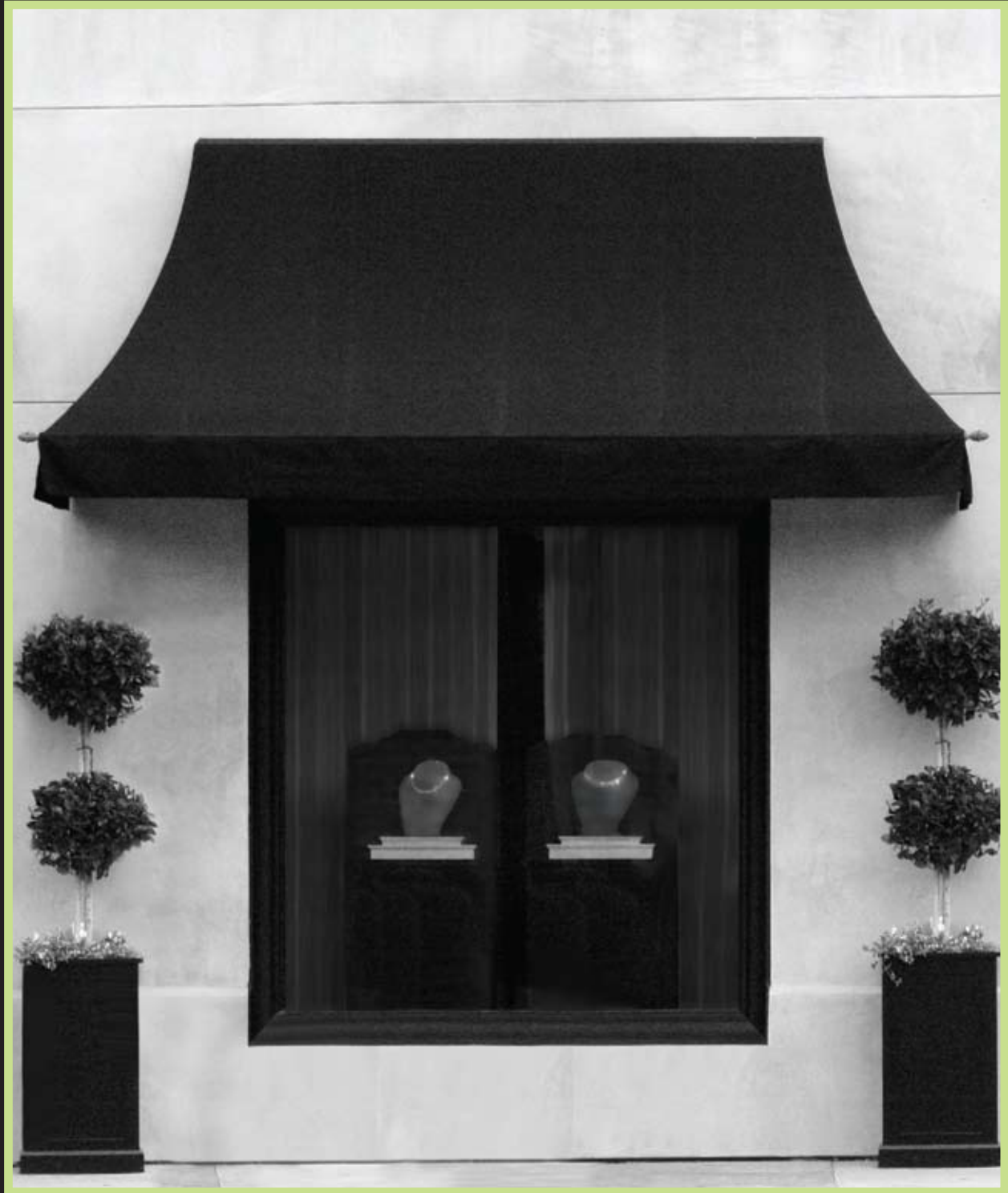


Limited Edition

Luxury Lifestyle Magazine



2008 MEDIA KIT
BY THE JQ PUBLISHING GROUP

Limited Edition

LUXURY LIFESTYLE MAGAZINE

CUSTOM PUBLISHING PROGRAM 2008

Let the JQ Publishing Group help you create a custom publication with the same high quality and sophistication as *JQ International Magazine*. Our established *Limited Edition* custom lifestyle magazines build brand loyalty, educate your customers and maximize your jewelry sales for virtually little to no cost via co-op advertising dollars. Plus, *Limited Edition* publications are regionally exclusive for participating retailers. No other jeweler in your area will have them! Participating retailers also have the option to produce a spring release, holiday release, or both, mailed to a retailer-supplied database of repeat customers.

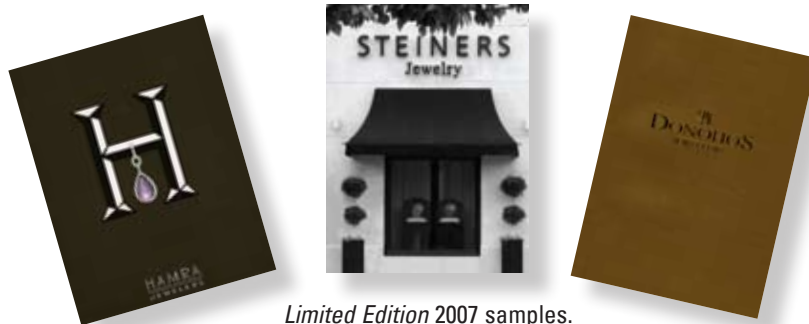
Within this media kit, you'll find all of the information you need to become one of our *Limited Edition* marketing partners.

