

RAPAPORT®

INFORMATION THAT MEANS BUSINESS®



MEDIA KIT 2026

MARKET INTELLIGENCE · PRICING · TRANSACTIONS

Contents

Who We Are	2
Rapaport.com	3
RapNet	4
Rapaport Magazine	5
Direct Market Engagements	6
Video	7
Social Media	9
Newsletters	10
Sponsored Content	11
Customized Solutions	12

Contact Us

advertising@rapaport.com



Meet our Team



David Small
VP of Rapaport
Information Services
david.small@rapaport.com



Dov Halickman
Digital Ad Sales
Account Executive
dov.halickman@rapaport.com



Leah Meirovich
Managing Editor
leah.meirovich@rapaport.com



Joshua Freedman
Senior Analyst
joshua.freedman@rapaport.com

Who We Are

Established in 1978, the Rapaport Group is an international network of companies providing added-value services that support the development of ethical, transparent, competitive and efficient diamond and jewelry markets.

We are a value-based organization that believes business is about creating a better world – not just making money.

With more than 20,000 clients in over 120 countries, the Rapaport Group is an innovative force for positive change. Our information and trading services have revolutionized the diamond industry by creating unprecedented transparency around pricing and product availability in the global market.

Why Rapaport Is Different

- ◆ Editorial insight informed by real trading activity
- ◆ Proprietary pricing, listings and market signals via RapNet
- ◆ A global audience that actively evaluates and transacts

Rapaport Information Services

The trade's primary source of diamond prices, research, analysis and news, as well as the home of *Rapaport Magazine*.

RapNet

The world's largest online diamond- and gemstone-trading marketplace, with over \$8 billion in daily listings.



RAPAPORT.COM

137K users per month

240K page views per month



RAPNET

167K users per month

4.5M page views per month



RAPAPORT MAGAZINE

92K print and digital readers worldwide



SOCIAL MEDIA

250K total followers on various platforms



NEWSLETTERS

58K weekly reach

Pricing, analysis and news for the diamond and jewelry industry. Rapaport.com connects editorial coverage with live pricing trends, market data, and trading behavior across the Rapaport ecosystem, reaching decision-makers at moments when insight drives action.

Audience

137K users per month

240K page views per month

150K sessions



Rapaport.com Rates

POSITION	DIMENSIONS	MONTHLY RATE
Top Billboard Homepage, News, Analysis, Streaming	1200 x 250	\$10,000
Top Billboard Magazine, Library	1200 x 250	\$5,000
Middle Billboard	970 x 90	\$2,500
Lower Billboard	1200 x 250	\$2,000
Horizontal Banner First Position	728 x 90	\$3,000
Tower Banner First Position	300 x 600	\$3,000
Inline Ads	1280 x 720	\$3,000

RAPNET

The largest and most trusted trading platform for diamonds, gems and jewelry. Home to over 12,200 verified diamond dealers and jewelry retailers from more than 100 countries, RapNet boasts 4.2 million total monthly engagements on its website and mobile app.

