

2009 EDITORIAL CALENDAR

JANUARY

Making a Difference

- Tucson Colored Gemstones and Pearls- Buyer's Preview

Jeweler's Roundtable-Silver

Show Bonus: JA New York

Closing Date: November 17, 2008

FEBRUARY

Bridal

- Survey What Brides Want

Jeweler's Roundtable- Colored Gemstone Jewelry

Show Bonus Distribution: JIS

Miami, Tucson AGTA Show

Closing Date: December 16, 2008

MARCH

New Metals

- Custom Design
- Bench Work
- Refining – Special Section
- Global Diamond Buyers Guide

Jeweler's Roundtable- Made in America

Show Bonus Distribution: MJSA Show, Hong Kong, Atlanta SJTA, Basel

Closing Date: January 16, 2009

APRIL

Self Purchase

- Celebrity Fashion
- Spring Fashion
- Best of Spring Shows
- Launch Pad -New Designs for Spring '09

Jeweler's Roundtable: Eternity Bands

Show Bonus: InStore Show

Closing Date: February 18, 2009

MAY

Diamonds

- Top Trends in Diamond Jewelry
- Brand Awareness Study –
Jewelers Rank Top Brands
- Diamond Brand Directory

Jeweler's Roundtable-Palladium

Closing Date: March 20, 2009

JUNE

Looks Expensive, But Isn't:

- Electroform Jewelry
- Pendants on Pearls
- Lighter Metals
- Style That Retailers Under \$1,000
- Web Solutions—Advertorial

Jeweler's Roundtable- Fancy Color Diamonds

Show Bonus: JCK Las Vegas

Closing Date: April 20, 2009

JULY

White Metals

- Silver
- Palladium
- Platinum
- Argentium
- White Gold
- Spiritual Style

Jeweler's Roundtable- Wedding Sets

Closing Date: May 21, 2009

AUGUST

Holiday Fashion Issue

- What to Buy for the Holidays
- Top 10 Trends from Las Vegas
- Best of the New- Show Products
Rated by Retailers
- What's New – Launches from
Las Vegas

Launch Pad: New Designs for
Fall 09

Jeweler's Roundtable-Cuffs Show Bonus: JA New York, Atlanta SJTA

Closing Date: June 15, 2009

SEPTEMBER

Luxury Jewelry

- Consumer Guide to Diamonds
- Fancy Colored Diamonds
- Rough Diamond Jewelry

Show Bonus: Hong Kong

Closing Date: July 21, 2009

OCTOBER

The Pearl Issue

- Bridal Jewelry-How to Sell Bridal
Jewelry
- Bridal Promise
- Hot for the Holidays

Show Bonus: JIS Miami

Closing Date: August 20, 2009

NOVEMBER/DECEMBER

Diamonds- Finding the Goods

- Gemstone Calendar
- Just-in-Time
- Online Retailing
- Lab Reports
- Shows of the World

Closing Date: September 21, 2009

2009 ROUNDTABLES

SILVER JANUARY
COLORED GEM JEWELRY FEBRUARY
MADE IN AMERICA MARCH
ETERNITY BANDS APRIL

PALLADIUM MAY
FANCY COLORED DIAMONDS JUNE
WEDDING SETS JULY
CUFFS AUGUST