

2017 EDIT CALENDAR

MAGAZINE

JANUARY/FEBRUARY | BRIDAL

- The tech bridal boom: We ask the nation's tech-savvy jewelers to reveal the one wedding jewelry-related technology they can't live without.
- Wedding product portfolio: Latest engagement rings, men's and women's wedding rings, and bride and groom gifts, with a focus on gifts for the wedding party.
- Omni-channel success stories: We profile three jewelry thought leaders on how they create the perfect "ecosystem" that includes a strong website, mobile access, and customer presence.
- Walk-up to JCK Tucson and AGTA shows.



SPOTLIGHT: COLORED STONES

A profile of Muzo Emerald, the newest gemstone brand to make a splash with jewelry influencers.

BONUS DISTRIBUTION: Centurion, AGTA GemFair™, JCK Tucson, Atlanta Jewelry Show, Hong Kong, JA Winter, and Baselworld

> AD CLOSE: 12/13/16 > MATERIALS DUE: 12/19/16 > MAIL DATE: 1/13

MARCH/APRIL | DESIGNERS

- Showcase: Winners of Jewelers' Choice Awards
- Custom-jewelry tales: We speak to retailers about the highs and lows of doing custom work—how it fits into growing a business, memorable projects they've worked on, and tips on how to get customers to articulate what they want.
- The ins and outs of influencer marketing: We analyze the latest partnerships between jewelry brands and digital influencers, aka bloggers, vloggers, and writers.
- Men's jewelry marketing: The latest apps and tech tools targeting male jewelry shoppers and how retailers can capitalize on them.
- Vegas revisited: The newest hotel, dining, and nightlife hotspots for JCK Las Vegas.
- Walk-up to AGS Conclave in Los Angeles.



SPOTLIGHT: SILVER

JCK takes a look at the latest silver designers.

ADVERTISING SPECIAL

Jewelers' Choice Awards Best of the Best: Special supplement highlighting the 2017 Jewelers' Choice Awards' winners and finalists.

BONUS DISTRIBUTION: JIS Miami and AGS Conclave

> AD CLOSE: 2/23 > MATERIALS DUE: 2/28 > MAIL DATE: 3/22

MAY | FASHION

- Fall fashion preview: The latest runway news with an eye on jewelry trends.
- Red-carpet review: 2017's best celebrity jewelry sightings.
- Vegas wish lists: JCK talks to veteran show shoppers to see what products top their buying lists.
- How to build the perfect jewelry collection. Packed with suggestions to build long-lasting client relationships.
- Retail, disrupted (part 1): We offer a big-picture analysis of how traditional retail avenues and next-generation shopping options (apps) are impacting one another.
- Millennials in the trade: Retail strategies from millennial jewelry trade professionals.
- Timepiece trends from SIHH and Baselworld in every category, for every budget.
- Walk-up to LUXURY.



SPOTLIGHT: FASHION JEWELRY

Profiles of five emerging fashion jewelry designers whose work is worthy of fine jewelry stores.

SPECIAL: LUXURY SECTION

The benefits of luxury e-commerce operations and tips for retailers struggling to translate their offerings to the web.

> AD CLOSE: 3/28 > MATERIALS DUE: 3/31 > MAIL DATE: 4/28

JUNE | JCK LAS VEGAS

- Shopping the show: Itineraries to suit every buyer
- Retail, disrupted (part 2): Strategies for independent jewelers to cope with how traditional retail avenues and next-generation shopping options are impacting one another.
- Home shopping channels: The rise and fall of jewelry buying on television.
- Our discount addiction: How the discount boom is impacting consumer behavior and non-discount retailers.
- Industry records: From the biggest diamond ever mined to the most valuable gemstone at auction.
- Wearables double-header: We test-run the latest, most popular, and most-relevant-to-jewelers fitness trackers on the market.
- Walk-up to Swiss Watch.



SPOTLIGHT: DIAMONDS

Lab-grown diamonds: product offerings, marketing initiatives, and grading.

