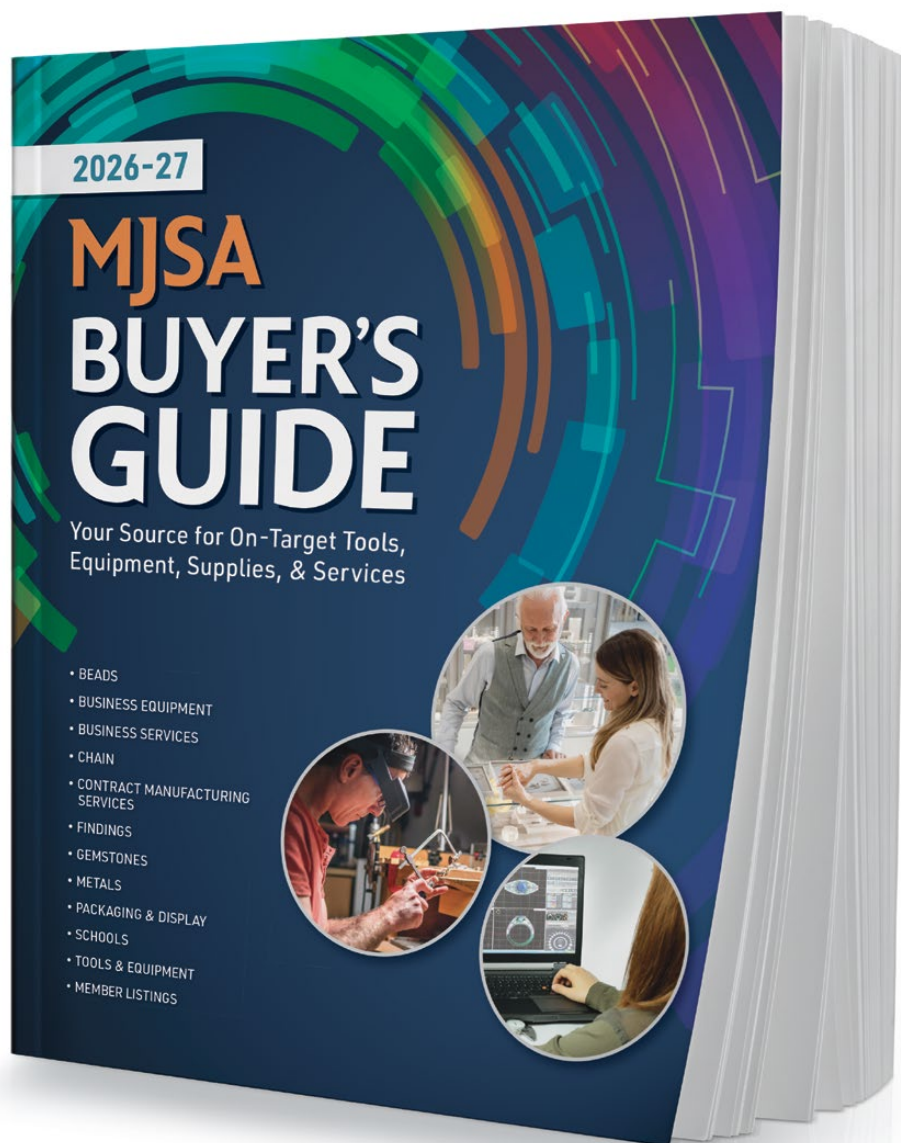
**MJSA Calendar**

**Magazine trim size:** 8.375" x 10.875"

*\*Bleed sizes add 1/8" (.125) trim. Keep critical content 3/8" (.375) from trim on all sides.*

*\*\*Spread ads with bleed: Keep critical content 3/8" (.375) from trim and gutter line.*





# MJSA BUYER'S GUIDE

*New for the 2026-27 Edition*

- Listings of All JA Supplier Members
- New Finished Jewelry Section, Featuring both MJSA and JA Members

- Distributed to all MJSA and JA Members:
  - Manufacturers
  - Wholesalers
  - Designers
  - Trade Suppliers
  - Retailers
  - Service Providers

