

# Rock&Gem



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*Media Kit*

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## People turn to us for something different.

At **Rock & Gem**, we believe and encourage the mindset that all are welcome. Every day rockhounds with a casual interest, to seasoned professionals in fields related to rockhounding and lapidary, everyone has a seat at the table and is invited to participate.

Our approach to supporting advertisers is through tailored, innovative, engaging, and multimedia promotional strategies.

**Living life fully involves being inspired, informed, and entertained.**

We reach  
40,000 rockhound  
enthusiasts

*Print*

15,000+

*Digital*

25,000+

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Our magazines are distributed  
to & available at key retailers  
nationwide:

**PETSMART  
PETCO  
TRACTOR SUPPLY CO.  
BARNES & NOBLE  
TARGET  
WALMART  
ORSCHLON FARM & HOME  
BLAINES FARM & FLEET  
RURAL KING**

Sources: Google analytics and social media site metrics



## Our audience 'digs' rocks, and we 'dig' them.

The rockhounding community we serve is filled with people who are passionate about geological treasures. Regardless, if their primary interest is adding to their collections, attending shows and visiting shops, spending time digging for rocks and minerals, learning about the science behind specimens, working with stone to create lapidary art and jewelry, or all of the above, they are intrigued and seek to continually learn and connect with other rockhounds.

8,236	Avg. monthly unique visitor
16,487	Avg. monthly page views
40%	Percentages of visitors on mobile devices
5,750	Newsletter Subscribers
12,885	FB Likes
13,273	FB Followers
115	Twitter Followers - (New platform)
245	Instagram - (New platform)

Sources: Google analytics and social media site metrics





# Advertiser Spotlight and Product Showcase

Print media allows brands to reach our community of rockhounding enthusiasts in unique and engaging ways. We offer standard units, as well as tailored presentations.

## *Advertising opportunities*

- Standard display
- Custom content
- Quarterly special section
- Inserts
- Sponsorships



# Digital Issue

With our new digital editions, each print issue is faithfully replicated, with options to amplify your advertising message with video or animation. Readers can also access an archive of back issues, providing added exposure and lasting impressions for our advertising partners long after the printed edition disappears from newsstands.

## *Advertising opportunities*

- Sponsored launch image
- Edition sponsorships
- Banner ads

## *Available On*



APPLE APP STORE



GOOGLE PLAY



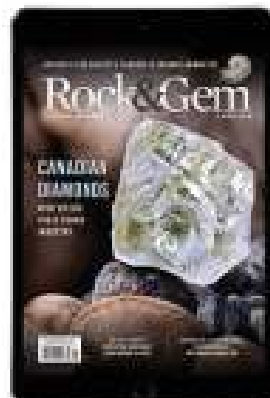
KINDLE



POCKETMAGS



ISSUU





## Web & Social Platforms

Our site allows companies to interact directly with our audience thanks to a responsive design and accessibility across all devices. We specialize in helping drive brand awareness and engagement through integrated digital programs and will create a custom program tailored to your mission.

Our audiences love everything from insightful stories about rockhounding adventures, collecting experiences and lapidary work and informative scientific articles to inspiring how-to features, and simply entertaining and engaging dialogue. This is where these audiences want to engage – catch their attention on social media.

### *Advertising opportunities*

- Native content
- Banner ads
- Social media promotional campaigns
- Weekly e-newsletter
- Stand-alone dedicated e-blasts
- Featured blog sponsorships







# Editorial Calendar

## January

- Bonus distribution: Quartzite Pow-Wow
- Junior Rockhound profile column

**Ad Close Date:**

November 7, 2019

**Materials Due Date:**

November 18, 2019

**On Newsstand Date:**

December 24, 2019

## February

- Special Section: Tools of the Trade (Advertorial section featuring profiles of people using various types of rockhounding and lapidary equipment, tools and supplies).
- Faceting Focus Column.

