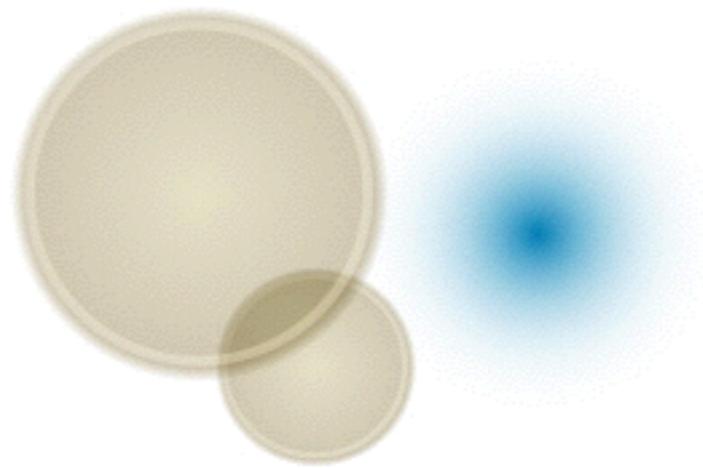




Media Pack 2016

Last updated: January 2016



Be part of the world's **most successful online luxury magazine** and **social media hub** devoted exclusively to **fine jewellery and watches**

Content written by experienced journalists and promoted by strategic marketers

We are not a blog

Index



- ① Who is The Jewellery Editor?
- ② What do we sell?

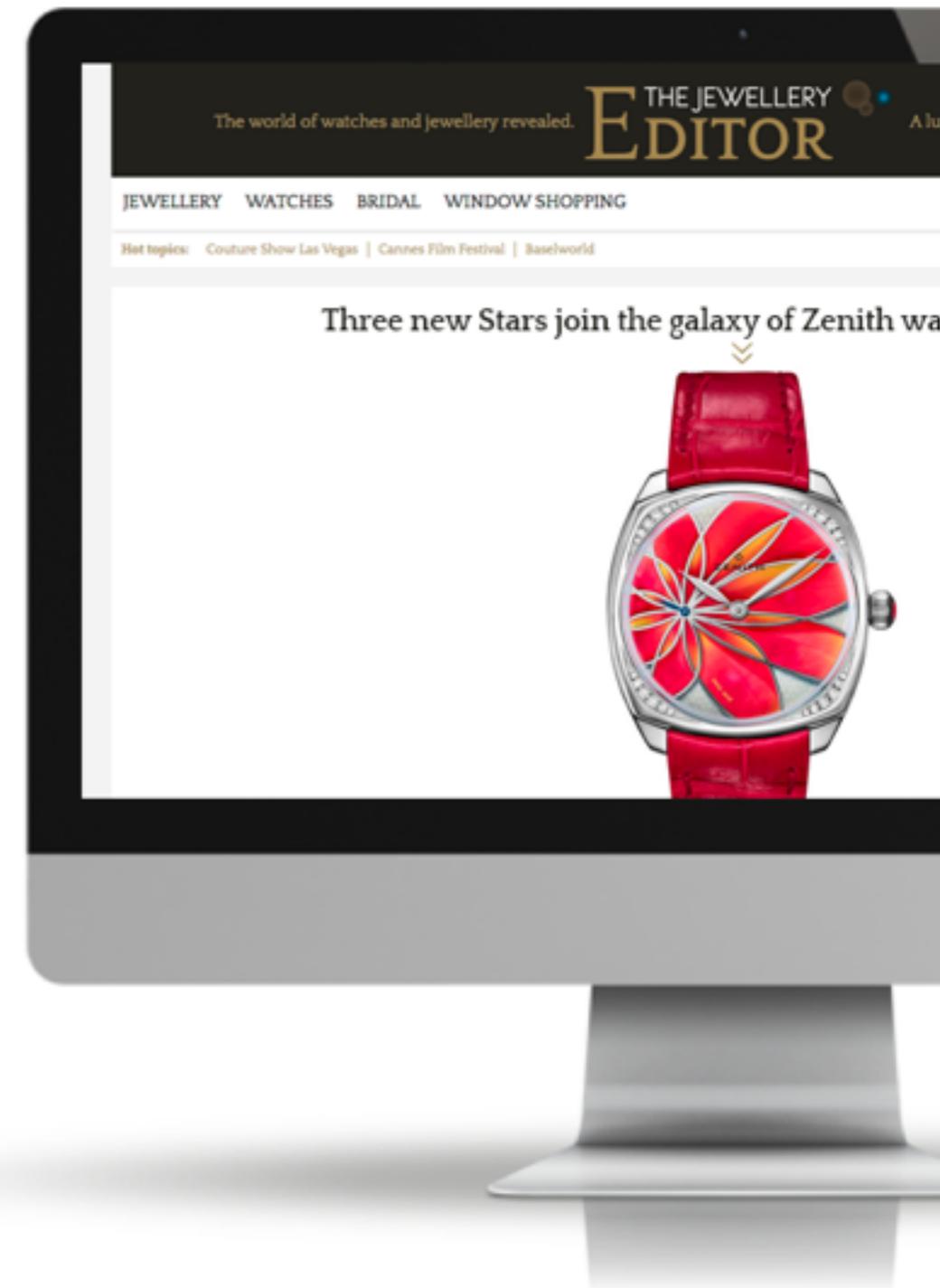
1

Who is The Jewellery Editor?

An online luxury Magazine and Social Media Hub founded in 2010 focused entirely on high-end jewellery and watches with a monthly global reach of 2 millions.

Based in London, our team of 11 editors, journalists, social media specialists, video team and digital strategists cover all that is happening in our world.

We are the only niche website of its kind with a global reach and respected point of view.