**Total Print Circulation:** 4,000

**Total Digital Edition:** Featured in each issue of *MJSA Up to Date*, 10,000 Distribution Monthly

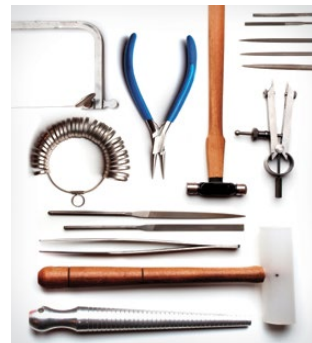
# MJSA BUYER'S GUIDE

## 2026-27 Edition

### The Jeweler's Trusted Resource for Tools, Equipment, Supplies, Services, and Finished Jewelry

Published annually, the *MJSA Buyer's Guide* has for nearly a century been the prime resource for jewelry manufacturers, bench jewelers, designers, and custom retailers who want to outfit their workshops, speed up production, and expand their capabilities. It sorts and lists all MJSA member suppliers (with full contact information). This year, with the addition of the JA Supplier members, it also includes finished jewelry, offering everything needed by manufacturers, designers, and retailers alike:

- Tools & Equipment
- Findings & Chain
- Loose Gemstones & Bead
- Precious & Non-precious Metals
- Packaging & Displays
- Contract Manufacturing Services
- Business Technologies & Services
- Finished Jewelry (Men, Women, and Children)
- Diamond, Colored Stone, & Pearl Jewelry
- Bridal Jewelry
- Religious Jewelry
- Specialty Jewelry
- Watches & Accessories



# MJSA BUYER'S GUIDE

# Ad Rates & Specs

## CONTACT YOUR AD REP

**LUCY FERREIRA**

MJSA Sales Director

📞 1-212-687-2897

✉ e-mail [lucy.ferreira@mjsa.org](mailto:lucy.ferreira@mjsa.org)

## PREFERRED FILE FORMAT

Press-ready PDF files (PDF/X-1a) are preferred.

## IMAGES

- High resolution—300 DPI.
- We recommend .tif or .eps format. If using JPEG, use the maximum quality setting.

## COLORS

- Use only CMYK colors. Convert all other color settings (RGB, LAB, spot) to CMYK.

## BLEEDS & CROPMARKS

- When bleed is required, provide 1/8" (.125) beyond the trim area.
- Keep critical content 3/8" (.375) from trim on all sides.
- Cropmarks should be located outside the bleed area.

## FILE SUBMISSION

E-mail: [meg.castillo@mjsa.org](mailto:meg.castillo@mjsa.org)

Meg Castillo, Art Director

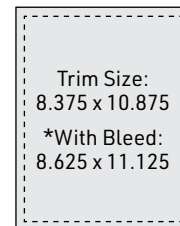
## RATES

|                 | 4 COLOR | B&W     |
|-----------------|---------|---------|
| Full Page       | \$2,900 | \$1,900 |
| Half Page       | \$2,100 | \$1,500 |
| Third Page      | \$2,000 | \$1,400 |
| Sixth Page      | \$ 700  | \$ n/a  |
| Premier Product | \$ 650  | \$ n/a  |

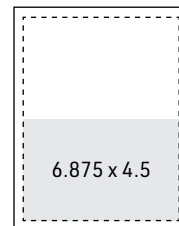
**Please note:** MJSA Buyer's Guide print advertising opportunities are available only to MJSA members. Contact your sales representative for date when ad materials need to be supplied.