Audience

4.5M views per month

167K visitors per month

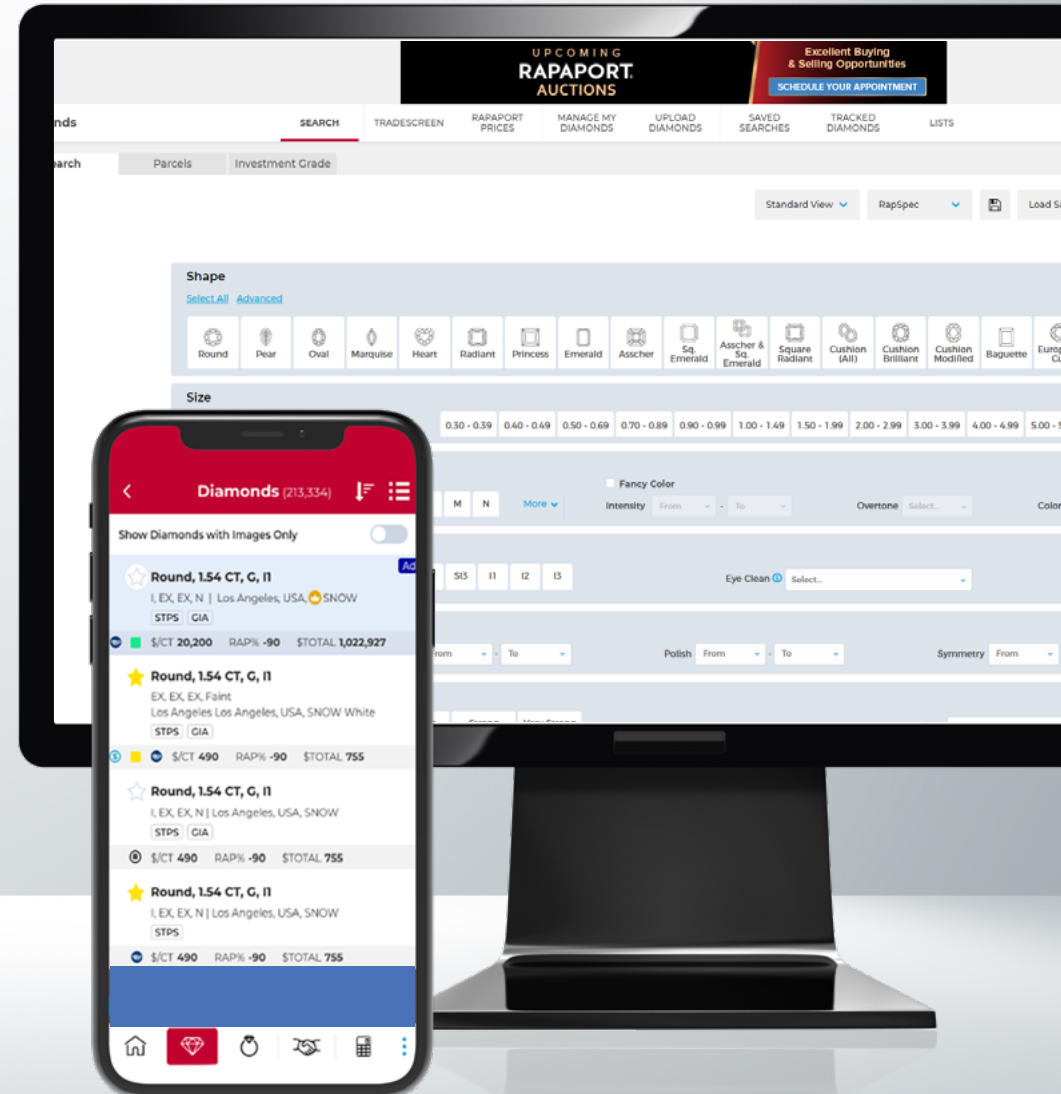
956K searches per month

1.4M sessions

3:14 session duration (mins.)

RapNet Rates

POSITION	DIMENSIONS	MONTHLY RATE
RapNet Run of Site	970 x 90, 728 x 90	\$3,000
RapNet Mobile	320 x 50	\$5,000



RAPAPORT MAGAZINE

An exclusive print and online magazine delivering pricing, supply and trend insights alongside editorial analysis for the diamond, gem and jewelry industry – anchored by the Rapaport Price List.

Audience

92K print and digital readers worldwide:

46%
retailers

38%
diamond
traders

15%
manufacturers
and others

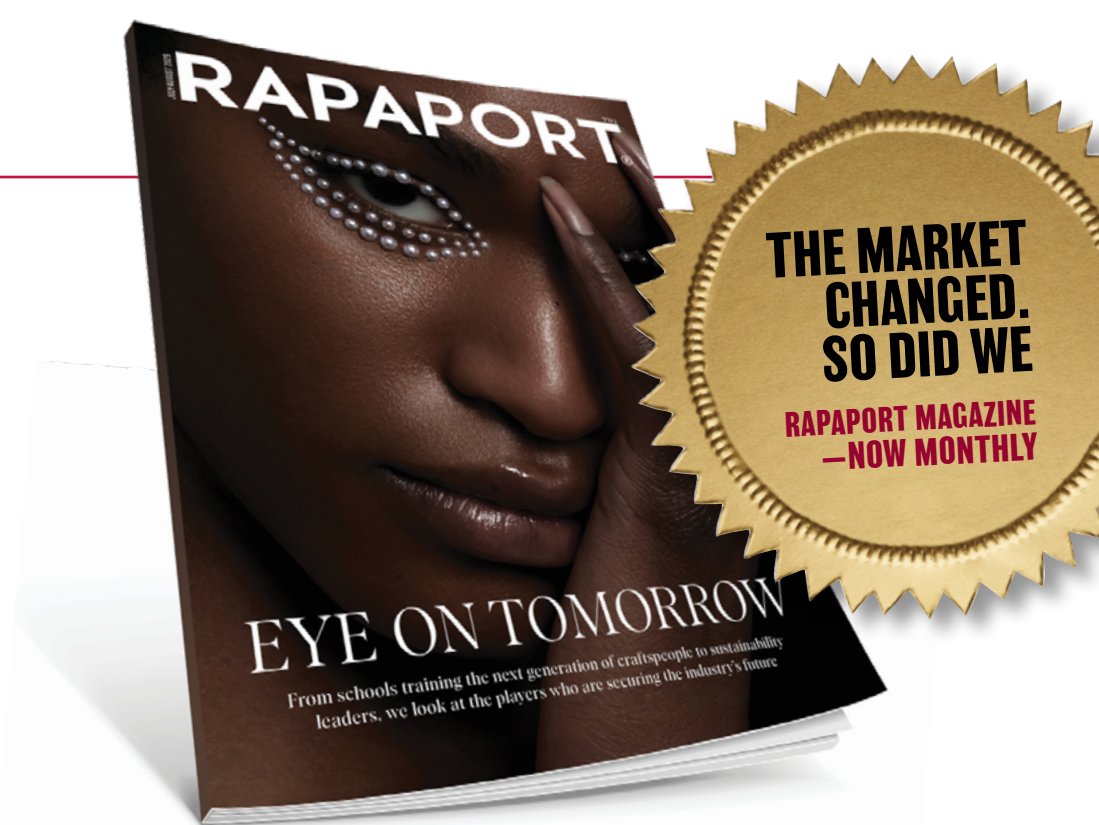
85%
are in the US
and Canada

68%
are senior
managers and
decision-makers

1 in 3
will contact
advertisers
that appear in
the magazine

EDITORIAL CALENDAR

- January – Auctions • February – Colored Gems • March – Price Report
- April – Retail • May – Tech & Innovation • June – Las Vegas Shows
- July – Watches • August – Ethics & Education
- September – Holiday Special & Jewelry Trends • October – Bridal
- November – Power List • December – Estate Jewelry



Magazine Rates (Per Issue)*

POSITION	MONTHLY RATE
Standard Single Page	\$3,500
Standard Two-Page Spread	\$5,500
Sponsored or Advertorial Single Page	\$4,500
Sponsored or Advertorial Two-Page Spread	\$6,000
Premium Page	\$4,500
Inside Front Cover	\$9,500
Page 1	\$7,500
Inside Back Cover	\$9,000
Back Cover	\$12,000
24-Page Sponsored Supplement	\$50,000
32-Page Sponsored Supplement	\$100,000

* Ask about frequency discounts

DIRECT MARKET ENGAGEMENTS

B2B EMAIL BLAST

An email campaign going out to a list of Rapaport members and subscribers, with an additional option to make it a segmented campaign that deploys by industry and/or geography.

Audience

25K subscribers

70K total industry email database

B2B Email Campaign Rates

PRODUCT	RATE
General Deployment	\$100 CPM
Segmented Deployment	\$250 CPM

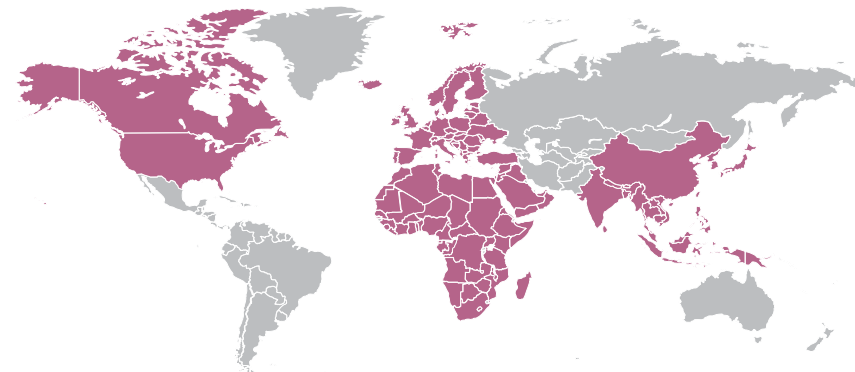
RAPAPORT DIAMOND CONNECT

Pay-Per-Targeted-Lead Model

Strategic engagement process:



Exclusive, targeted matchmaking for the industry in markets worldwide



Contact david.small@rapaport.com to learn more

VIDEO: MARKET INTELLIGENCE PROGRAMMING

Become visible to Rapaport's most engaged audience by participating in one of our media offerings.

Produced Market Programming

Take a seat at the table. Share what you hear on the street. Rapaport brings the trade into the conversation by inviting a small circle of industry leaders to go on camera and share real market intelligence in real time. These unscripted, 45- to 60-minute roundtables are fully produced and distributed across Rapaport's video and social channels, reaching some 5 million monthly impressions and thousands of viewers per episode.



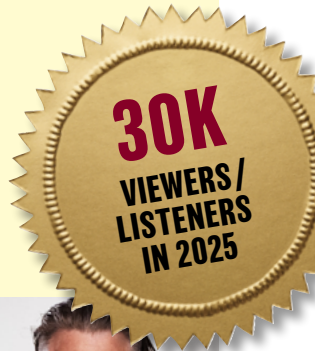
TikTok-Style, Rapaport-Made Video Content

Not just ads – influence. Rapaport's short-form video content reaches every corner of the diamond world, showing real people, real stones, real credibility. Your message will go viral via Rapaport's key touchpoints, from Rapaport.com to RapNet to social.



Rapaport Video Podcast Guest Episode

Your show. Your voice. Sponsoring Rapaport's 40- to 60-minute podcasts lets you deliver your own analysis and unfiltered viewpoints. Your audience? The industry's top decision-makers, buyers and leaders.



PRODUCT	RATE PER EPISODE
Underwritten Episode	Starts at \$3,950

PRODUCT	RATE PER EPISODE
15- to 60-Second Video	Custom Pricing

PRODUCT	RATE PER EPISODE
Exclusive Guest Appearance	\$10,000

To learn more about any custom video market programming, contact david.small@rapaport.com

VIDEO: COMMERCIAL PLACEMENT

Sponsored Webinar

Rapaport's 60-minute webinars provide an in-depth analysis of industry market trends, reaching the most engaged and influential members of the trade. Sponsorship includes a 30- to 60-second advertising video clip or special sponsor promotion by the webinar presenter.

Audience

300-500 registrants per episode

Sponsored Weekly Video

A 3- to 5-minute video covering hot topics in the industry, which Rapaport will promote on YouTube, Rapaport.com, and our array of social media channels. The video host will mention the sponsor at the start and end of the episode, with the sponsor's watermark appearing throughout. The sponsor's logo will also appear in a 30- to 45-second promotional reel on our LinkedIn, Instagram, Facebook, and YouTube Shorts.

Audience

40% watch the full video

Paid Ad Segment on Video/Audio Podcast

Featuring incisive analyses and hard-hitting interviews, Rapaport's 40- to 60-minute podcast is your gateway to important decision-makers in the diamond and jewelry industry. Sponsorship includes a 30- to 60-second advertising video clip or special sponsor promotion by the webinar presenter.