Our audience is growing

135,000

Monthly impressions

270,000

Monthly page view

> 100,000

Monthly users



42% of the traffic is from desktop

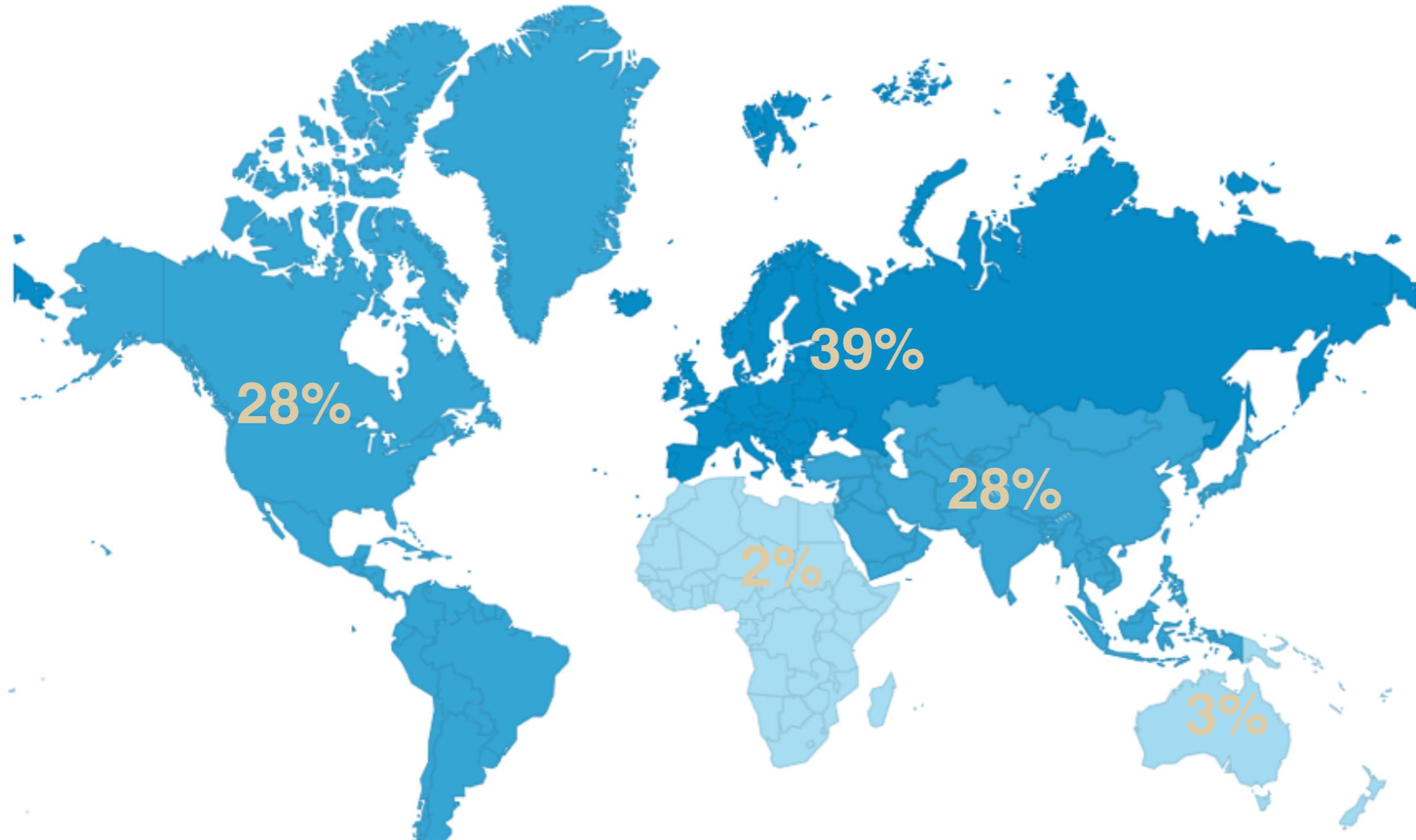


58% of the traffic is from Mobile and tablet



Our top 5 sections
No1: Jewellery Section
No2: Watch section
No3: Home Page
No4: Bridal
No5: Window shopping

Our audience is international



39% from Europe - 28% from the Americas - 28% from Asia - 3% from Oceania - 2% rest of the world

Our audience is affluent



Average household income is £120,000



An average of 20 short- and long-haul plane journeys per year



Average annual spend above £10,000 on watches and jewellery



Our readers own on average 29 pieces of jewellery and 10 watches



83% of our readers regularly eat out in good restaurants



64% of our readers buy at auction

Our audience is ideal



41% are male

59% are female

52% are aged between 25 and 44

75% of our readers are outside of the jewellery and watch industry

Our audience is engaged



35% were inspired to buy after reading The Jewellery Editor



65% have recommended The Jewellery Editor to friends, family or colleagues



Our readers gave us a score of 85% for the quality of our videos and content

Our audience follows us on Social Media



> 90,000 followers



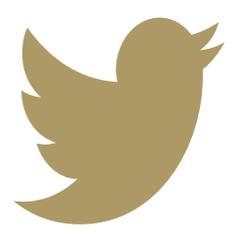
1.6m monthly reach



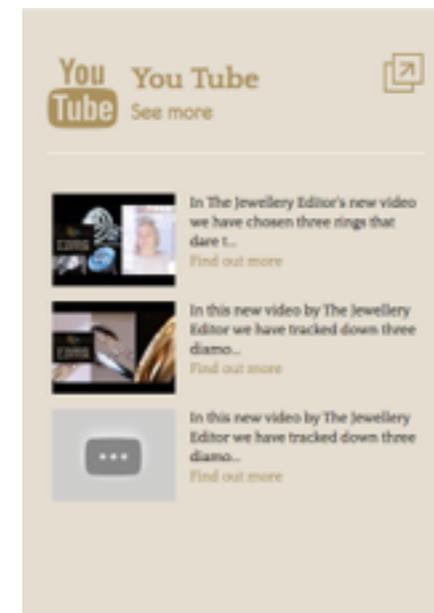
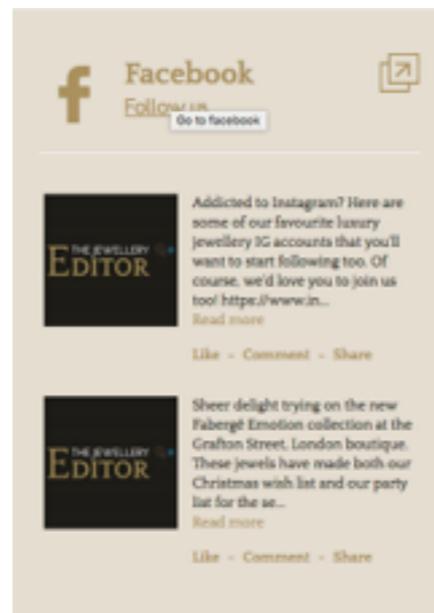
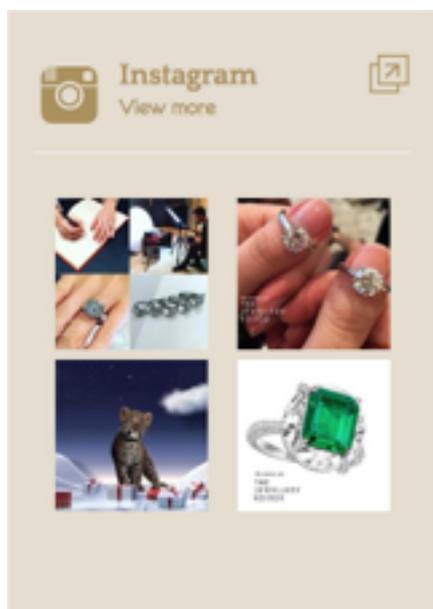
> 55,000 Likes