## DISPLAY AD SIZES

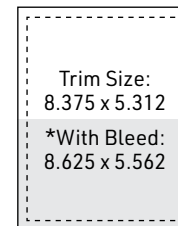
Sizes are in inches



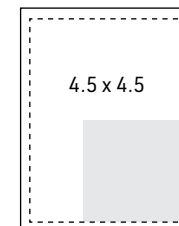
Full Page



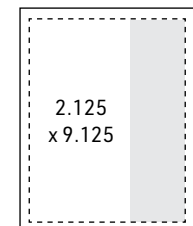
1/2 Page



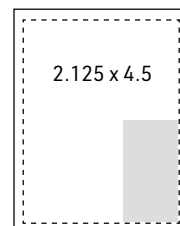
1/2 Page Bleed



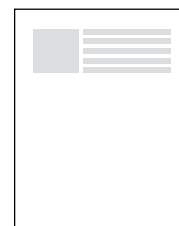
1/3 Square



1/3 Vertical



1/6 Vertical



**Premier Product**  
75 words of text and  
2.125 x 2.125 image  
(300 dpi)

Sizes are in inches.

**Magazine trim size: 8.375" x 10.875"**

**\*Bleed sizes add 1/8" (.125) trim. Keep critical content 3/8" (.375) from trim on all sides.**



# DIGITAL ADVERTISING

## MJSA.org

MJSA's website offers articles, videos, and other resources that can assist jewelry manufacturers and designers in all aspects of their businesses—from sourcing supplies and services to learning new techniques and identifying trends.

**120,000**  
page views annually  
throughout site

**19,000**  
homepage views  
annually

**34,000**  
users annually

**60,000**  
sessions annually

Based on Google Analytics Sept. 2024 – Aug. 2025

## MJSA Product Showcase

This monthly e-newsletter consists of product and service promotions from MJSA member companies—the perfect way to help launch a new offering or remind customers of all the premier products and services you provide.

**10,970**  
Avg. monthly  
distribution

**39%**  
open rate

## MJSA Up to Date

This monthly e-newsletter connects readers to information about design and fashion trends, technical insights, and sales and marketing solutions, as well as updates on the initiatives of MJSA and our members.

