



# RAPAPORT



## Media kit 2026

Market Intelligence • Pricing • Transactions

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# Contact Us

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[advertising@rapaport.com](mailto:advertising@rapaport.com)



# Meet our Team

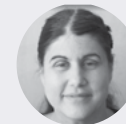
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# Who We Are

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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 Rapaport Trade
- ☑ 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*.

### Rapaport Trade

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

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## RAPAPORT TRADE

**167K** users per month

**4.5M** page views per month

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## RAPAPORT MAGAZINE

**92K**

print and digital readers worldwide

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## SOCIAL MEDIA

**250K**

total followers on various platforms

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## NEWSLETTERS

**58K** weekly reach

# Rapaport.com

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, 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

Graphic does not show all available ad positions

**Top Billboard**

**Tower Banner**

**Horizontal Banner**

**Tower Banner**

**Middle Billboard**

**Lower Billboard**

# Rapaport Trade

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, Rapaport Trade boasts 4.2 million total monthly engagements on its website and mobile app.

## Audience

4.5M views per month

167K visitors per month

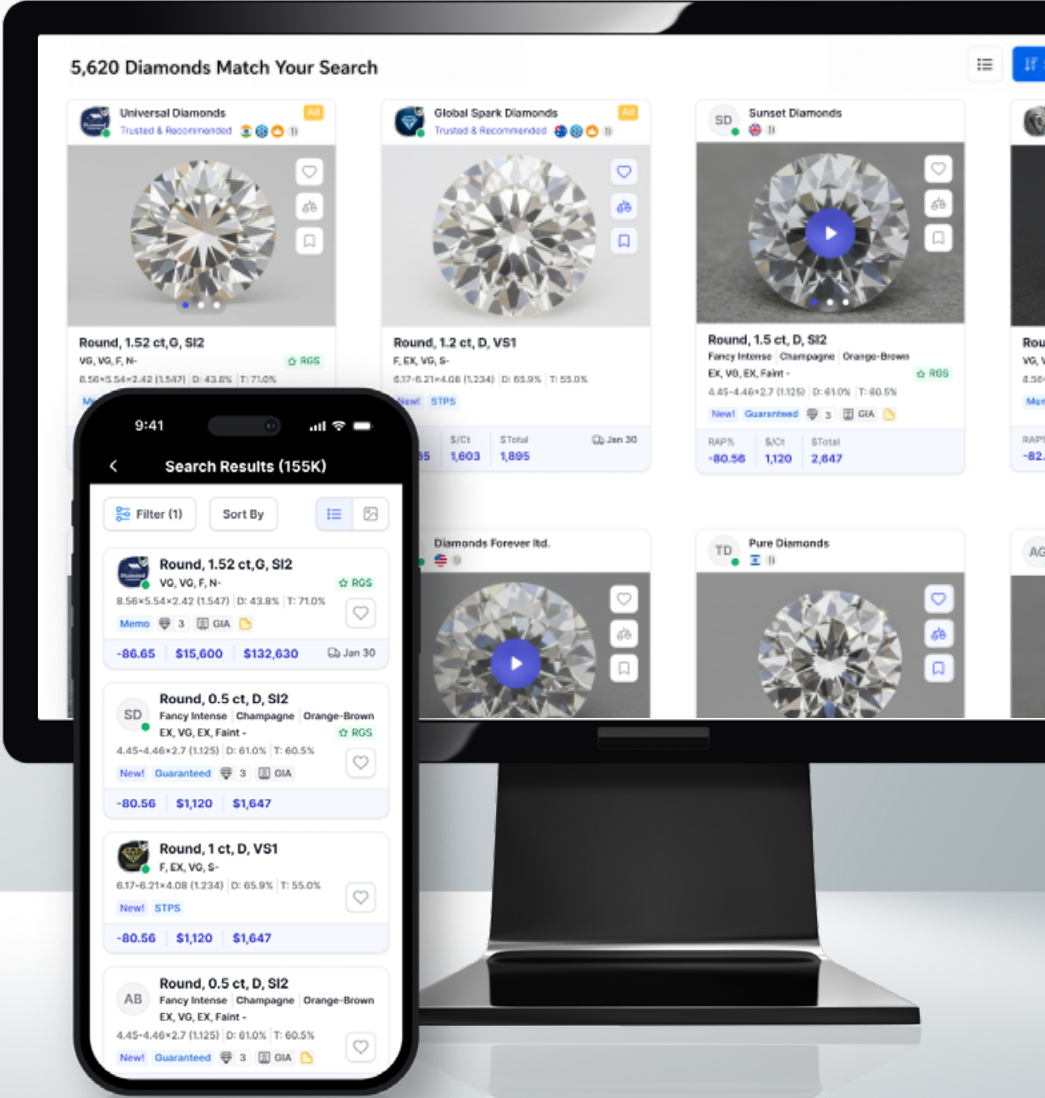
956K searches per month

1.4M sessions

3:14 session duration (mins.)