> 1.8m views



> 9,000 followers



- ✓ As we want to say thank you to those who are trusting us, our Social Media channels are exclusively dedicated to our partners

What is our audience saying about us

They give us the reader the upcoming news and events for jewellery. I love to read about all the beautiful pieces the jewellery houses are creating. I get ideas to buy gifts for my loved ones reading the jewellery editor.

Ahead of competitors, buzzy, on the pulse

Visually excellent High quality look and feel Well written Informative and always fresh

Really captures individual wristwatches as indicative of trends. Covers individual wristwatch events such as Baselworld and SIHH in digestible stories that dot go overboard in details about mechanical specifications that are not understandable.

Good editorial content. Good scoop on new products

Showcase exquisite pieces of prized jewellery and timeless watches

Overall coverage, up to date info. Latest in the world of jewelry around the globe. I had the impression that European cos. We're the only ones who have monopolies on high end jewelry, but since TJE covers others outside of Europe, I no longer have that impression. TJE is doing a splendid job.

The site is so well edited and curated for content. It really hits the mark on identifying the latest in jewellery and watch trends while at the same time showcasing timeless and classic pieces. The website has also introduced me to fabulous designers/houses that I was not aware of before.

We have to wear many hats

To secure our place as the voice of authority and leader in our field, we have to wear many hats.

- We offer a finely tuned balance between the permanence and SEO friendliness of our site with the excitement and engagement with a social media audience of 2 million per month
- We publish more than 20 articles/product reviews a week on our site. All our stories are written by in-house or freelance journalists
- Product reviews: By seamlessly merging story telling with our commercial offer we draw in, inspire and encourage readers to an informed purchase
- Produce a video a week presented by Maria Doulton. Filmed on location, loved by upwards of 10,000 viewers per video, bringing your products or stories to life
- Social Media: Our engaged followers, hungry for the latest news, are updated throughout the day on Instagram, Facebook, Pinterest and Twitter. We bring jewellery and watch lovers into your world on a daily basis





Expertise

- Maria Doulton, Editor in Chief, has been a journalist for more than 15 years. She has written for, amongst others, The Financial Times, Telegraph Luxury, The Economist's Intelligent Life and the International New York Times, and is one of the most respected journalists in her field.
- Christine Pasquier, Managing Director, is the business mind behind The Jewellery Editor, with 20 years' experience in the watch and jewellery world having previously worked in marketing for Jaeger-LeCoultre and H.Stern. Christine also oversees the commercial and technical side of the company.
- Claire Roberts is the Managing Editor. She leads the in-house team of eight, whose roles include journalists, editors, a sub-editor and a digital strategy and implementation specialist, as well as our video production team. Claire also coordinates the 20 freelance journalists from around the world who regularly contribute stories to ensure our site has a global reach.
- Jocelyn Astle, the Digital Manager, plans our marketing and social media strategies to ensure that we are using all the platforms strategically and effectively and are up to date with the latest technologies.

Who are our partners?

- Astley Clarke
- Autore
- Boodles
- Boghossian Jewels
- Cartier
- Chaumet
- Chopard
- Christie's
- David Morris
- De Beers
- Dior
- Gemfields
- Graff
- Fabergé
- Giampiero Bodino
- Jaeger-LeCoultre
- Louis Vuitton
- Lydia Courteille
- Mappin & Webb
- Paddle8
- Patek Philippe
- Parmigiani
- Pomellato
- Ralph Lauren
- Richard Mille
- Tiffany & Co
- Urwerk
- Vanleles
- Yoko London



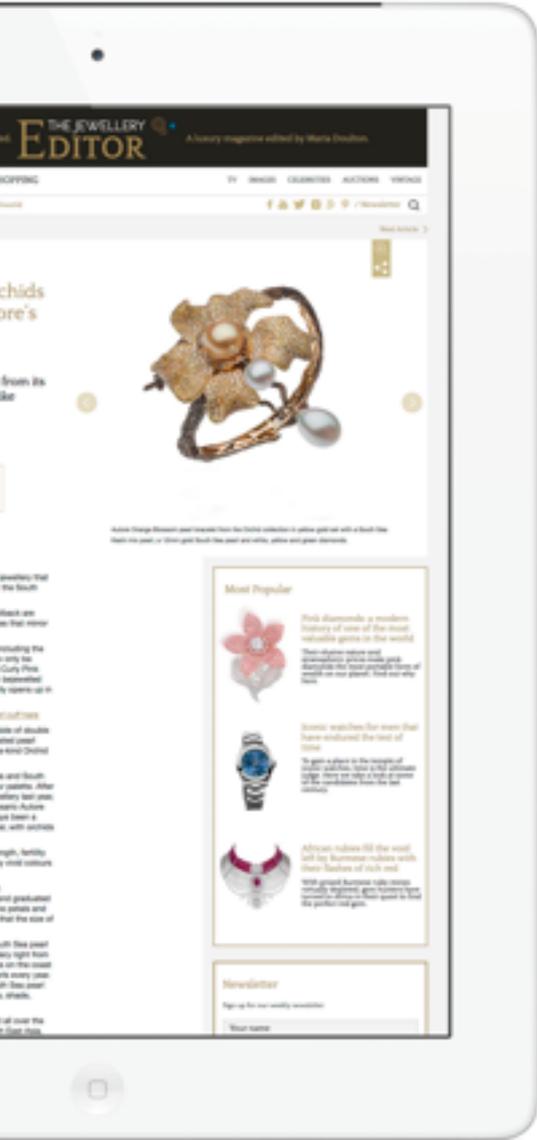
2

What do we sell?