**11,340**  
Avg. monthly  
distribution

**42%**  
open rate

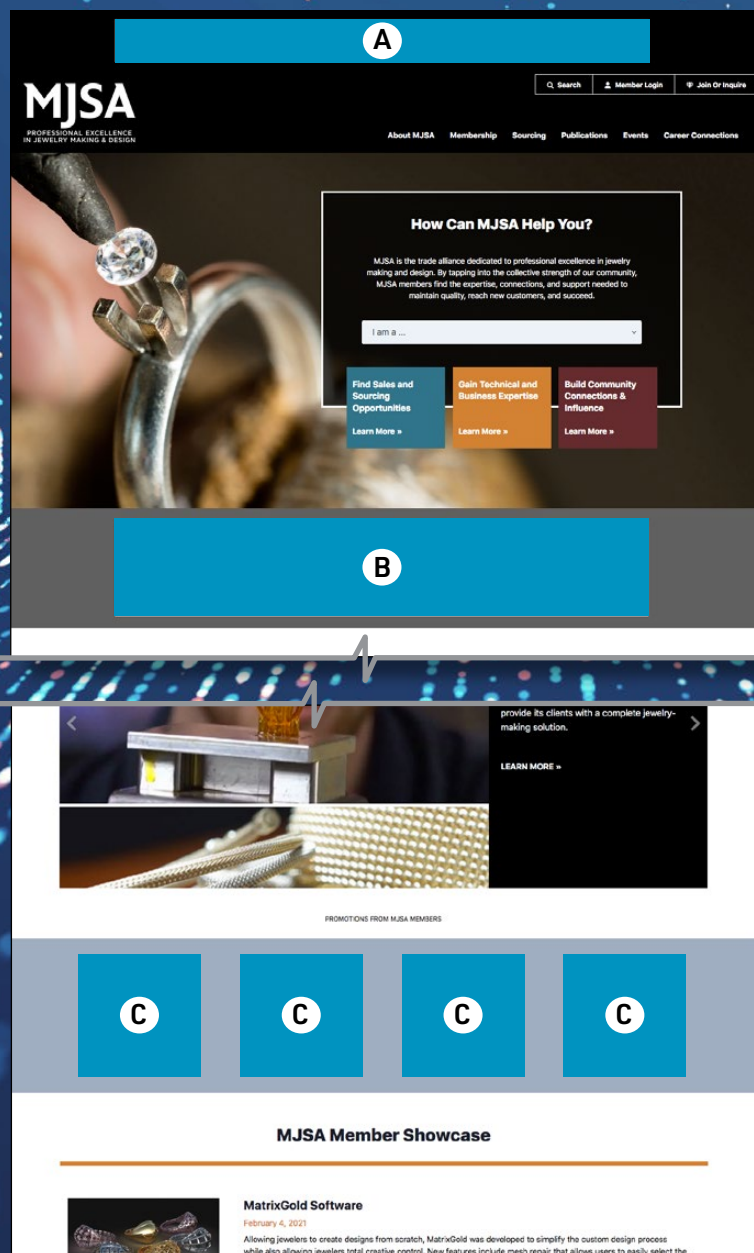
## MJSA Product Connection E-blast

This dedicated e-blast can be targeted to a specific demographic and sent out on the date of your choice. Supply your own graphic file or let MJSA's design and editorial team craft the blast for you.

*Only two e-blasts available per month; check with your account executive for availability.*

Connect with up to  
**12,000** prospective customers





# MJSA.ORG

## Homepage Ad Options

Please note: MJSA.org advertising opportunities are available only to MJSA members.

### A Homepage Leaderboard ad

Appearing at the top of the homepage, this ad offers exceptional visibility.

Rate, 1x: \$490 monthly.

Rate, 12x: \$390 monthly.

Size: 1104 x 89 pixels.

### B Homepage Jumbo ad

This banner presents your message with maximum impact, in a prime, can't-miss location.

Rate, 1x: \$785 monthly.

Rate, 12x: \$630 monthly.

Size: 1104 x 200 pixels.

### C Homepage Featured ads

These ads appear between Premier News and the Member Showcase, ensuring your products and services get the recognition they deserve.

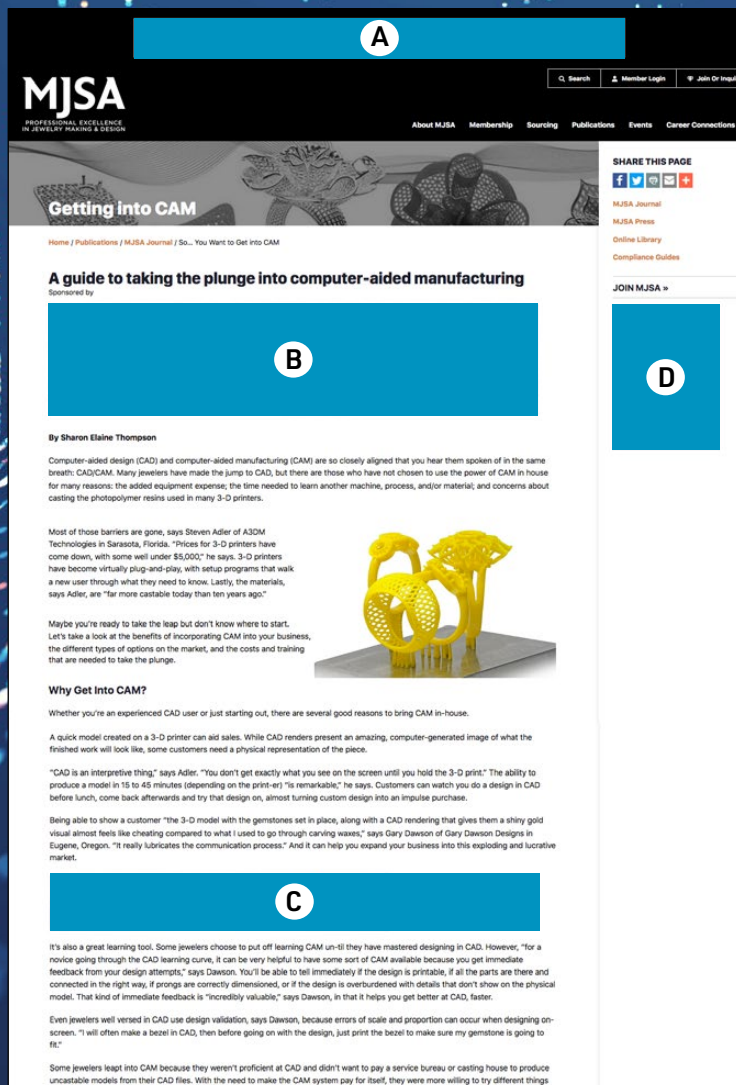
Rate, 1x: \$475 monthly.