## Rapaport Trade Rates

POSITION	DIMENSIONS	MONTHLY RATE
Run of Site	970 x 90, 728 x 90	\$3,000
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:

**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

 **46%** retailers

 **38%** diamond traders

 **15%** manufacturers and others

### 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

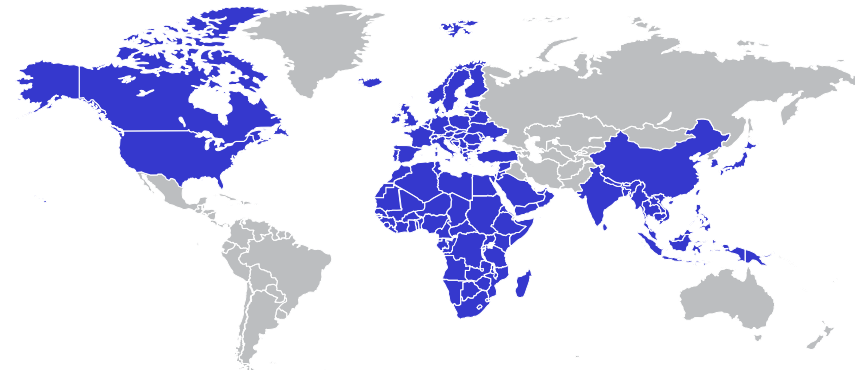
## Rapaport Diamond Connect

### Pay-Per-Targeted-Lead Model

*Strategic engagement process:*



**Exclusive, targeted matchmaking for the industry in markets worldwide**



Contact [david.small@rapaport.com](mailto: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 and consumers 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 episodes are fully produced and distributed across Rapaport's video and social channels and also reaching 80 million consumer households.

UNDERWRITTEN  
EPISODE

Starts at \$3,950



## 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 Rapaport Trade to social.

15- TO 60-SECOND  
VIDEO

Custom Pricing



## 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.

EXCLUSIVE GUEST  
APPEARANCE

\$10,000

To learn more about any custom video market programming, contact [david.small@rapaport.com](mailto: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

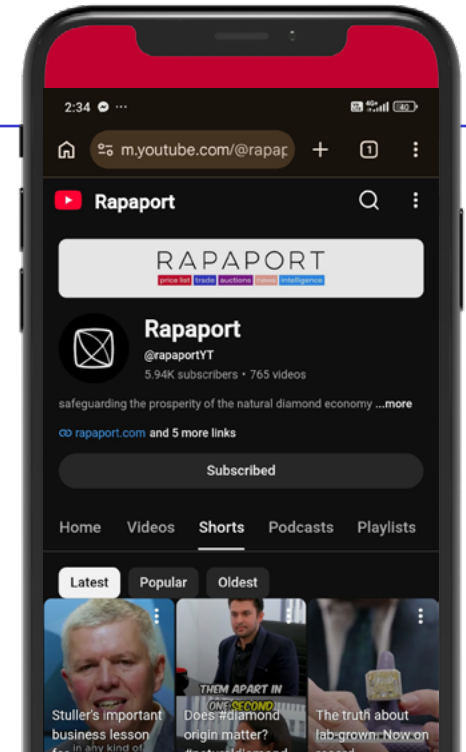
Get your message in front of Rapaport’s audience on LinkedIn, Facebook and/or Instagram.