CUSTOMIZATION

Each *Limited Edition* is customized to brand your store image. Advertising and editorial feature only those vendors carried by your store(s). Product and model photography are selected from JQ Publishing Group's archive of photos taken expressly for the magazine or from any previous issues of *Limited Edition* or *JQ International Magazine*. You will work directly with our staff to approve all images and copy before printing. To view previous *Limited Edition* sample pages, visit JQIntl.com, and click on the "JQ Custom Publishing" link in the left-hand column.

PRICING

Since *Limited Edition* is a custom project which depends on the individual retailer's needs, JQ Custom Publishing will provide a quote to interested retailers based on their specific requirements on the number of pages, total quantity and photography requirements.



Limited Edition 2007 samples.

"The JQ custom catalogs have been a tremendous marketing tool for our business over the last four years. The opportunity to create a publication completely catered to reflect our business has set us apart from other retailers. We not only use our Limited Edition publications for the holidays, but throughout the year for promotional events. We can always count on customers coming into our store with the catalogs and asking to buy jewelry they saw in them. The JQ team is not only creative but professional and easy to work with and the publication is top quality. I can't imagine our business without JQ!"

Shawna Droese, owner,
Steiners Jewelry

"Our Limited Edition holiday lifestyle magazine provided an exciting way to announce our new luxury product lines. This was our first custom lifestyle magazine; the design, photography and print quality far exceeded what we expected. We received many favorable comments about the publication and are continuing to use some remaining copies in our stores after the holiday season."

Sophie Shor, owner,
Roman Jewelers

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ADVERTISING

Limited Edition by the JQ Publishing Group offers brand advertising as a means for you to obtain co-op reimbursement from your vendors. Most jewelers charge their vendors \$2,500 for a full-page advertisement. Some of our retail partners have established special charges for premium positioning in the magazine.

The JQ Publishing Group will facilitate in marshaling these co-op dollars, but it will be necessary for a member of your organization to obtain final commitments for vendor participation. We can then work together to target participants and collect creative materials.

EDITORIAL

Editorial is the key to selling your jewelry and maintaining your credibility. Our editorial team creates the feature stories included in each *Limited Edition*. Participating retailers are encouraged to supply supplemental editorial such as store events, local charity work and other community-oriented topics. Please note: Editorial is not guaranteed, nor subject to approval by vendors.

ADDITIONAL OPTIONS

Because *Limited Edition* is a custom publication, we can fulfill most all of your marketing desires. Some jewelers have included a special cover, perforated price list or Wish Card in their magazines. Just ask—specialty quotes are given upon request.

To learn more about the JQ *Limited Edition* custom publishing program or to view additional samples, visit JQIntl.com. To set up a trade show meeting or an in-store appointment, please contact Debbie Rittenberg, publisher, Custom Editions, *JQ International Magazine*, at 215.860.0306 or drittenberg@m2media360.com.

The JQ Publishing Group reserves the right to decline services at our discretion. This document is strictly informational.



Sample *Limited Edition* 2007 Interior Spreads.

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DIGITAL FILES: Limited Edition by the JQ Publishing Group will only accept high-resolution PDF files. Native application files will not be accepted. Files must be distilled using Acrobat Distiller and must adhere to the specifications below.

- All high-resolution images and fonts must be included when the PostScript file is saved
- Only use PostScript Type 1 Fonts. No TrueType fonts or Font Substitutions are allowed
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS wbetween 300-400 dpi
- Total area density should not exceed SWOP 300% TAC
- No RGB or JPEG images. Do not nest EPS file into other EPS files, do not embed ICC profiles
- Right Reading, Portrait Mode, 100% Size, No Rotations
- Media: Compact Disks (CD) sent to address below, or contact the Ad Production Dept. at rwalton@m2media360.com or 415.839.5060 for FTP instructions.

AD SIZE:

Full Page
10.875" deep

BLEED

8.5" wide x 11.125" deep

TRIM SIZE

8.25" wide x 10.875" deep

SAFETY: The safety margin for live material should be 5/8" (includes bleed) in from edge. All type should be within this margin. All traps set at .144. Convert all colors to CMYK. We print spot colors for special projects only. Any material submitted with spot colors will be converted to CMYK when printed and colors may shift. JQ International Magazine cannot be responsible for trimmed live matter if safety margin is not adhered to.

PROOFS: All ads must be accompanied by a color proof. The JQ Publishing Group will accept color proofs such as a HP5000, a Kodak color proof, or a Cromalin® matchprint. The JQ Publishing Group cannot be responsible for color of ad if proof is not provided. There is up to a 10% color variance with standard printing.

GRAPHIC SERVICES: Available at \$95 per hour, plus material requirements. Call for a special quote.



Sample Limited Edition 2007 spreads.