Rate, 12x: \$375 monthly.

Size: 240 x 240 pixels.

**Specs & Deadlines:** All ads should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

**All ads are due five business days before the first day of a contracted month.**



# MJSA.ORG

## Interior Page Ad Options

Please note: MJSA.org advertising opportunities are available only to MJSA members.

### A Leaderboard ad

Appearing at the top of the homepage, this ad offers exceptional visibility.

**Rate, 1x: \$490 monthly.**

**Rate, 12x: \$390 monthly.**

Size: 1104 x 89 pixels.

### B Billboard ads

These ads command attention when they appear at the top of a page. Check with your sales representative about availability of pages that specifically relate to your target audience.

**Rate, 1x: \$360 monthly.**

**Rate, 12x: \$250 monthly.**

Size: 1100 x 250 pixels.

### B & C MJSA Journal Online Article Sponsorship

Guarantee your message reaches a very targeted audience. Sponsors receive both a Billboard Ad and an in-text banner ad on every page of the article—and the ads remain with the article when it moves to the MJSA Article & Video Library. (Ads on library articles can be updated on a periodic basis.)

**Rate, 1x: \$475 monthly.**

**Rate, 12x: \$375 monthly.**

Size: 1100 x 250 pixels

for Interior Billboard Ad.

1100 x 125 pixels

for In-Text Banner Ad.

### D Global ads

These ads appear next to editorial copy on every page throughout the site.

**Rate, 1x: \$460 monthly.**

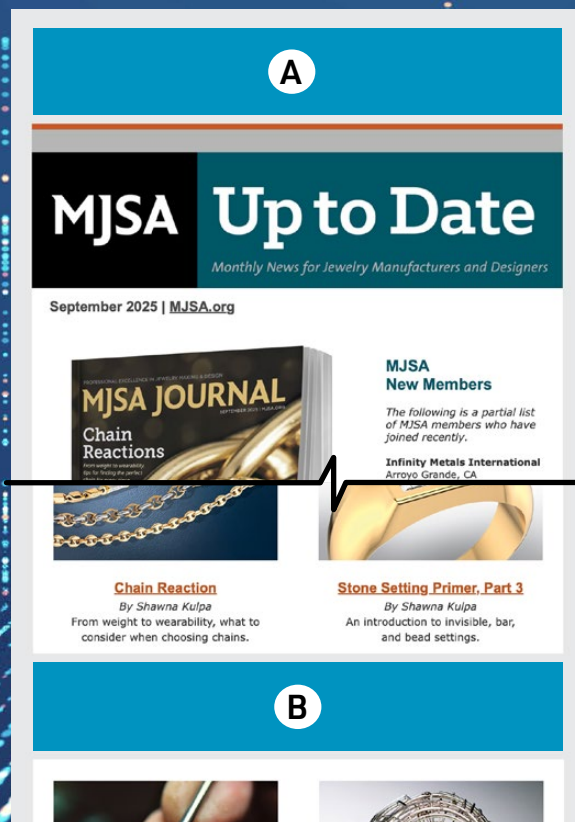
**Rate, 12x: \$360 monthly.**

Size: 240 x 350 pixels.

**SPECS & DEADLINES:** All ads should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

**All ads are due five business days before the first day of a contracted month.**





# MJSA E-NEWSLETTERS *Ad Options*

Please note: MJSA.org advertising opportunities are available only to MJSA members.

