

Geneva, January 2008

The New COUTURE International Jeweler 2008

COUTURE International Jeweler (CIJ), the world's foremost fine jewelry magazine, is returning to its roots in Geneva - where it was founded in 1976.

COUTURE will now benefit from increased international exposure to the world's best retailers as a result of its natural association with its sister publication Europa Star, the world's most influential watch magazine.

The four main editions of COUTURE, delivered to the doors of the top jewelers worldwide, will feature the best designers and the leading international jewelry signatures. These four editions will be published as per the following agenda:

- CIJ **Basel & Geneva Special**, April 2008
- CIJ **Las Vegas Special** Couture & JCK Shows, June 2008
- CIJ **Extravaganza Exclusive** – jewelry creations from US\$10,000 to US\$1,000,000, September 2008
- CIJ **Designing the Trends**, December 2008

Four COUTURE Limited Editions:

Two Special COUTURE Editions in Russian:

CIJ Russian Exclusive, Basel & Geneva 2008
CIJ Russian Exclusive, Extravaganza 2008

Two Special COUTURE Editions in Chinese:

CIJ Chinese Exclusive, Basel & Geneva 2008
CIJ Chinese Exclusive, Extravaganza 2008

Two COUTURE Special Editions JA New York Show:

CIJ U.S. Special JA July 2008
CIJ U.S. Special JA January 2009

We will bring the most exclusive international creations to Couture Jewelers around the world.

Welcome to the 2008 Couture International Jeweler.

Do not hesitate to contact us for more details.

A handwritten signature in black ink, which appears to read 'P. Maillard'.

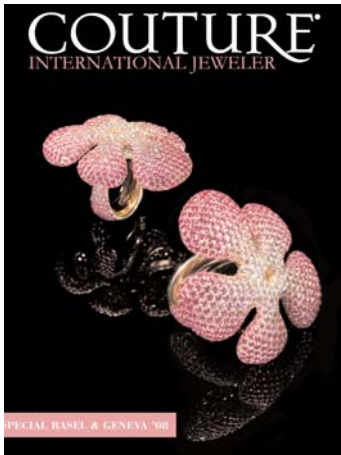
Philippe Maillard
Managing Director

COUTURE[®]

INTERNATIONAL JEWELER

COUTURE International Jeweler - CIJ Advertising Rates 2008

Delivered directly to the doors of the top jewelers worldwide,
Dedicated to the best designers and the foremost international jewelry signatures.



CIJ Main Editions:

CIJ Basel & Geneva Special, April 2008
CIJ Las Vegas Special, Couture & JCK, June 2008
CIJ Extravaganza Exclusive - US\$10,000 to US\$1,000,000, September 2008
CIJ Designing the Trends, December 2008

Copies 10,000 • Circulation: 5,000 Europe + 5,000 International

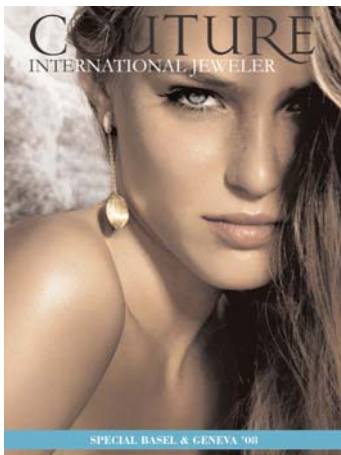
Full page: € 5,350 / US\$ 7,500 / CHF 8,750

Price for 3 insertions, less 5%; 4 insertions, less 10%

Price for Inside Front or Inside Back Cover, plus 20%

Special 3 page Gatefold:

Gatefold + Inside Front Cover or Inside Back Cover: € 9'900/ US\$ 14'000 / CHF 16'000



CIJ Limited Editions:

Special COUTURE Editions in Russian:

CIJ Russian Exclusive, Basel & Geneva 2008

CIJ Russian Exclusive, Extravaganza 2008

Special COUTURE Editions in Chinese:

CIJ Chinese Exclusive, Basel & Geneva 2008

CIJ Chinese Exclusive, Extravaganza 2008

Special US Editions COUTURE JA New York:

CIJ Special JA NY July 2008

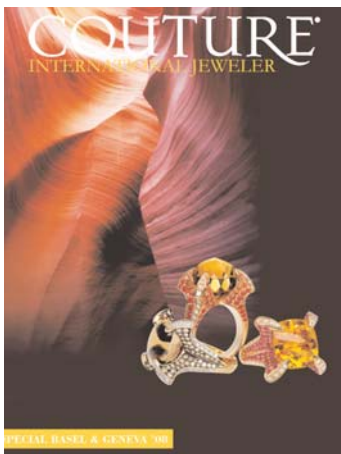
CIJ Special JA NY January 2009

Copies 5,000 Russian; # copies 5,000 Chinese, # copies 30,000 US

Price per edition, full page: € 5,350 / US\$ 7,500 / CHF 8,750

2 insertions, less 5%

Price per edition for Inside Front or Inside Back Cover, plus 20%



CIJ Global Main + Russian + Chinese + US Editions:

CIJ combined 4 Editions: Main + 3 Limited

Copies 50'000 copies, worldwide circulation, three languages

Europe, International, USA, China, Russia

Full page combined, in each of the 4 editions: € 13,900 / US\$ 19,500 / CHF 22,750

2x combined global insertions, less 10%

Unique Placements:

Cover - Feature: € 23,000 / US\$ 32,300 / CHF 37,700 / Global

Cover - Inside Front: € 16,680 / US\$ 23,400 / CHF 27,300 / Global

Cover - Inside Back: € 14,590 / US\$ 20'470 / CHF 23,880 / Global

Cover - Back: € 16,680 / US\$ 23,400 / CHF 27,300 / Global

Geneva, January 2008

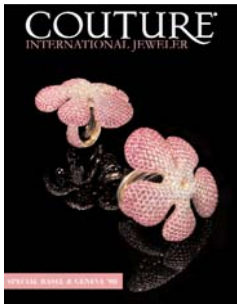
CONTACTS: London, Caitlin Hume T. +44 207 420 6150 • Milan, Alessandra Arati T. +39 024 851 7853

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COOUTURE[®]

INTERNATIONAL JEWELER

Material Deadlines & Publication Schedule 2008



Standard Size
Trim: 205 x 265 mm
Bleed 211 x 271 mm

CIJ Main Editions

CIJ Basel & Geneva
CIJ Las Vegas
CIJ Extravaganza
CIJ Designing the Trends

Publication

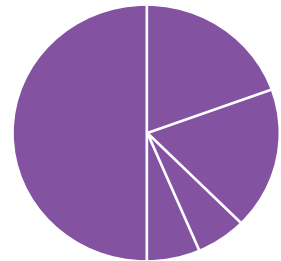
April 3
May 28
September 6
December 2008

Material Deadline

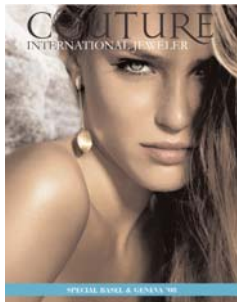
February 20
April 20
July 20
October 20

Circulation

50% Europe
20% USA*
20% Asia
5% Latin America
5% Middle East



*CIJ Las Vegas issue 40% USA



Lager Glossy Format
Trim 257 x 330 mm
Bleed 263 x 336 mm

CIJ Limited Editions

CIJ Russian Basel & Geneva
CIJ Russian Extravaganza

Publication

April 3
September 6

Material Deadline

February 20
July 20

CIJ Limited Editions

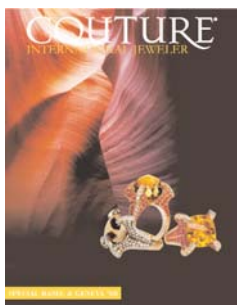
CIJ Chinese Basel & Geneva
CIJ Chinese Extravaganza

Publication

April 3
September 6

Material Deadline

February 20
July 20



CIJ Limited Editions

CIJ JA New York Summer
CIJ JA New York Winter

Publication

July 1
January 5

Material Deadline

May 20
November 20

Geneva, January 2008

Send material to:
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 VNU Business Media SA
 25 rte des Acacias
 CH-1227 Geneva - Switzerland
 T. +41 22 307 7837 • F. +41 22 300 3748
 lchatenoud@couture jeweler.com

TECHNICAL SPECIFICATIONS

PRINTING MATERIAL

Electronic file on:
 CD Rom



MAC Software:

- XPress 6 (ou <)
- Adobe Acrobat 5
- Photoshop CS (ou <)
- Illustrator CS (ou <)

Printing process:

- 4 colour / CMYK (NO 3 colour images/ RGB)

Illustrations:

- High resolution - Minimum 300 dpi
- The attachments of the illustrations, logos & fonts are absolutely necessary
- Illustrations/Ad: .tiff, .eps, .pdf (NO .jpg format)

Professional colour proofs:

- Digital Chromalin • Approval • Iris

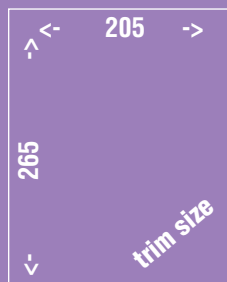


Proofs must correspond to the supplied file at actual size, and display a printer's colour control bar.

Couture Main Edition

1/1 page

- Bleed size¹: 211 x 271 mm
- Trim size: 205 x 265 mm

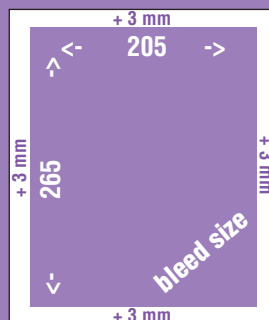


Double page spread

- Bleed size¹: 416 x 271 mm
- Trim size: 410 x 265 mm

1/2 page

- Vertical: 89 x 240 mm
- Horizontal: 183 x 118 mm



1/3 page

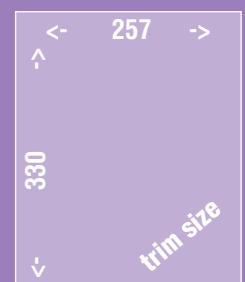
- Vertical: 58 x 240 mm
- Horizontal: 183 x 77 mm

Couture Limited Edition

SIZES

1/1 page

- Bleed size¹: 263x 336 mm
- Trim size: 257 x 330 mm

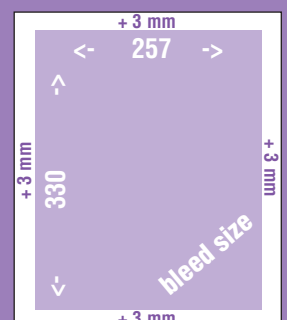


Double page spread

- Bleed size¹: 520x 336 mm
- Trim size: 514 x 330 mm

1/2 page

- Vertical: 111 x 304 mm
- Horizontal: 128 x 149 mm



1/3 page

- Vertical: 73 x 304 mm
- Horizontal: 228 x 100 mm

¹ Bleed sizes include 6 mm lost from the depth and from the width when the magazine is bound & trimmed (3mm on each 4 sides).