## 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.

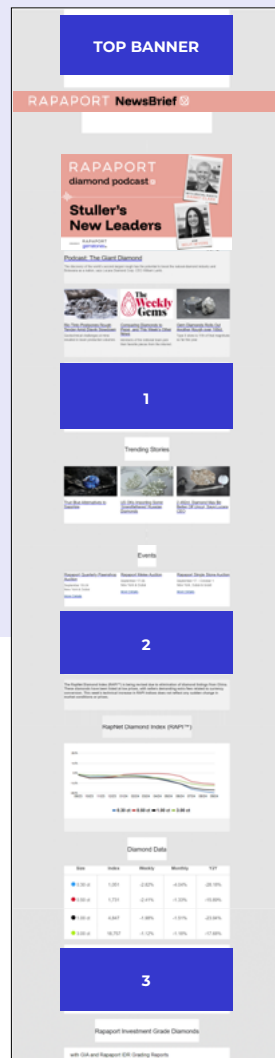
### NewsBrief

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

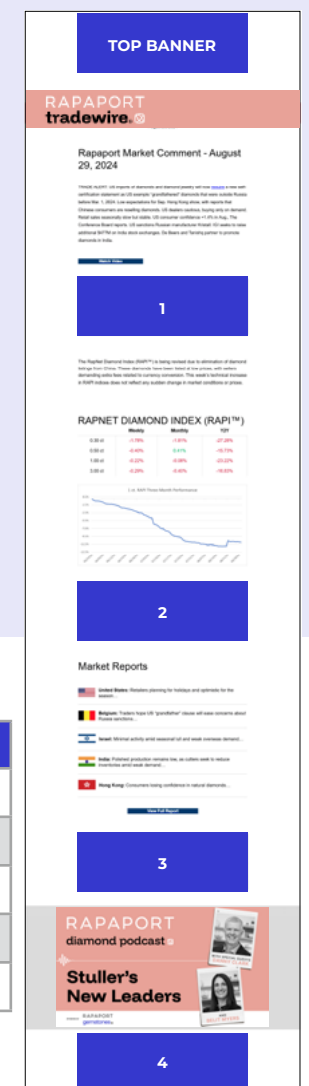
### Tradewire

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

The screenshot shows a news article on the Rapaport website. The article title is "Hasenfeld-Stein Launches the Elongated FireCushion". Below the title is a large image of a brilliant-cut diamond. To the right, there is a "Featured" section with a smaller image and text: "From Legendary Mine to Market Leader, Muzo Redefines the Emerald Standard".

The main body of the article includes a "Bottom Line" section with a "Hide" button. The text describes the Elongated FireCushion as a patented cushion brilliant designed for superior brilliance and visual spread. Key points include:
 

- The Elongated FireCushion® is engineered as a true cushion brilliant focused on optical performance, unlike traditional modified brilliants.
- It offers approximately 20% to 25% larger face-up appearance than comparable modified cushions by eliminating excess faceting and optimizing light performance.
- Protected by multiple patents, the diamond requires selective rough and expert craftsmanship, positioning it as a differentiated product amid commoditization and lab-grown competition.

 A "Rapaport Trade Insight" section follows, stating: "True innovation in natural diamond cutting, like the Elongated FireCushion®, is essential to maintain differentiation and consumer appeal against rising lab-grown alternatives."

The article continues with a paragraph: "For decades, the elongated-cushion market has been dominated by modified brilliants. The category became commercially successful because of its elegant outline, strong weight retention, and elongated face-up appearance. But in many cases, light performance became secondary." It then asks: "At Hasenfeld-Stein, we asked a different question: What would an elongated cushion look like if it were designed first for brilliance?"

The answer is presented: "The answer became the Elongated FireCushion® — a patented Elongated Cushion Brilliant created to bring true fire, life and pattern back to the category." Below this text are three wireframe diagrams of diamonds: a traditional modified brilliant, a standard cushion brilliant, and the Elongated FireCushion®.

The text states: "Most elongated cushions on the market are modified brilliants. The Elongated FireCushion® was engineered as a true cushion brilliant." It then compares the Elongated FireCushion® to traditional modified cushions, noting it was engineered around optical performance, resulting in a diamond with stronger coloration, clearer faceting, and a brighter overall appearance, visually much closer to a round brilliant than a typical elongated cushion.

At the bottom, there are two side-by-side images of diamonds. The left one is labeled "Modified" and the right one is labeled "FireCushion". Below these images is a small caption: "Designed for brilliance and visual spread, it also faces up approximately 20% to 25% larger than many modified cushions of comparable weight, giving consumers the larger visual appearance, they increasingly seek."

# 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](mailto: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.*

