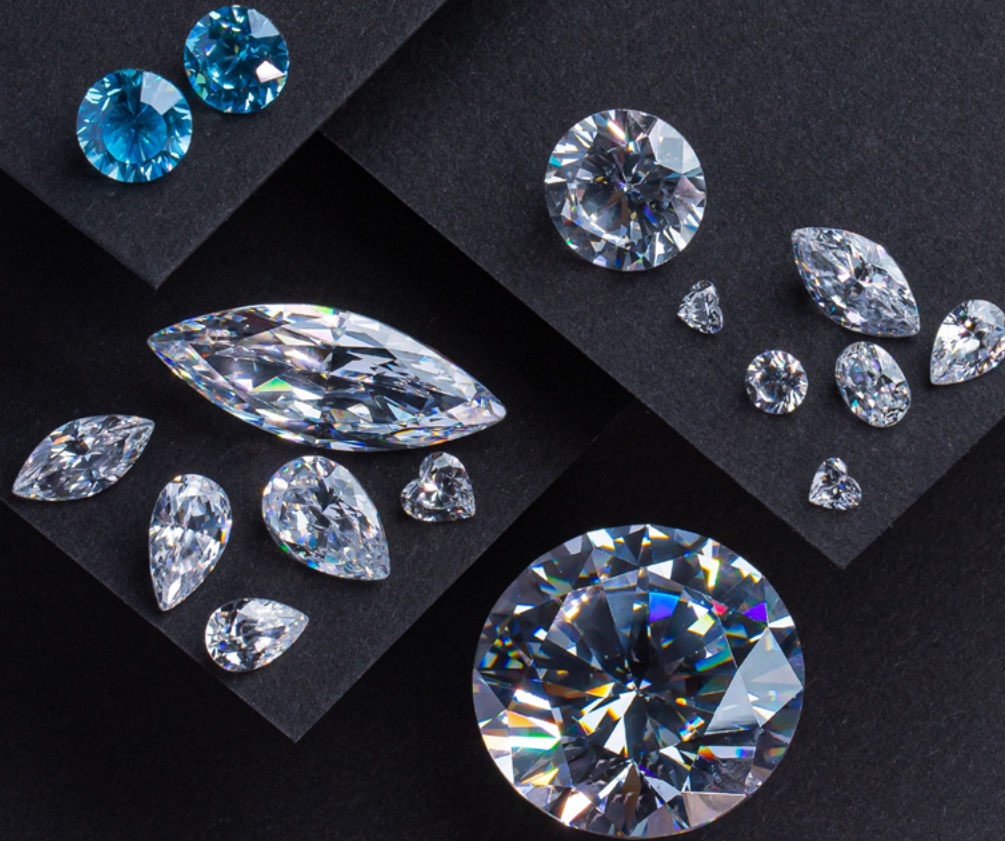




RAPAPORT



Media kit 2026

Market Intelligence • Pricing • Transactions

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Contact Us

advertising@rapaport.com



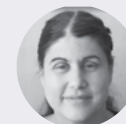
Meet our Team



David Small
VP of Rapaport News
and Intelligence
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 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



RAPAPORT TRADE

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

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 × 250 | \$10,000 |
| Top Billboard Magazine, Library | 1200 × 250 | \$5,000 |
| Middle Billboard | 970 × 90 | \$2,500 |
| Lower Billboard | 1200 × 250 | \$2,000 |
| Horizontal Banner First Position | 728 × 90 | \$3,000 |
| Tower Banner First Position | 300 × 600 | \$3,000 |
| Inline Ads | 1280 × 720 | \$3,000 |