- A Annual Native Content Package
- B One-off Native Content
- C Commission on Sales
- D Banners



Annual Native Content Package



5 articles (450 words) written by our expert editorial team (See details on page No18)

1 Boutique review written by our expert editorial team staying in our City guide for one year. (See details on page No20)

1 Event review written by our expert editorial team in our Event Section. (See details on page No21)

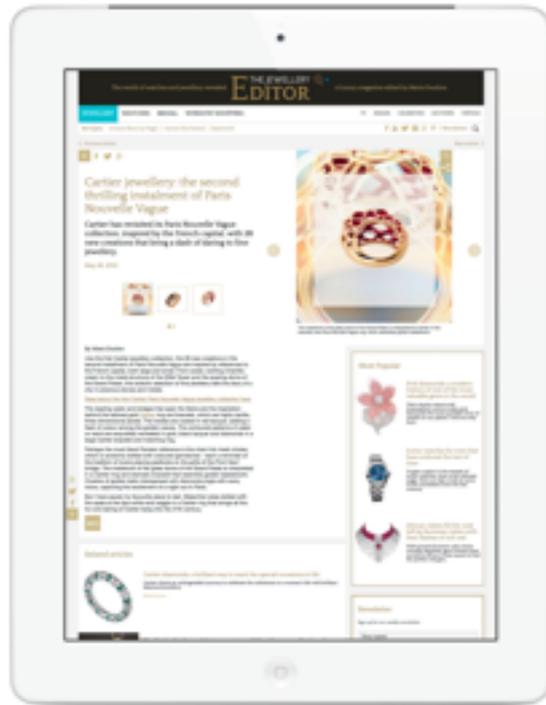
All articles added to our weekly newsletter

Ongoing yearly support on all our Social Media Channels including:

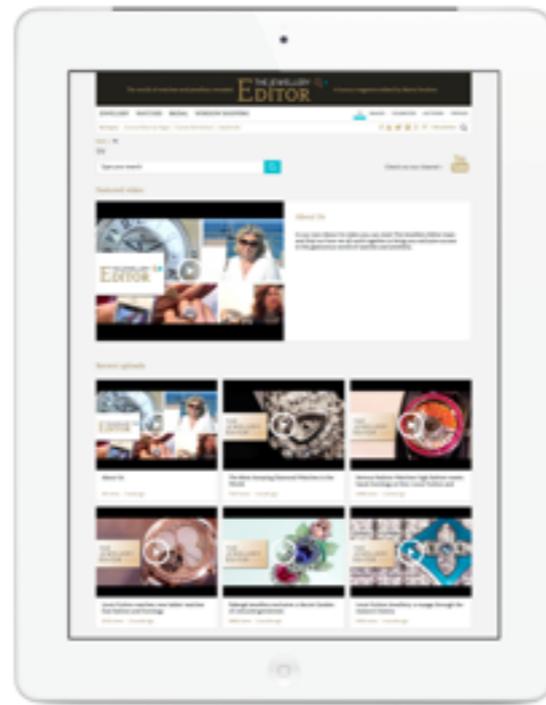
- One day of Instagram Takeover (teaser the day before - 10 posts in one day - using dedicated hashtag. Tagging @client and @thejewelleryed)
- One day of Facebook Takeover (teaser the day before / branded header image / 10 posts in one day / using dedicated hashtag / tagging @client / linking to the article on the website / clipboard slideshow to sum up posts afterwards)
- A Pinterest Collaborative Board (board on TJE Pinterest Account / all pins dedicated to client / shared access with both client and TJE pinning for 1 week / using dedicated hashtags / tagging @client and @thejewelleryed / rich pins linking to the articles on the website)

Price £25,000

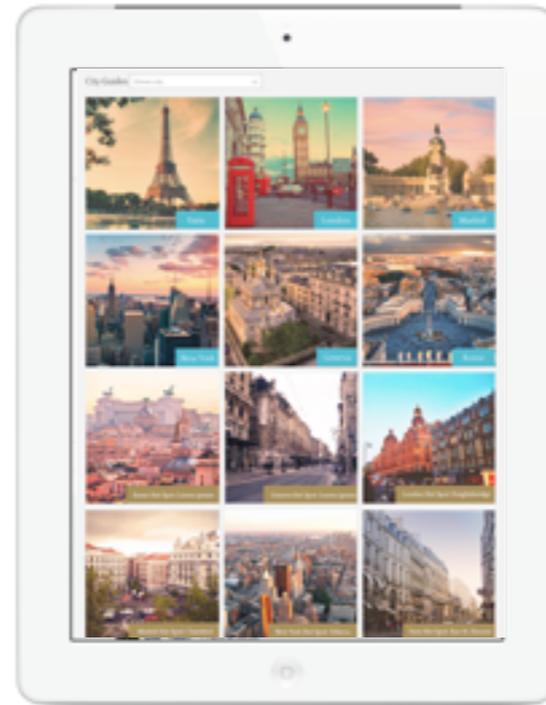
B One off Native Content



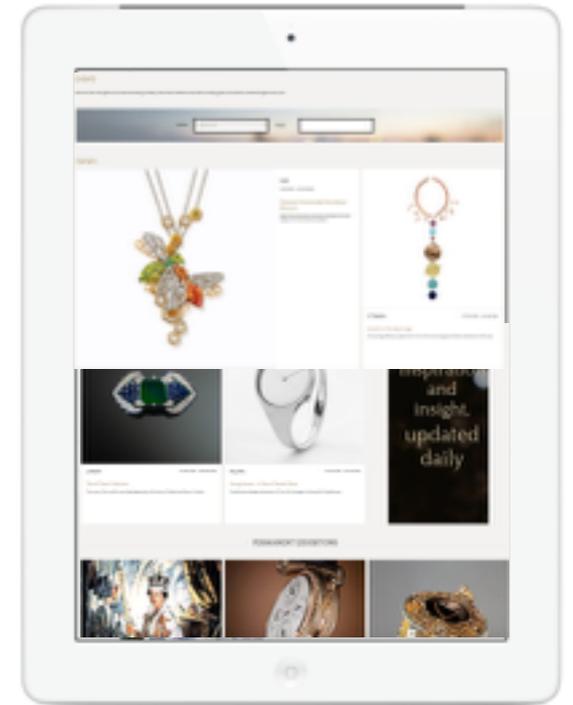
1: Article



2: Video



3: Boutique review



4: Event review

1: Article

450 words written by our expert editorial team

Displayed on the Home Page for 1 week. Placed in the relevant section permanently