BONUS DISTRIBUTION: LUXURY, JCK Las Vegas, and JIS Exchange

> AD CLOSE: 4/25 > MATERIALS DUE: 4/28 > MAIL DATE: 5/23

JULY/AUGUST | HOW-TO SPECIAL + BEST IN SHOW

- How-To: A special section containing how-to articles on all aspects of retail operations, including marketing, merchandising, and sales.
- Best in Show: Highlights from JCK, LUXURY, Elite Enclave and Swiss Watch.
- The best business books: We ask people in the industry about their favorite business titles and key takeaways they've gleaned from them.
- Diamonds in pop culture: A feature on the diamond engagement ring in pop culture, looking at engagements on TV and in the movies, etc.
- Walk-up to LUXURY Privé.



SPOTLIGHT: DIAMOND FASHION JEWELRY

A survey of diamond fashion trends spotted in Las Vegas along with a diamond jewelry still life focused on affordable diamond trends.

2018 JCK Jewelers' Choice Awards...Call for Products: Do you have what it takes to be named the best of the best in jewelry design? Enter your products in JCK's 2018 Jewelers' Choice Awards contest. jckjewelerschoiceawards.com

BONUS DISTRIBUTION: LUXURY Privé, JA New York, Atlanta Jewelry Show, and IJL London

> AD CLOSE: 6/13 > MATERIALS DUE: 6/16 > MAIL DATE: 7/14

SEPTEMBER/OCTOBER | HOLIDAY SURVIVAL GUIDE

- Top trends for the holiday season: includes supporting quotes/trends from jewelry/style leaders.
- Game-changing trends: A big-picture look at five retail trends shaping the new economy, including:
 - **Vertical manufacturing.** Skipping the middleman (the brand).
 - **Humor.** With tools like Snapchat, a new mood is erupting in retail—and it embraces comedy and fun.
 - **The experience economy.** Retail spaces are increasingly becoming spots for experiences, less so for merchandise.
 - **Diversity.** From LGBT-centric initiatives to celebrating every world culture, the future of retailing is inclusive.
 - **Technology.** Virtual reality, augmented reality, and other cutting-edge tools to drive traffic and sales.
- Walk-up to Hong Kong show.



SPOTLIGHT: PEARLS

A look at rarity in the pearl world exploring which pearls are the most highly coveted and the hardest to find.

ADVERTISING SPECIAL

JCK—The Knot Bridal Supplement: We reveal the results of The Knot's 2017 Real Weddings Study. A must for anyone in the bridal business.
> Ad Close: 8/24 > Materials Due: 8/26

BONUS DISTRIBUTION: JIS Miami, GIA Career Fair, and JA Special Delivery

> AD CLOSE: 8/24 > MATERIALS DUE: 8/26 > MAIL DATE: 9/20

NOVEMBER/DECEMBER | YOUR STORE

- The year ahead: Bold predictions for 2018 across all areas of operations, from product trends to customer service.
- The evolution of customer service: A deep dive into how customer service practices have changed over time.
- How to sell the stories behind certain jewels, with a focus on a handful of designers whose work is perennially attractive to consumers. How can retailers best share their stories with customers?
- Walk-ups to VicenzaOro and SIHH.



SPOTLIGHT: GOLD

Snapshot of the gold market on the brink of 2018.

ADVERTISING SPECIAL

5th Annual JCK Who's Who...Profiles in Jewelry: We get up close and personal with the people who drive this industry. Advertisers receive a full-page advertorial to "tell your story."

> Ad Close: 9/15/17 > Copy Due: 9/22/17 > Materials Due: 10/20/17

2018 JCK Jewelers' Choice Awards Voting Guide: Position your products with the best the industry has to offer. The Voting Guide showcases all jewelry entered in the 2018 JCK Jewelers' Choice Awards competition by product category and price point.

> Ad Close: 10/13 > Materials Due: 10/20

Men's Jewelry Supplement: We'll cover the latest designs and rise of unisex jewelry.

> Ad Close: 10/13 > Materials Due: 10/20

BONUS DISTRIBUTION: VicenzaOro and JIS Miami

> AD CLOSE: 10/20 > MATERIALS DUE: 10/24 > MAIL DATE: 11/17