## A Leaderboard ad

This banner ad, positioned at the top of the page, is the first thing viewers see when they open an e-newsletter. Leaderboard positions are available in both MJSA Up to Date and MJSA Showcase.

Rate, 1x: \$920 monthly.

Rate, 6x: \$760 monthly.

Size: 600 x 98 pixels.

## B Up to Date banner ads

These ads appear between e-newsletter articles, guaranteeing they get noticed.

Rate, 1x: \$750 monthly.

Rate, 3x: \$600 monthly.

Rate, 6x: \$550 monthly.

Size: 600 x 98 pixels.

## C Product Showcase placements

These mini-advertorials are the perfect format to introduce new offerings, alert customers of product updates and improvements, or simply remind them of all the premier products and services you provide.

Rate, 1x: \$750 monthly.

Rate, 3x: \$600 monthly.

Rate, 6x: \$550 monthly.

75 words of text, contact information, and 4" x 4" image.

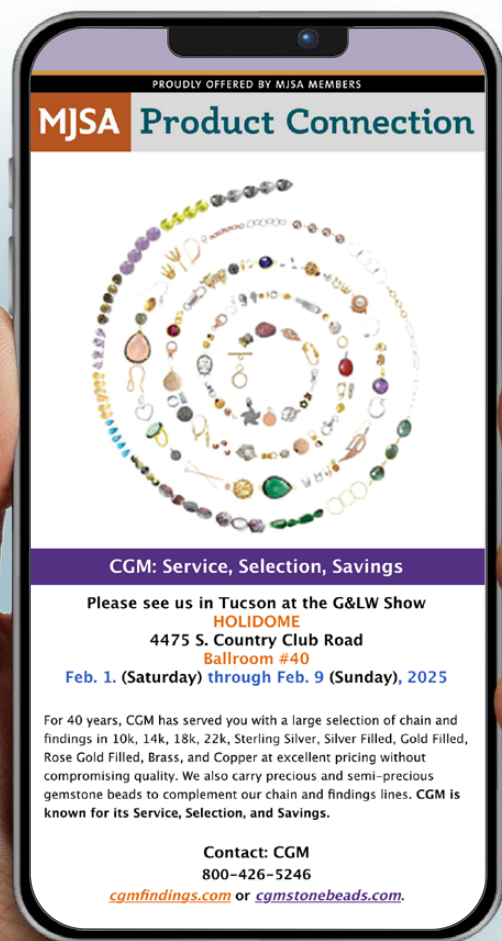
**Up to Date:** All ads should be submitted as .jpg, .tif, or .gif files, 72 dpi, RGB color mode. Please submit ads to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

**Product Showcase:** Submit a Word file with text, contact information, and image saved as .jpg, .tif, or .gif file, 72 dpi, RGB color mode. Please submit materials to your sales representative, along with the clickthrough URL (i.e., the destination site to which viewer will be taken).

**All ads are due five business days before the first day of a contracted month.**

# MJSA PRODUCT CONNECTION

## E-blasts



*Whether you're launching a new product or service, announcing a special offer, or simply highlighting your company's capabilities, this customizable, stand-alone blast delivers your message when you want it, where you want it, and with authority.*

### Tailor Your Blast

Each e-blast can reach up to 14,000 prospective customers, and you can tailor the reach and timing to your needs:

**Select your audience:** Choose the number of prospects you want to reach from among our targeted audience of manufacturers, designers, custom jewelers, and retailers.

**Craft your message:** Work with MJSA's Custom Content team of designers and writers to create an e-mail that reflects your brand, engages readers, and compels them to take action.

**Choose your timing:** Select the day of the month when you would like the blast to be sent. (Note: Only two e-blasts are available per month. Please check with your account executive for availability.)

### Pricing Options

Base rate is \$1,250 for up to 5,000 readers.

Add \$350 for every additional 1,000 readers.

