

# Jewelers' Circular - Keystone

## GEOGRAPHIC ANALYSIS

The *Jewelers' Circular-Keystone (JCK)* list contains retail jewelers large and small, and other management and sales personnel within jewelry wholesaling and manufacturing firms. This award-winning magazine is the only jewelry industry publication with 100% paid circulation.

*Jewelers' Circular-Keystone (JCK)* provides these store owners and managers with essential marketing, management, and product information to operate their jewelry stores most profitably. Their concerns lie in areas of their retail business such as diamond grading and appraisals, insurance, personnel policies, store design and security, inventory control, selling strategies, merchandising, and marketing.



- ◆ *Jewelers' Circular-Keystone's (JCK's)* direct mail-sold subscribers are buyers of:
  - ◆ All Jewelry Related Products
  - ◆ Glassware & China
  - ◆ Gemstones
  - ◆ Flatware
  - ◆ Diamonds
  - ◆ Watches & Clocks
  - ◆ And More!
- ◆ In addition, they are excellent prospects for:
  - ◆ Small Business Management Supplies
  - ◆ Store Equipment, Supplies & Displays, & Instruments
  - ◆ Insurance & Finance Offers
  - ◆ Business Forms & Stationery
  - ◆ Sales & Marketing Publications/Seminars
  - ◆ Personal Computers & Software

*Jewelers' Circular-Keystone* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 19,065**

**Base Price: \$115/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/Telemarketing: \$215/M

State	ZIP Code	Individuals
ME	039-049	76
NH	030-038	100
VT	050-059	33
MA	010-027	418
RI	028-029	128
CT	060-069	229
<b>New England</b>		<b>5.2% 984</b>
NY	100-149	1,914
NJ	070-089	611
PA	150-196	674
<b>Middle Atlantic</b>		<b>16.8% 3,199</b>
OH	430-458	712
IN	460-479	253
IL	600-629	639
MI	480-499	435
WI	530-549	262
<b>East North Central</b>		<b>12.1% 2,301</b>
MN	550-567	272
IA	500-528	132
MO	630-658	285
ND	580-588	22
SD	570-577	31
NE	680-693	85
KS	660-679	142
<b>West North Central</b>		<b>5.1% 969</b>
DE	197-199	44
MD	206-219	256
DC	200-205	37
VA	220-246	371
WV	247-268	54
NC	270-289	423
SC	290-299	178
GA	300-319	352
FL	320-349	1,360
<b>South Atlantic</b>		<b>16.1% 3,075</b>
KY	400-427	141
TN	370-385	264
AL	350-369	174
MS	386-397	77
<b>East South Central</b>		<b>3.4% 656</b>
AR	716-729	108
LA	700-714	209
OK	730-749	159
TX	750-799	1,050
<b>West South Central</b>		<b>8.0% 1,526</b>
MT	590-599	72
ID	832-838	61
WY	820-831	28
CO	800-816	366
NM	870-884	146
AZ	850-865	354
UT	840-847	112
NV	889-898	143
<b>Mountain</b>		<b>6.7% 1,282</b>
AK	995-999	55
WA	980-994	323
OR	970-979	232
CA	900-961	3,131
HI	967-968	155
<b>Pacific</b>		<b>20.4% 3,896</b>
<b>United States</b>		<b>93.8% 17,888</b>
<b>U.S. Territories</b>		<b>0.6% 117</b>
<b>Canada</b>		<b>3.1% 584</b>
<b>Mexico</b>		<b>0.1% 24</b>
<b>Other International</b>		<b>2.4% 452</b>
<b>APO/FPO</b>		<b>— —</b>
<b>Unknown</b>		<b>— —</b>
<b>Total</b>		<b>100.0% 19,065</b>

### SEE ALSO:

**DecisionMaker® Management Marketplace Database**

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

## Business Type

Antique Dealer/Art Gallery	73
Appraisal Services/Gemologist	120
Designer	358
Gift, Novelty, Souvenir Shop	132
Independent Retail Jeweler/Retail Store	8,802
Mail Order House	119
Manufacturer	303
Manufacturer's Salesman, Representative, Agent	303
Miscellaneous Retail	184
Miscellaneous/Association/Banks/ Legal Services Trade	701
Manufacturer/Goldsmith/Trade Shop/ Contractor	1,156
Pawn Shop/Broker	144
Repair Exclusively	360
Retail Jewelry Chains	488
Retailer	1,311
Student/College, University, Libraries	95
Wholesaler/Distributor/Importer/ Dealer	1,392
Wholesale	344
Wholesaler Salesman	119

## Title

Buyer	125
Chairman/CEO/COO/President	633
Owner/Co-Owner/Partner/Co-Partner	4,640
Store Manager	497
VP Store Operation	306

## Employee Size

Less than 20	4,487
20-49	280
50-99	100
100-249	143
250-499	67
500-999	28
More than 1,000	99

## Sales Volume

Less than \$1 Million	3,526
\$1 Million-\$9 Million	923
\$10 Million-\$49 Million	161
\$50 Million-\$249 Million	68
\$250 Million-\$1 Billion	70
More than \$1 Billion	96