“Shop the article” approach: all products mentioned in the article will have a product review with a description and price. The call for action “Find out more” or “Buy” will redirect respectively to a Boutique review in our City Guide or to an E-commerce platform if we have a commission on sales’ agreement. (See slide 22 for more details)

Permanently searchable & SEO optimised

Article added to our weekly newsletter

Promoted across all our Social Media channels for 2 weeks

Price £5,000



2: Video

2-minute video produced & edited by our team

Client approved script, interviews & comments by Maria Doultou

Displayed on the Home Page for 1 week

Placed in our TV section & on YouTube channel permanently

Permanently searchable & SEO optimised

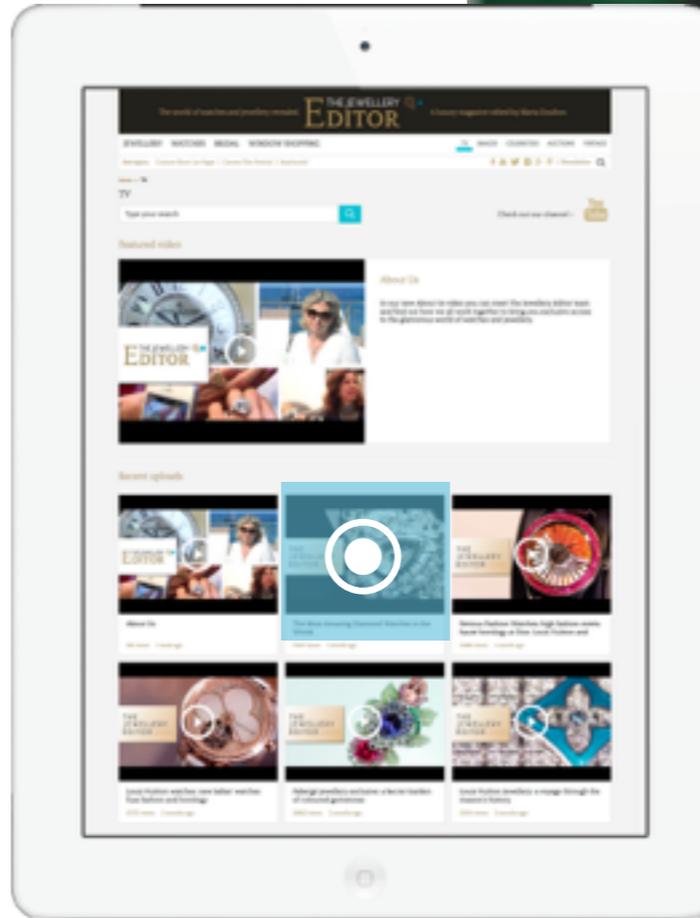
Estimated views after two months: above 10,000

Promoted across all our Social Media channels for 4 weeks

Video added to our weekly newsletter

“Shop the video” article written by our Editorial team and published with the video
(See slide No18 for more details)

Price £10,000
(Travel costs for Maria and two cameramen NOT included)



3: Boutique Review

Review describing your boutique written by our editorial team

Review placed in the appropriate **City Guide** for **one year**

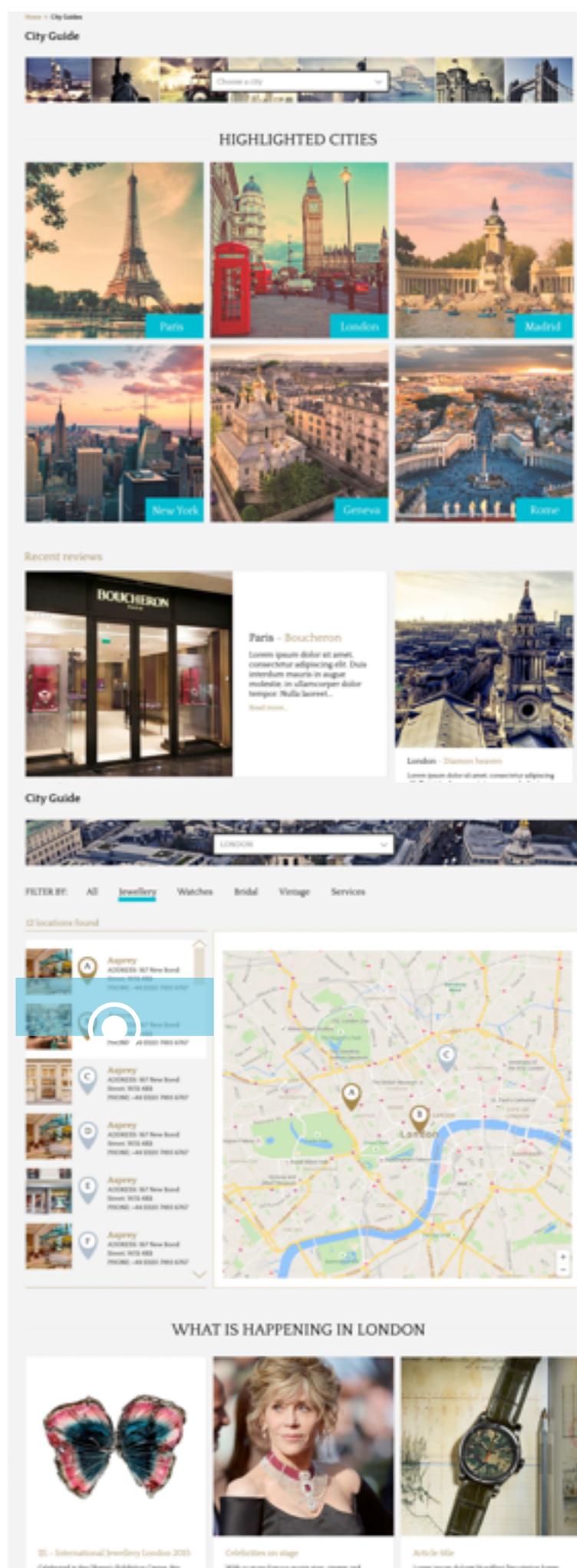
Map to locate the Boutique

Photos of your Boutique (provided by the client)

Searchable & SEO optimised

Regularly promoted on all our Social Media channels

Price £5,000



4: Event Review



Review describing your Event written by our editorial team



Review placed in the appropriate city in the Event section



Map to locate the event



Photos (provided by the client)



Searchable & SEO optimised



Promoted on all our Social Media channels for 2 weeks



Price £3,000



Dropdown menu showing 'LONDON CITY' and 'WHEN' followed by an empty input field.

