

WHY

ADVERTISE WITH IDEX

TARGET JEWELRY RETAILERS AND DIAMOND TRADERS WITH YOUR ADS

IDEX is a leading diamond-trading platform for professionals worldwide, featuring live supply listings, real time pricing information, unique online transactional capabilities and more.

Alongside its core function as a diamond trading platform, IDEX is a valuable resource for news, information and industry commentary, offering in-depth analysis and expertise across the whole pipeline, from mining to retailing.

IDEX's website receives more than 1 million monthly impressions. IDEX news and eMagazine reach a readership of more than 70,000, and you can be part of it.



FIND OUT MORE ABOUT OUR ADVERTISING CHANNELS



DIAMOND TRADING NETWORK

**Put your ad where
the buyers are**

Comprising more than 650,000 diamonds, the IDEX Trading Platform features complete supplier details, fully scanned certificates and diamond images. This is where the industry comes to do business and who better to do it with than you?



IDEX MAGAZINE

**Reach 70,000+
readers instantly
with IDEX Magazine**

With its all-digital format, IDEX Magazine offers customized advertising opportunities – including interactive links and video advertising, allowing businesses to meet all of their marketing needs in an environmentally friendly way.



WEEKLY NEWSLETTER

**Reach the inboxes
of the entire
diamond and
jewelry industry**

Reaching 70,000+, the IDEX Newsletter recaps the week's most important news featured on idexonline.com in an easy-to-read digest. The combination of news and banners means your ad will reach the right potential customers for you.



PRICE REPORT

**Our monthly price
report is followed
by diamond buyers
worldwide**

Published monthly, this reliable transparent and unbiased pricing tool is based on price changes as seen on IDEX's Trading Platform.



MOBILE APP

**This free Android
and Apple app
allows registered
IDEX users to
easily search for
diamonds and post
buy requests on the
go**

Users can publish and edit buy requests, access the IDEX Price Report Calculator and see IDEX's news feed, making it a prime advertising spot.



TRADE FAIR GUIDE

**The IDEX Trade Fair
Guide is a month-
by-month calendar
of all the major gem
and jewelry fairs
taking place around
the world**

As industry players consult the online calendar throughout the year in order to keep up with the shows, your ad gets constant exposure and attracts potential customers.

IDEX DIAMOND TRADING NETWORK

PUT YOUR AD WHERE THE BUYERS ARE

WITH MORE THAN 1 MILLION MONTHLY IMPRESSIONS, IDEXONLINE.COM IS A GREAT ADVERTISING OPPORTUNITY. BANNER OPTIONS INCLUDE THE HEAVILY TRAFFICKED TRADING NETWORK WITH MORE THAN \$5 BILLION WORTH OF INVENTORY, AS WELL AS A THRIVING NEWSROOM AND THE INDUSTRY'S SOURCE OF DIAMOND PRICING INFORMATION.

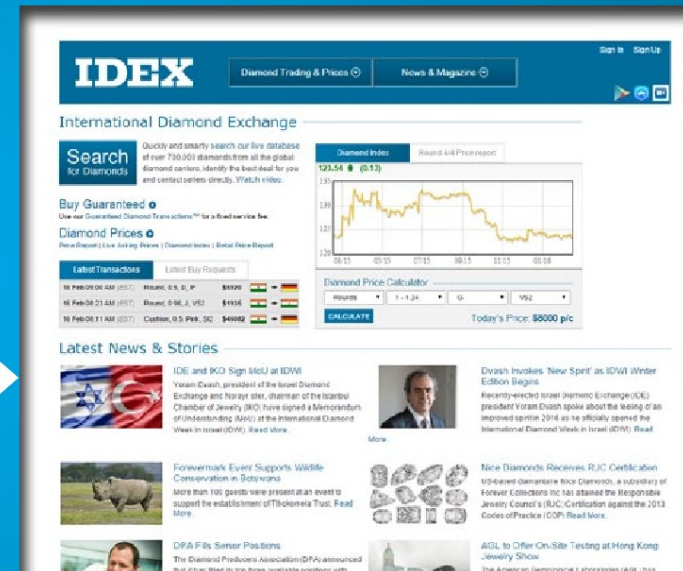
Idexonline.com Homepage Premium Locations*:

- Top Frame on Homepage and across the website – up to 12 rotating ads: \$1,400
- Homepage Exclusive Button – 4 non-rotation spots: \$2,000
- Homepage Exclusive Top Frame – 2 non-rotation spots: \$3,800

Idexonline.com Special Locations*:

- Diamond Trading Network – up to 12 rotating ads: \$2,000
- Newsroom Exclusive – up to 4 non-rotation spots: \$1,600
- Newsroom Rotation – up to 15 rotating ads: \$950
- Diamond Trading Drop Menu Exclusive – 1 non-rotation spot: \$1,300

*All prices are per month.



