

SA Jewellery News

Dominant in the industry for more than 92 years, SA Jewellery News brings readers exciting and current international and local industry-related news. From jewellery shows and expos, trends in manufacturing, diamond cutting and polishing development to precious stones and metals, collecting masterpieces, jewellery design, training and development and much more.



SA Mint hopes to protect rhinos with new coin

The SA Mint, a wholly-owned subsidiary of the SA Reserve Bank (SARB), has announced the launch of two brand new coins in the Big 5 series featuring the indomitable rhino.

The 'Big 5' (Lion, Elephant, Rhino, Buffalo and Leopard) series of coins is a landmark initiative for the Mint, as it marks the first time that the Mint has produced a series of coins dedicated to a single theme. The rhino is the first of the five animals to be featured on the coins, and the Mint hopes that the launch of the rhino coin will help to raise awareness of the species and its plight.

The rhino coin is a 20g gold coin with a face value of R200. It features a detailed design of a rhino's head and horns, and is surrounded by a border of small rhino silhouettes. The reverse side of the coin features the SA Mint logo and the words 'SOUTH AFRICAN MINT' and '20g GOLD'.

The rhino coin is available for purchase from the SA Mint website, and is expected to be a popular addition to the Big 5 series.

Interesting facts

1 The rhino is the largest land mammal in the world, weighing up to 5,000kg.

2 Rhinos have a unique pattern of skin folds that help them regulate their body temperature.

3 Rhinos are incredibly strong, with a bite force of up to 12,000 Newtons.

4 Rhinos are highly intelligent animals, with a long memory and the ability to learn from experience.

5 Rhinos are social animals, often living in small herds or family groups.

6 Rhinos are highly sensitive to their environment, with a keen sense of smell and hearing.

7 Rhinos are highly adaptable animals, able to survive in a wide range of habitats.

8 Rhinos are highly resilient animals, able to recover from injuries and illness.

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ADVERTISING RATES (SOUTH AFRICAN RANDS)

ADVERT SIZE	1-5 INSERT/S	6-11 INSERT/S	12 INSERT/S
FULL PAGE	R 13 260.00	R 12 700.00	R 11 950.00
HALF PAGE	R 7 600.00	R 6 950.00	R 6 300.00
THIRD PAGE	R 5 350.00	R 4 950.00	R 4 500.00
QUARTER PAGE	R 3 850.00	R 3 600.00	R 3 200.00

MARKET PLACE

QUARTER PAGE	88mm x 123mm	R 2 800.00
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COVER	R 25 400.00
GATEFOLD	R 39 500.00 (3 pages)
OUTSIDE BACK COVER	R 19 600.00
INSIDE FRONT COVER	R 15 900.00
INSIDE BACK COVER	R 15 150.00
DOUBLE PAGE SPREAD	R 24 000.00
INSERTS	R 4 215.00 (standard size)

- All rates exclusive of agency commission
- All rates exclude VAT

SA Jewellery News

Although a B2B (business to business) title, *SA Jewellery News* reflects an upmarket, modern consumer look and feel. The publication really does make it possible for you to reach key industry people and decision makers across a broad range of related businesses!

Filling the generation gap

There are seeking ways to mask, misdiagnose how that matrix, however, graduates and other potential crises have been cancelled. Jewellers should be stepping up to meet that demand, writes Deborah Winkler.

ADOLESCENT & HARD ENOUGH without having to deal with COVID-19 as well. This year, teenagers are missing out on coming-of-age moments like proms, fireworks, graduations and sports seasons. Lightly older ones are missing career opportunities. Both demand strategies to keep jobs.

Quarantined young consumers are looking for new ways to celebrate D-19 as well. This year, teenagers are missing out on coming-of-age moments like proms, fireworks, graduations and sports seasons. Lightly older ones are missing career opportunities. Both demand strategies to keep jobs.