DANISH SILVER

4 - 26
SEPT 2015 - FEB 2016

...age to silversmith Georg Jensen.

...ware, the Koldinghus Museum pays tribute to the most comprehensive exhibitions of his journey through the different eras of Danish ... important loans from museums and ... + Nouveau period sit alongside the ... onto an international stage.

...er 18s free.

This iconic Vivianna T... in 1967, has become o...

C Commission on Sales

The Jewellery Editor

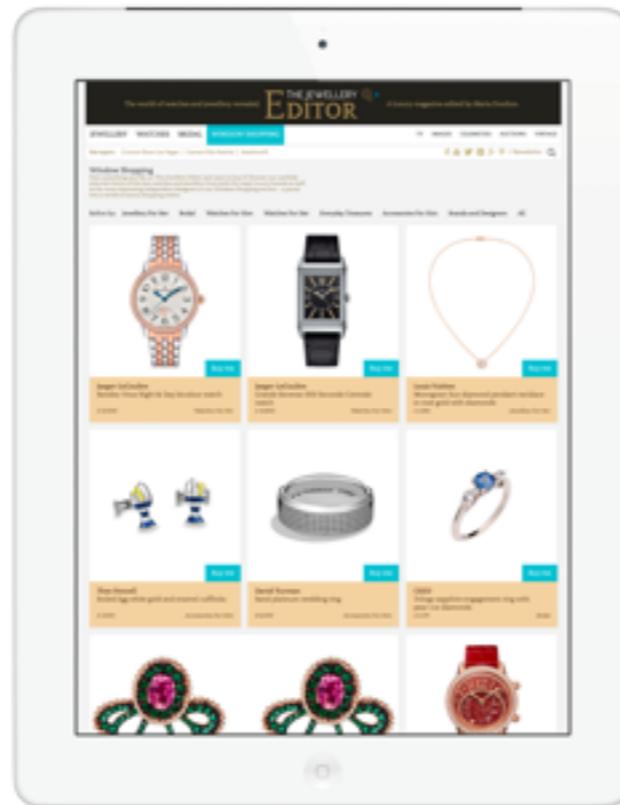
The Brand

Ongoing production of Product Reviews in our Window Shopping Section that will **redirect in two clicks** to the brand e-commerce platform

Committing to a minimum spend of **£20,000 net per year** on Native Content

150 words Product Reviews written by our expert editorial team. Related articles and videos displayed in the review if applicable. Permanently searchable & SEO optimised

Commission on all sold products: **10%** of the retail price



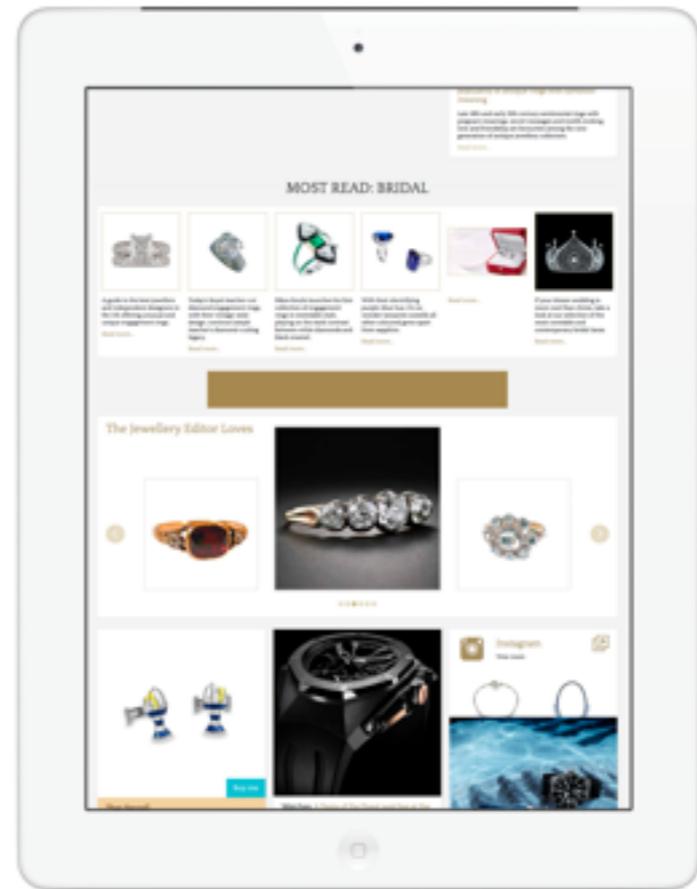
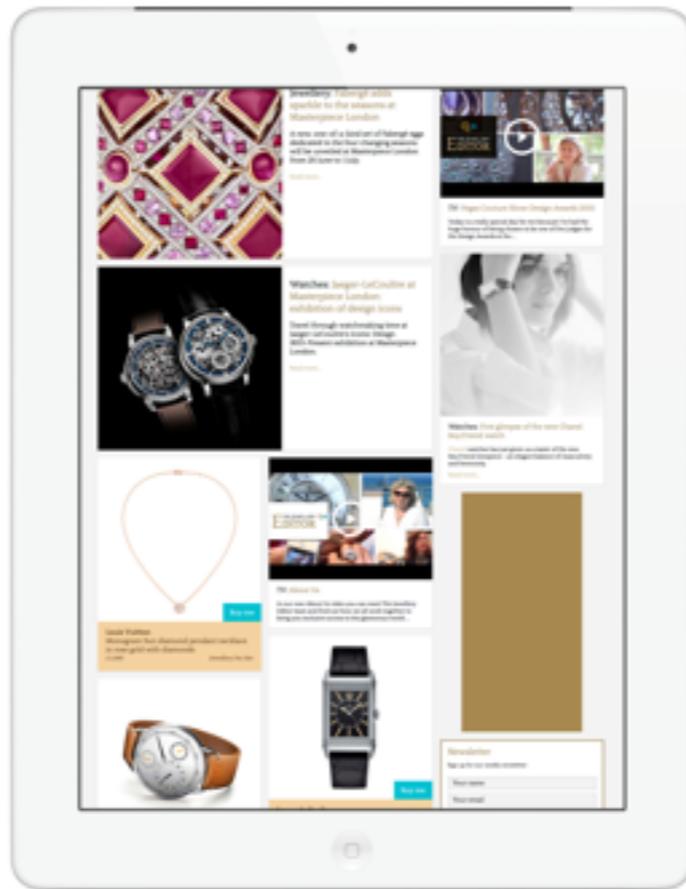
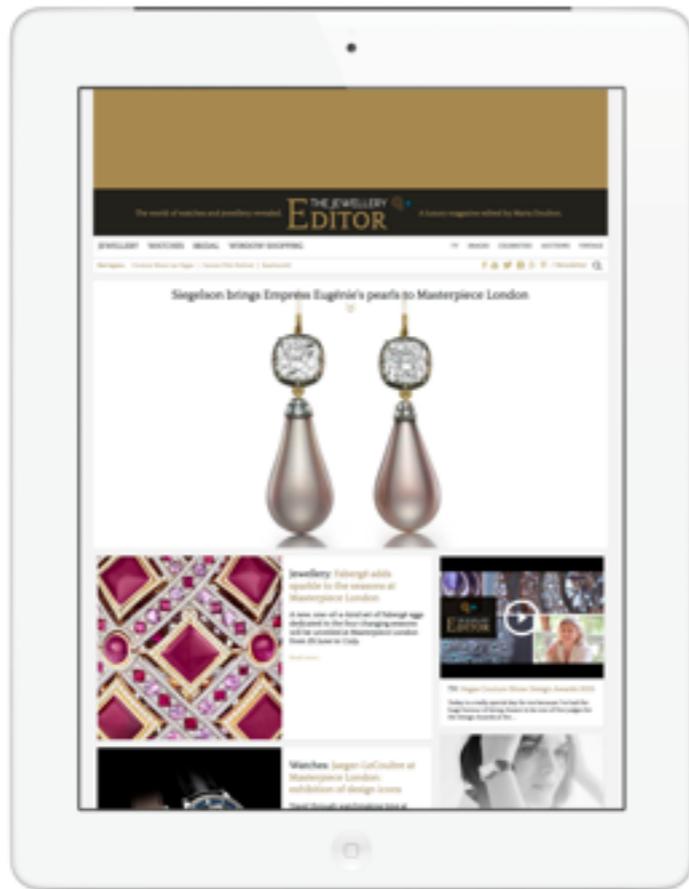
Liaising with our team to deliver a **trackable URL** for every product reviewed