Graphic does not show all available ad positions

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

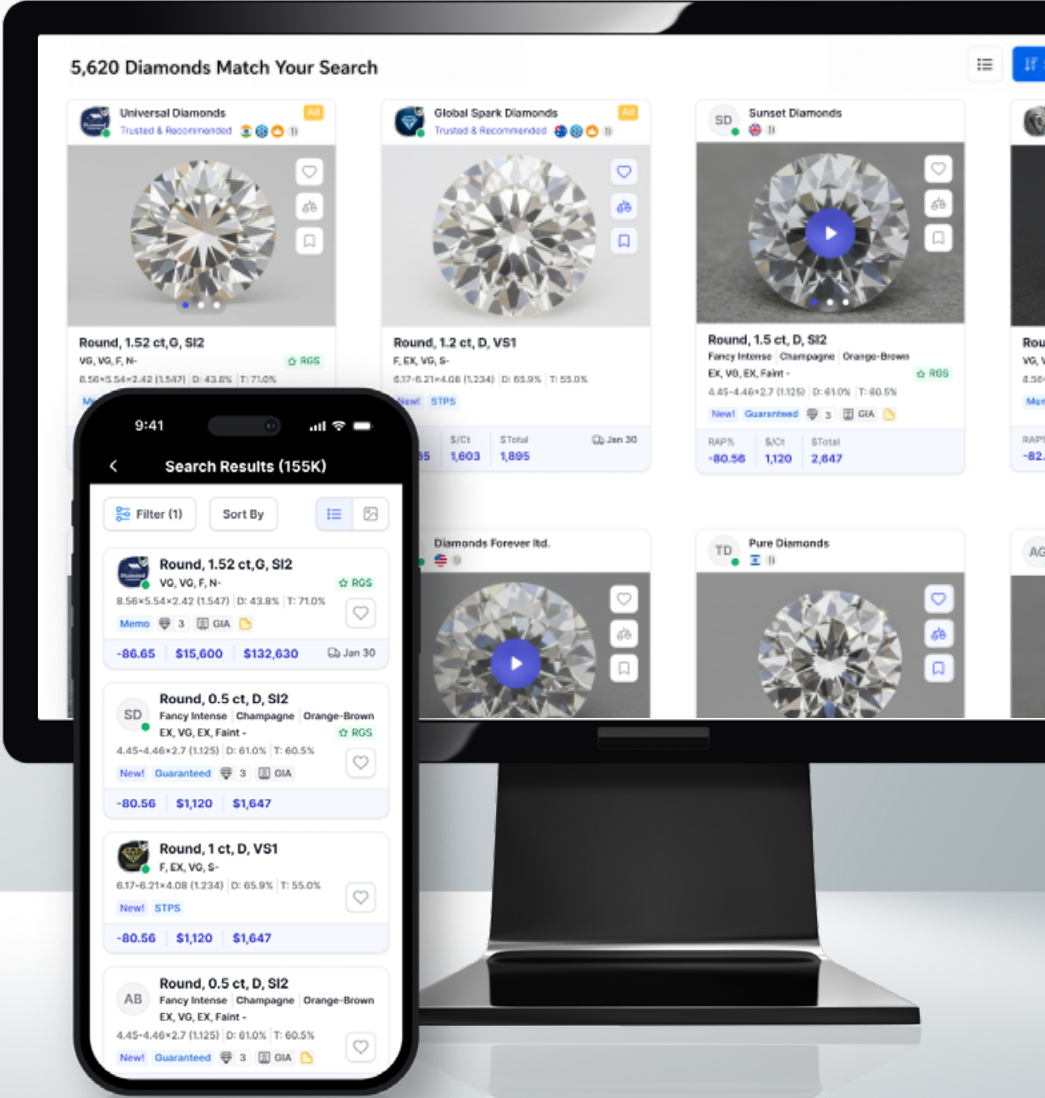
956K searches per month

1.4M sessions

3:14 session duration (mins.)