IDEX MAGAZINE

IDEX ANNUAL TRADE FAIR GUIDE

- Full page – \$1,650
- Guaranteed location – \$1,820
- Trade Fair Guide Mailer
Exclusive Banner
reaches 70,000+ inboxes - \$1,650\$

IDEX MAGAZINE: REACHES 70,000 + READERS MONTHLY

A MONTHLY, INTERACTIVE PUBLICATION TAKES AN INFORMED AND IN-DEPTH LOOK AT THE MAJOR TOPICS AFFECTING THE DIAMOND AND JEWELRY INDUSTRY, AS WELL AS KEEPING READERS UP-TO-DATE WITH A RANGE OF ORIGINAL CONTENT AND ANALYSIS.

The interactive format extends to our advertising possibilities, which include adverts, links, embedded videos and sound, extensive image galleries, html/flash add-on animations. In fact, pretty much everything you can think of.

Full page – \$1,650 | **Guaranteed location** – \$1820 | **Video on ad** – \$500 | **Animation on ad** – from \$150



BANNER

4% CTR

Two rotating
banners on
Magazine page:
\$1,850



MAGAZINE MAILING

14% OPENING RATE

One exclusive
banner: \$1,650





IDEX

NEWSLETTER, PRICE REPORT & MOBILE APP

NEWSLETTER:

THE FLAGSHIP OF THE
IDEX NEWS DEPARTMENT,
SENT EVERY THURSDAY
AND REACHES MORE THAN
70,000 INDUSTRY PLAYERS
INSTANTLY.

Right Half-skyscraper Exclusive:

Top Banner \$1,600 / 2nd spot \$1,400

Left Exclusive Box: \$1,100

Horizontal Banners: up to 16 ads
rotating weekly: \$950

MOBILE APPLICATION

EASILY SEARCH FOR
DIAMONDS AND POST BUY
REQUESTS ON THE GO.

Up to 5 rotating ads: \$500

PRICE REPORTS

EXCLUSIVE BANNER ON IDEX
PRICE REPORT MAILING.

Minimum 3 consecutive months: \$2,800





TURBO PACKAGE DEALS



**TURBO PACKAGE
DEALS MUST BE
RESERVED FOR A
MINIMUM OF 6
MONTHS**

RUN OF BANNERS

**IN VARIOUS LOCATIONS ON
WWW.IDEXONLINE.COM**

Including on Diamond Trading Platform,
Diamond Prices and in Newsroom.
A horizontal banner in the weekly
Newsletter.

Price per month is \$ 1,250

RUN OF IDEX MEDIA

**FULL PAGE AD IN IDEX
MAGAZINE AND IN VARIOUS
LOCATIONS ON WWW.
IDEXONLINE.COM**

Including on Diamond Trading Platform,
Diamond Prices and in Newsroom.