Audience

30K viewers/listeners*

* Total for 2025

Webinar Rates

PRODUCT	RATE PER EPISODE
Sponsored Episode	\$10,000

Video Rates

PRODUCT	RATE
Sponsored Video	\$2,500
4-Episode Package	\$8,500




Podcast Rates

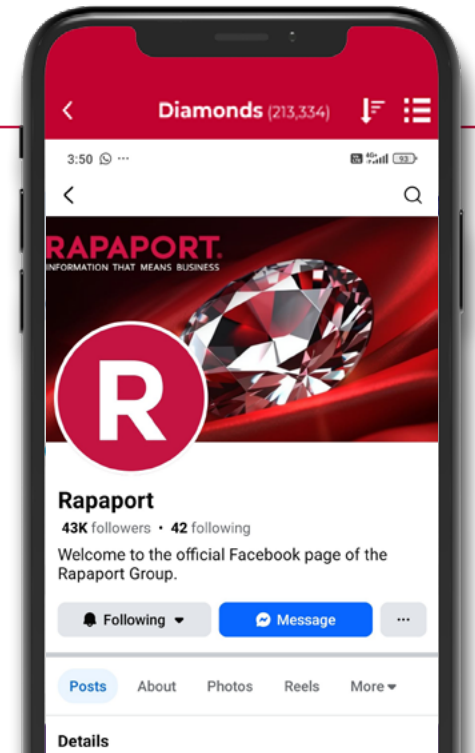
PRODUCT	RATE PER EPISODE
Sponsored Ad	\$3,000

SOCIAL MEDIA

Get your message in front of Rapaport’s audience on LinkedIn, Facebook and/or Instagram.

Audience

-  **RAPAPORT FACEBOOK** **44K** followers
-  **RAPAPORT LINKEDIN** **56K** followers
-  **RAPAPORT INSTAGRAM** **150K** followers



Sponsored Social Media Campaign

A series of sponsored social media posts across Rapaport’s major social platforms, including Facebook, Instagram and LinkedIn.

Instagram/LinkedIn Sponsored Live

A 30-minute live interview featuring an approved guest of your choice, about a topic relevant to the industry. The interview will be broadcast on the Rapaport Group Instagram or LinkedIn account.

Rapaport Magazine Instagram Sponsored Live & Campaigns

An Instagram Live interview between a Rapaport editor and an approved guest of your choice, or a series of sponsored social media posts across *Rapaport Magazine's* social platforms.

Rates

PRODUCT	RATE
28-Day Campaign (4 Posts)	\$5,000
14-Day Campaign (2 Posts)	\$3,000

Rates

PRODUCT	RATE PER EPISODE
LinkedIn Live	\$10,000
Instagram Live	\$10,000

Rates

PRODUCT	RATE
Sponsored Live	\$10,000
14-Day Campaign (2 Posts)	\$3,000
28-Day Campaign (4 Posts)	\$5,000

NEWSLETTERS

Audience Access, Not Just Placement

Rapaport newsletters give you direct access to decision-makers in defined industry segments – traders, retailers, manufacturers and service providers.

NEWSBRIEF

An email consisting of the top diamond and jewelry stories from Rapaport.com and around the web. Published Monday through Thursday.

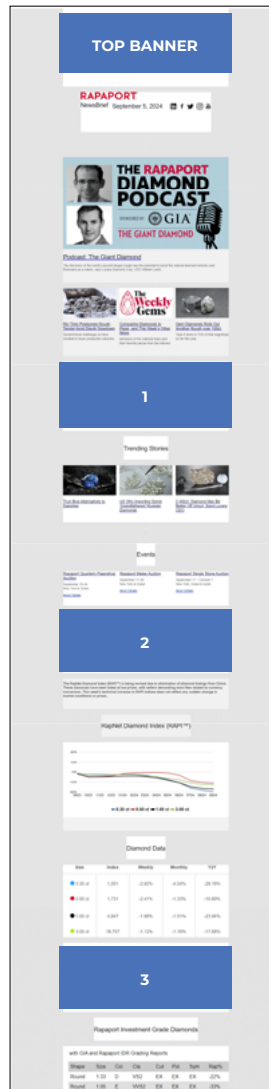
Audience

17.7K sends

24% click-through rate

NewsBrief Rates

POSITION	MONTHLY RATE
Top Banner	\$5,000
Banner 1	\$4,000
Banner 2	\$3,500
Banner 3	\$3,000
Banner 4	\$2,000



TRADEWIRE

A weekly email reviewing the latest major events in the industry. Published on Thursdays.

Audience

30.8K sends

14% click-through rate

TradeWire Rates

POSITION	MONTHLY RATE
Top Banner	\$5,000
Banner 1	\$4,000
Banner 2	\$3,500
Banner 3	\$3,000
Banner 4	\$2,000



SPONSORED CONTENT

Paid content at Rapaport lets you add your voice to a media source that moves the market. Clearly identified and thoughtfully presented, it will carry the look, feel and credibility of our editorial content – informed by real data, pricing intelligence, and industry behavior. Whether shaped by Rapaport’s editorial team or coming directly from the client, the message will reach an audience that values insight over noise.