Rapaport Trade Rates

| POSITION | DIMENSIONS | MONTHLY RATE |
|-------------|--------------------|--------------|
| Run of Site | 970 × 90, 728 × 90 | \$3,000 |
| Mobile | 320 × 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 |

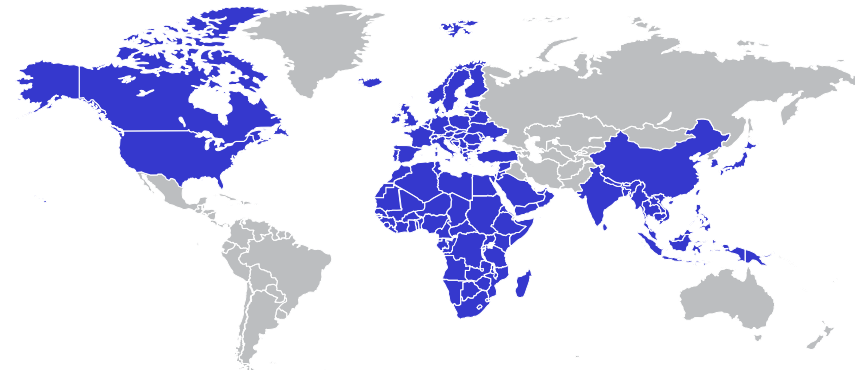
Rapaport Diamond Connect

Pay-Per-Targeted-Lead Model

Strategic engagement process:



Exclusive, targeted matchmaking for the industry in markets worldwide



Contact david.small@rapaport.com to learn more

Video: Market Intelligence Programming

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



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

Video: Market Intelligence Programming

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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

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

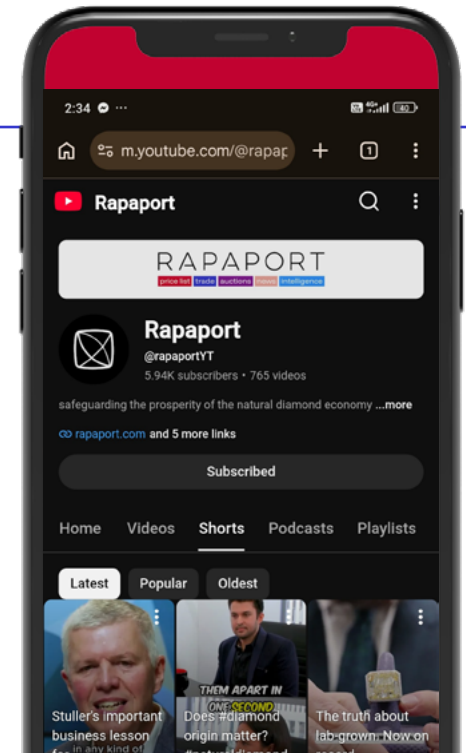
Get your message in front of Rapaport’s audience on LinkedIn, Facebook and/or Instagram.

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.

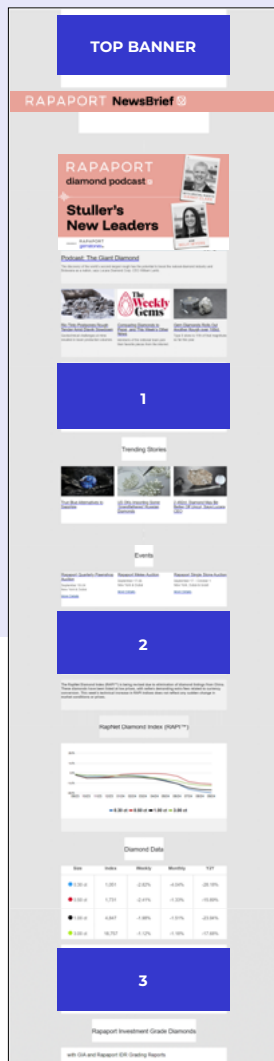
NewsBrief

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 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". Below the main image is a "The Bottom Line" section with a red arrow icon, followed by a "Rapaport Trade Insight" section. The article text discusses the Elongated FireCushion diamond, its design, and its performance compared to traditional modified brilliants. At the bottom, there are three diagrams of diamonds: a modified brilliant, a FireCushion, and a traditional cushion. Below the diagrams are two images of diamonds side-by-side, labeled "Modified" and "FireCushion".

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.