Price per month is \$ 2,250



IDEX DIAMOND TRADING NETWORK

NEWSLETTER, PRICE REPORT & MOBILE APP RATE CARD



LOCATION	COST PER MONTH	MAXIMUM ADVERTISERS	DESCRIPTION
Diamond Trading Platform (Search for Diamonds & Buy Requests)	\$2,000	10	Top frame and page bottom rotation
Homepage Top Frame	\$1,400	12	Also appears on Login, Welcome, My Account, Search & Results of News and Archive, Affiliate and Industry Links
Exclusive Top Frame	\$3,800	1	2 non-rotation spots at Homepage Top frame
Diamond Trading Drop Menu Exclusive	\$1,300	1	One non-rotation spot on drop-down menu in Diamond Trading Platform (Search for Diamonds & Buy Requests)
Homepage Exclusive Button	\$2,000	1	4 non-rotation spots above scroll line
Homepage Rotation Button	\$950	15	A button banner visible above scroll line
Newsroom	\$950	16	4 banner locations on the Newsroom main page and one in full articles
Newsroom Exclusive	\$1600	1	Up to 4 non-rotation spots on the Newsroom main page and in full articles
Homepage Base	\$450	10	Appears at the bottom of the Homepage
Diamond Prices	\$750	10	4 spots: Price list pages, the Diamond Index page
Members Directory	\$350	5	Top frame
Advertise	\$350	5	Top frame of three pages
Newsletter	\$950	16	Horizontal banner in the body of Newsletter, rotating weekly
Newsletter Left Column	\$950–\$1,100		Box banner spots on the left. Prices vary for each spot
Newsletter Right Column	\$1400–\$1,600		Half-skyscraper banner spots on the right. Prices vary for each spot
Price Report Mailing Exclusive	\$2,800	1	Exclusive Banner on Diamond Monthly Price Report mailing
IDEX Mobile Application	\$500	5	Appears at the bottom of the Mobile App screens

The following advertising rates are valid until December 31, 2016. All rates are in US\$, excluding VAT/sales tax.

IDEX MAGAZINE

RATE CART

Size/Location	Cost per month
Full Page	\$,1650
1/2 page	\$,890
Guaranteed Location	\$1,850
Inside Front Cover	\$4,500
Next to Inside Front Cover	\$3,350
Double Spread	\$2,400
Strip (Horizontal or Vertical)	\$300
Exclusive Banner on IDEX Magazine Monthly Mailing	\$1,650
Two Non-Rotation Banners on magazine.idexonline.com	\$1,850

The following advertising rates are valid until December 31, 2016.
All rates are in US\$, excluding VAT/sales tax.

GRAPHIC REQUIREMENTS FOR IDEX MAGAZINE ADS & BANNERS

Full Page: 21cm x 27cm | 8.2'x10.6'

Double Spread: 42cm x 27cm | 16.5'x10.6'

½ Page Vertical: 10.5cm x 27 cm | 4.1'x10.6'

½ Page Horizontal: 21cm x 13.5cm | 8.2'x5.3'

Horizontal Strip: 21cm x 3cm | 8.3'x1.2'

Vertical Strip: 3cm x 27cm | 1.2'x10.6'

File format: PDF | **Resolution:** 150 DPI | **Colors:** RGB

Fonts: To get the most from digital advertising, we do not recommend the use of thick or small fonts in your artwork.

Links: Add icons to your artwork to link to social media accounts, mobile applications etc.

Videos: Mp4 or Vimeo/Youtube ID | **Audio:** Mp3

Add-ons and animations: Html5 or Flash 10. Please note that flash animations will not display on devices or mobile.

Image galleries: Images in jpeg or png format, 72-150 dpi.

IDEX MAGAZINE BANNER:

Full banner: 468x60

Acceptable formats: jpeg, gif, flash. Animation accepted. Please note that flash files are not displayed on mobile and devices.

IDEX MAGAZINE & TRADE FAIR GUIDE MAILINGS

Full banner 468x60

Acceptable formats: jpeg, gif. No flash accepted.



GRAPHIC REQUIREMENTS



IDEX TRADING NETWORK

Full Banner: 468 (w) x 60 (h)

Exclusive Locations:

Homepage Button Banner: 120x60

Homepage Top Frame Exclusive Banner 240x60

Newsroom Exclusive Banner 265x60

Drop-down Menu Banner 307x64

Acceptable Formats: jpeg, gif, flash. Animation accepted. Please note that flash files are not displayed on mobile and devices.

IDEX NEWSLETTER

Full Banner: 468x60

Right-hand Exclusive Banner: 140x300

Left-hand Exclusive Banner: 125x125

Acceptable Formats: jpeg, gif. No flash accepted.

IDEX MOBILE APPLICATION

Full Banner: 468x60

Acceptable formats: jpeg, gif. No flash accepted.

IDEX PRICE REPORT

Full Banner 468x60

Acceptable formats: jpeg, gif. No flash accepted.



FOR MORE INFORMATION PLEASE CONTACT
advertise@idexonline.com