Sponsored Digital Articles

Enhance your brand or product image with a Rapaport.com article that we will promote across all Rapaport media platforms. This includes:

- **NEW Ad-positions takeover: All ads on the article page are yours**
- **Inclusion in news flow and in daily and weekly newsletters**
- **Promotional posts on social media**

Sponsored and Advertorial Rates

PRODUCT	RATE
Rapaport.com Sponsored or Advertorial Article	\$5,000
Sponsored or Advertorial Article – Digital and Print	\$9,000



RAPAPORT

NEWS MAGAZINE LIBRARY DIAMOND PRICES TRADING ABOUT US CONTACT US RENEW MEMBERSHIP

Search Log In Register JOIN

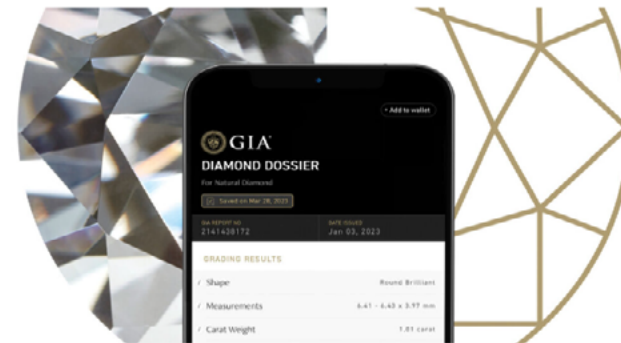
< BACK TO NEWS

Latest News

Advertorial: The Next Step for GIA Diamond Reports

The most trusted diamond report, available in print or on the GIA App.

JULY 31, 2023 | BRIDGETTE CUDE, GIA | SPONSORED BY: GIA



Available in print or the GIA App

GIA now offers both printed and digital GIA Diamond Dossier® reports as a part of our commitment to innovation as well as supporting you and your customers' needs. To ensure you have what you need for your business, we will also continue to develop robust, secure and compelling digital versions of all our laboratory reports.



Do more with reports than ever before

The GIA App will continue to provide report information for all reports issued by GIA. Through the GIA App, you can scan QR codes to view digital reports, share reports and save reports.

The digital Report Access Card offers another convenient way to share diamond grading information with your customers. You can include this digital card in new purchase appraisal documents, printed or digital receipts and more. The digital Report Access Card is available for Diamond Dossiers on [Report Check](#) at GIA.edu or via the [Report Results API](#).

The diamond report you've always trusted

For decades, GIA has set the global standard for diamond grading. Unbiased grading backed by world-class research brings you the report you've always trusted and the innovation for a brilliant future.

[Learn More](#)

Featured Article



LAB-GROWN

Lab-Grown Prices Are Holding Up at Retail, Says De Beers

Wholesale valuations are dropping fast, chief financial officer Sarah Kujalaars explains.



The Diamond Report You've Always Trusted.



[Learn More](#)

Related Articles



Mansori Back at Belgian Manufacturer HB

Partners were able to settle differences...



Gemfields Cancels Upcoming Emerald Auction

Miner cites lack of high-quality supply...



Rough Sales for Ekati Mine Rise Despite Market

CUSTOMIZED SOLUTIONS

Rapaport partners with select clients to deliver bespoke market intelligence solutions, leveraging editorial expertise, proprietary data, and marketplace behavior.

Potential offerings include:

- Category trend analysis
- Market benchmarking
- Executive briefings
- Custom research

Please contact david.small@rapaport.com for additional information and personal service.

COMING SOON: Market Intelligence & Category Leadership

This isn't advertising. It's authority

A sponsorship model that lets select companies unlock and own intelligence tied to a specific sector of the diamond trade.

The information contained in this advertising kit is for informational purposes only and does not constitute a final offer or agreement. All statistics are the average for the given product.

Rapaport reserves the right to make changes to the prices, terms, products and positions outlined in this kit at any time and without prior notice.

All rates and advertising transactions are subject to Rapaport's advertising terms and conditions and require a signed contract for final approval.