Schools have been scrambling to develop alternatives to these rituals for grads, including virtual events. What, which specialists in million-Dollar and Generation Z. In December in the USA, San Diego hosted a 2-hour prom with celebrity guests. DJ sets, costume-dressed players and variety and college students in the

interactive choreography. To follow, musician Chappell Roan. Morgan Goddard a virtual after-party with the same DJ. Chappell Roan, including giveaways, Instagram and Snapchat stories for photo ops with her, as well as a chance to chat to him on Instagram Live. For the university's 10th anniversary, she and her band hosted an event. "The University's 10th anniversary" virtual graduation ceremony sponsored by Assisi. "I'm glad to see jewelry featured among the brand partners. What a great opportunity for the diamond and jewelry industry to capture the next and biggest consumer demographic for their Gen Zers are seeking new ways to celebrate milestones, they're told so on. And jewelry, one of the most compelling markers of the human experience throughout history, should be out front on this.

The right messaging is going to result in a search for jewelry sponsors of virtual events, family and graduates. Enzo Angileri came up as one of the companies sponsoring a virtual prom in April for students in the Milwaukee, Wisconsin and Chicago, Illinois area. If you want to see the right messaging for Gen Z, visit the website of the Gen-Z-based brand, which specializes in handcrafted silver rings. It was born from the "Rings for a Reason" campaign, which donated the proceeds from a line of customizable engagement rings to the World Health Organization's COVID-19 Solidarity Response Fund.

JEWELLERY

re and silver studs, one in each ear. He agrees to give me diamonds in gold of all colors. While his groom elements would normally be rings, what's most meaningful to him about a round diamond is that the stone took a long time to become what it is - like the human story - and that he values his.

Sam wasn't interested in a class ring when he graduated and neither were his friends. "We don't want Super Bowl memorabilia rings," he heard Lily told me. "They're ugly and too expensive!" But the same ring back in 1981. Lily said she'd have been affordable options in retail, gender-neutral rings like engraved hands and silver rings, charms or charms and adjustable bangles.

I know Gen Zers like jewelry because I have one at home. My 19-year-old son, Sam, is a 2019 high school graduate - then having good and surprising jewelry through his father and mother. He likes gem lab created, affordable links and wears them and heather cord necklaces, the sports and watches, real smart ones, and small cubic zirconia.

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PRODUCTS, TOOLS & TECHNOLOGIES

Orteng's open laser marking system

Orteng's open laser marking system is designed for high-volume production. It features a compact design and is easy to integrate into existing production lines. The system is capable of marking a wide range of materials, including metals, plastics, and wood. It offers high precision and consistent results, making it ideal for applications requiring high accuracy and repeatability.

The JEC Proline 8000 D1

The JEC Proline 8000 D1 is a state-of-the-art diamond grading instrument. It provides accurate and reliable measurements of diamond properties, including weight, clarity, and color. The instrument is designed for use in jewelry stores and laboratories, offering a user-friendly interface and fast results. It is a valuable tool for jewelers looking to enhance their grading capabilities and ensure the highest quality for their customers.

Slow, compact high-performance laser welder

The Slow, compact high-performance laser welder is designed for precision welding of jewelry components. It features a compact design and is easy to use, making it ideal for jewelers working in small spaces or with delicate pieces. The welder offers high precision and consistent results, ensuring strong and durable welds. It is a valuable tool for jewelers looking to enhance their welding capabilities and ensure the highest quality for their customers.

ADVERTISING BOOKING DEADLINE

Three weeks prior to publication. All bookings made through agencies must be accompanied by a signed CI. No cancellations will be accepted three weeks prior to publication.

ADVERTISING MATERIAL DEADLINE

Two weeks prior to publication.

MATERIAL REQUIREMENTS

Material must be supplied to us in the following format:

- PDF format – high resolution: actual size at 300dpi
- CMYK
- 5mm bleed

SUBSCRIPTIONS

South Africa: R445.00 (12 issues) including VAT
 International: US\$262.00 (12 issues) plus a \$6.50 international banking clearance fee. Contact subscriptions@isikhova.co.za

EDITORIAL

We welcome news from the industry about the industry. If you have anything to share, please contact Adri on adri@isikhova.co.za or (011) 883 4627/084 261 1805.