- Bonus distribution: Tucson Gem and Mineral Show

**Ad Close Date:**

December 5, 2019

**Materials Due Date:**

December 12, 2019

**On Newsstand Date:**

January 21, 2020

## March

- Special Focus: Fluorescence

**Ad Close Date:**

January 9, 2020

**Materials Due Date:**

January 16, 2020

**On Newsstand Date:**

February 25, 2020

## April

- Special Focus: Continuing education (Benefits and opportunities related to taking classes related to rockhounding and lapidary work)
- Faceting Focus column

**Ad Close Date:**

February 6, 2020

**Materials Due Date:**

February 13, 2020

**On Newsstand Date:**

March 24, 2020

## May

- Special Section: Tools of the Trade
- Junior Rockhound profile

**Ad Close Date:**

March 5, 2020

**Materials Due Date:**

March 12, 2020

**On Newsstand Date:**

April 21, 2020

## June

- Special Focus: Rock and Mineral Shows (Tips for vendors and attendees, best show memories, shows celebrating milestones) Includes bonus distribution to shows

**Ad Close Date:**

April 9, 2020

**Materials Due Date:**

April 16, 2020

**On Newsstand Date:**

May 26, 2020

## July

- Junior Rockhound profile
- Faceting Focus acolumn

**Ad Close Date:**

May 7, 2020

**Materials Due Date:**

May 14, 2020

**On Newsstand Date:**

June 23, 2020

## August

- Special Section: Tools of the Trade

**Ad Close Date:**

June 4, 2020

**Materials Due Date:**

June 11, 2020

**On Newsstand Date:**

July 21, 2020

## September

- Junior Rockhound profile

**Ad Close Date:**

July 7, 2020

**Materials Due Date:**

July 16, 2020

**On Newsstand Date:**

August 25, 2020

## October

- Bonus distribution: Denver Gem Show
- Faceting Focus Column

**Ad Close Date:**

August 6, 2020

**Materials Due Date:**

August 13, 2020

**On Newsstand Date:**

Sept. 22, 2020

## November

- Special Section: Tools of the Trade
- Parting Shot of the Year Contest (Vote for the Best Parting Shot)

**Ad Close Date:**

September 3, 2020

**Materials Due Date:**

September 10, 2020

**On Newsstand Date:**

October 20, 2020

## December

- Special Section: Agates
- Junior Rockhound profile

**Ad Close Date:**

October 8, 2020

**Materials Due Date:**

October 15, 2020

**On Newsstand Date:**

November 24, 2020

## January

- Special Section: Holiday Gift Guide
- Rock & Gem Sweepstakes Announcement

**Ad Close Date:**

November 5, 2020

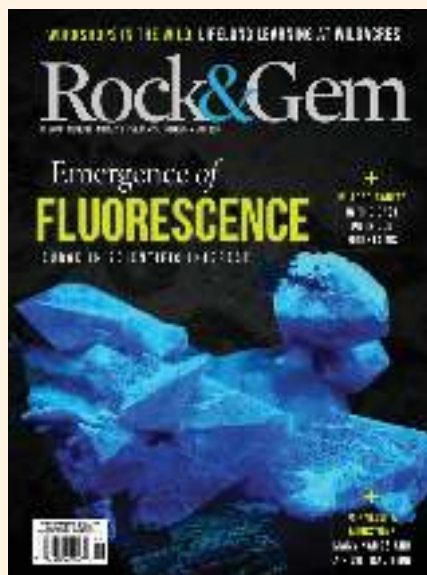
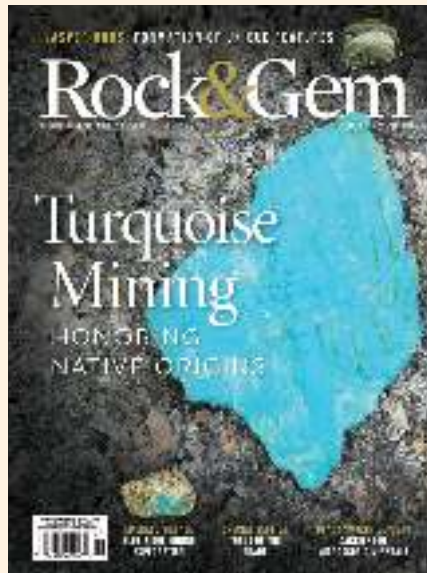
**Materials Due Date:**

November 12, 2020

**On Newsstand Date:**

December 22, 2020

# Let's Get Started



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