Some Product Reviews placed on our **Home Page** to maximise the visibility. All product reviews to stay permanently in our Window Shopping section.

Ongoing **promotion** of the product reviews on the website and on all our Social Media channels

D Banners

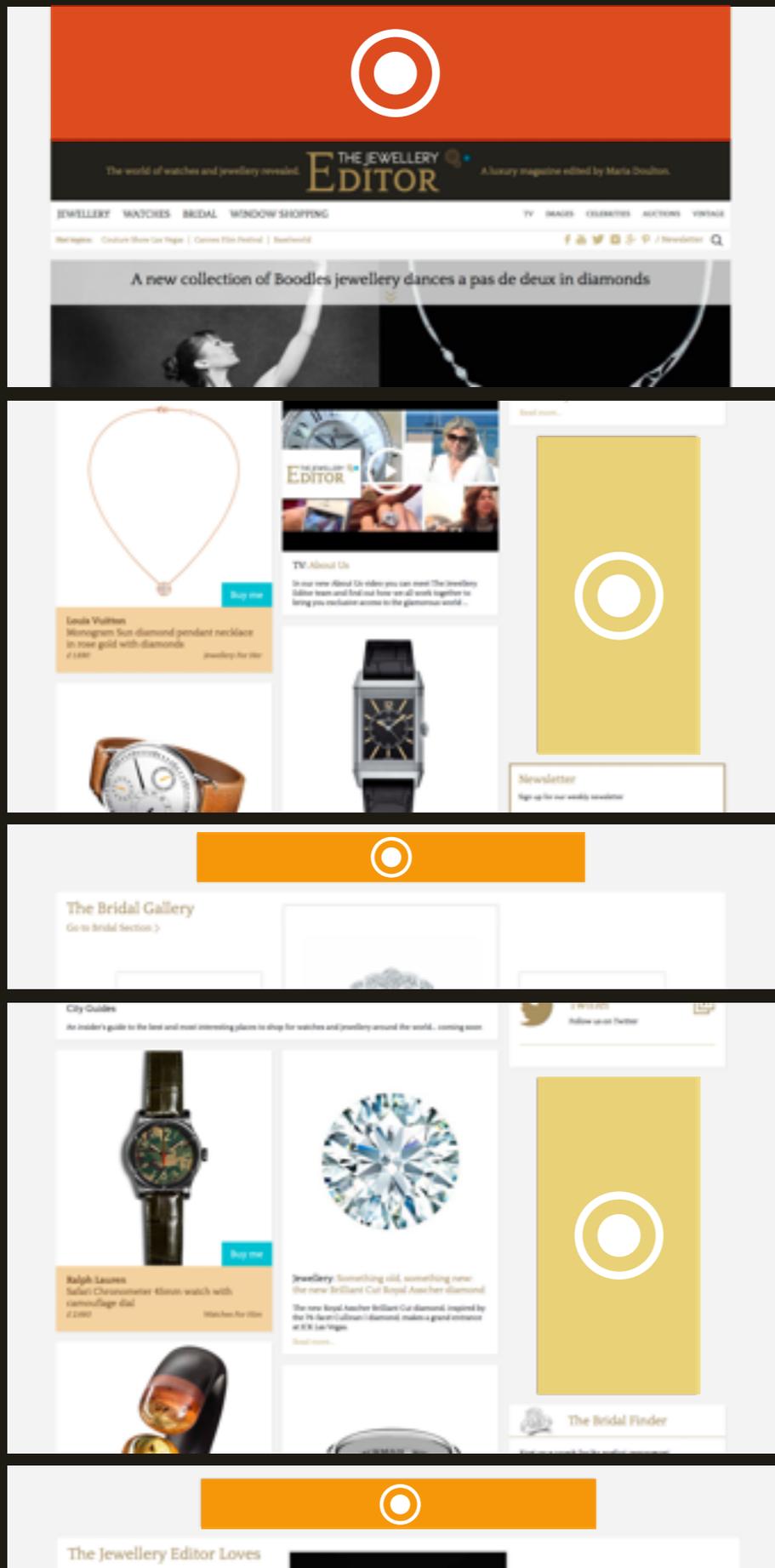
We sell banners across all sections of the website