### Material Specifications and Due Dates

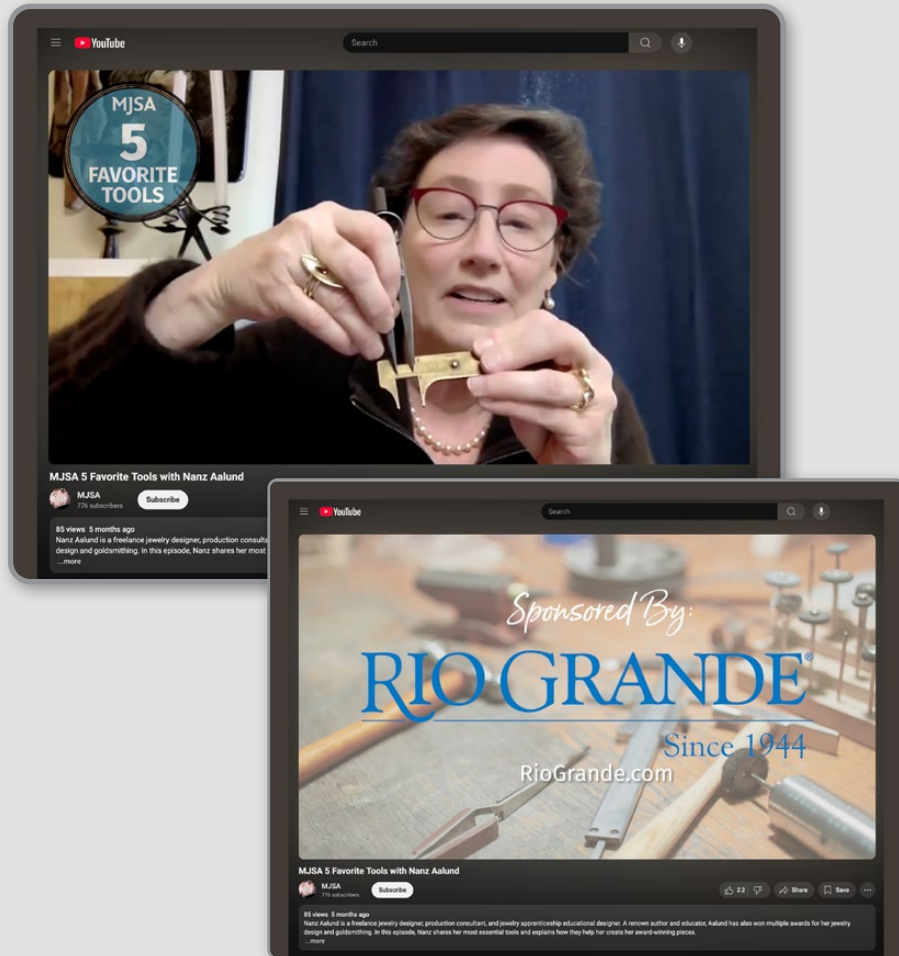
Please supply images (including logo) as .jpg, .tif, or .gif files, 72 dpi, RGB color mode.

All text should be sent as .doc or .docx files.

All materials due at least one month prior to distribution date.



# MJSA VIDEO PODCASTS



*MJSA Video Podcasts enable you to create deeper connections with customers. As with all our media, these podcasts uniquely target a core audience—jewelry manufacturers and designers, custom jewelers, and bench jewelers—and explore the challenges and opportunities they face in today's market.*

## MJSA Podcast Sponsorship Options

### Single Episode Sponsorship

- 15-second sponsor recognition in pre-roll
- 45-second sponsor promotion in mid-roll
- Thank you in outro
- Recognition on MJSA social media posts
- Recognition in episode announcement in *MJSA Up to Date*
- Recognition on *MJSA.org* page with episode

**Cost:** \$350 per episode

### Package Rate (Sponsorship of 10 Podcasts)

\$2,000 (\$200 per episode)

### Custom Podcasts

MJSA can work with sponsors to develop customized podcast programs and series. Contact us about rates.





120 Broadway, Suite 2820, New York, NY 10271

***Director of Sales: Lucy Ferreira***

1-212-687-2897 • [lucy.ferreira@mjsa.org](mailto:lucy.ferreira@mjsa.org)