Home Page Banners

5 Banners

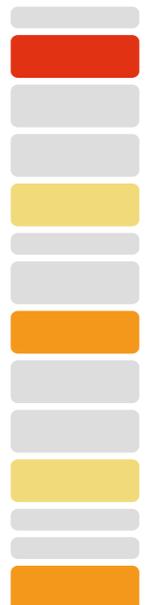
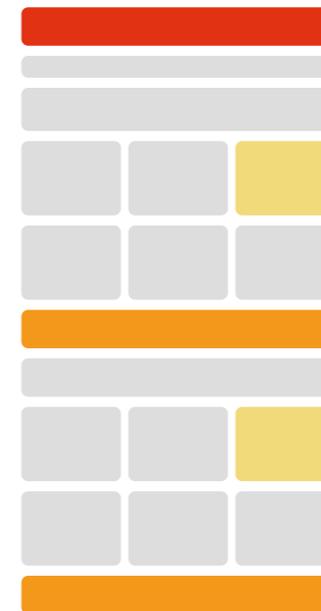
- 100% share of voice
- Full Takeover with up to 5 spaces
- Unused boxes will automatically be filled with Jewellery Editor material



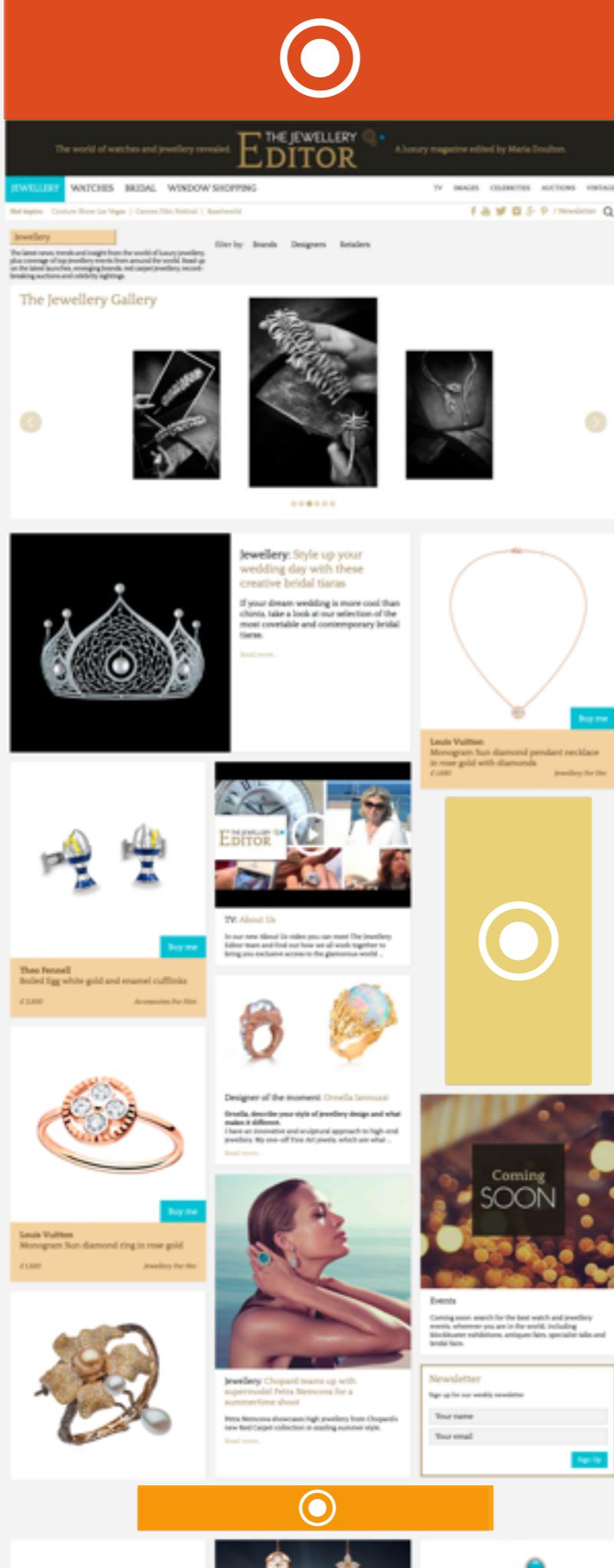
DESKTOP & TABLET

MOBILE

- ✓ Placement
 - 1 Top banner
 - 2 Wide banner
 - 2 Grid banner



- ✓ Price
 - £4,000 per week



Inside Page Banners:

Jewellery - Watches - Bridal - Vintage - Celebrities - Auctions - City Guides - Event

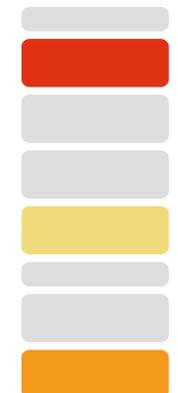
3 Banners

- Include 3 spaces in interior page
- 100% share of voice

DESKTOP & TABLET

MOBILE

- ✓ Placement
 - 1 Top banner
 - 1 Wide banner
 - 1 Grid banner



- ✓ Price
 - £1,500 per week

Inside Page Banners:

Windows Shopping – Images – Hot topics – Videos – Glossary

1
Banner

- Include 1 space in interior page
- 100% share of voice

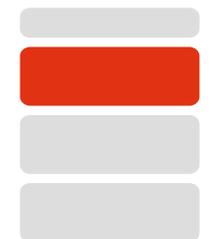
✓ Placement

- 1 Top banner

DESKTOP & TABLET



MOBILE



✓ Price

£1,500 per week

