

BRAND CARD 2020/21



JEWELLERY
COUNCIL
SOUTH
AFRICA

*Officially endorsed
by the Jewellery
Council of South
Africa (JCSA)*

**LAUNCH
ISSUE**
Summer 2020

JZA
YOUR JEWELLERY MAGAZINE

JZA – Your Jewellery Magazine is South Africa’s only independently published and dedicated consumer-retail magazine, officially endorsed by The Jewellery Council of South Africa (JCSA). The title is a short and snappy associative acronym for Jewellery South Africa.

ABOUT JZA

The magazine’s focus is to:

- Bring all retailers and their offerings directly to the consumer.
- Develop and maintain a retail presence to ensure a growing consumer confidence.
- Help retailers to rebuild and sustain customer loyalty.
- Feature highly credible content to capture and hold consumer interest ultimately translating into retail sales.
- Promote the collective corporate identity of generic retail jewellery and all individual brands.
- Help to build store traffic via online and in real time (feet-in-store).
- Assist retailers with their integrated marketing efforts/plans.
- Educate and inform jewellery consumers about jewellery and The Jewellery Council of South Africa.

Frequency: seasonal **Format:** online **Size:** A4 Portrait

DISTRIBUTION & MARKETING

- On the ISSUU platform - all advertisers’ websites hyperlinked from their ads and to any email addresses thereon.
- To the 6 400+ followers on the JCSA’s dedicated consumer Facebook page.
- The JCSA’s website.
- Social media posts on a dedicated JZA Instagram account.
- Via linked posts on the following Facebook pages: JCSA’s member group, *SA Jewellery News* (official trade journal of the Council); Iskihova Media’s website and social media channels.
- Hyperlinks with a promo cover visual to all JCSA member retailers to place on their own websites and use as an emailer to their own customer databases.
- JCSA member emailer.
- Online marketing media – Bizcommunity, Media Update and The Media Online.
- Consumer/lifestyle sections of mainstream and local Caxtons newspapers.
- Paid online marketing (to be advised) – an initiative by the Jewellery Council of South Africa.



Analytics

Full analytics will be provided for each issue.

ADVERTISING

Brand/Above-the-line advertisers

Sales Director Jenny Justus / jenny@isikhova.co.za / 083 450 6052 / 011 883 4627

JCSA retail member advertisers

Elsa da Silva elsad@jewellery.org.za

Bavina Vassan bavinav@jewellery.org.za

Kirsten Lenton kirstenl@jewellery.org.za

Tel: 011 484 5528 / **Fax:** 086 504 9512



- All rates exclude VAT at 15%.
- All bookings made through advertising agencies must be accompanied by a signed CI or official purchase order.
- Where requested, payment plans will be afforded by to JCSA members for four, six or 12-month periods.



Ad sizes

Double page spread: 420mm x 297mm / Full page: 210mm x 297mm

Material requirements

High quality PDF or JPG at 300dpi resolution / CMYK / Bleed: 5mm

	SCHEDULES	BOOKING	FINAL MATERIAL	ONLINE DISTRIBUTION
2020	LAUNCH issue (Summer)	16 September	30 September	11 November
2021	Autumn	25 January	08 February	18 March
	Winter	19 April	03 May	14 June
	Spring	07 July	21 July	01 September
	Summer	08 October	22 October	03 December

Note: No extensions will be granted without written consent from the Sales Director.

Deadlines subject to change at discretion of Publishing Director



THE TEAM

Managing Director Imraan Mahomed

Publishing Director Jason Aarons

Creative Director Joanne Brook

Operations Director Thuli Majola

Contributing Editor Adri Viviers

Copy editor Anne Phillips

Sales Director Jenny Justus
jenny@isikhova.co.za / 083 450 6052

Media Specialists

- Lori Zavattoni
lori@isikhova.co.za / 083 229 7873
- Lamees Mahomed
lamees@isikhova.co.za / 084 590 5123
- Ian Starnes
ian@isikhova.co.za / 082 052 8428
- Jonathan Yarwood
jonno@isikhova.co.za / 082 407 8627
- Ruwayda Mahomed
ruwayda@isikhova.co.za / 072 383 3203
- Gail Keogh
gail@isikhova.co.za / 082 929 4934

FOR THE JCSA

Chief Executive Officer Lorna Lloyd

Membership enquiries admin@jewellery.org.za

Tel 011 484 5528 / **Fax** 086 504 95212

Address The Hamlet, 27 Ridge Road, Parktown,
Johannesburg, South Africa



**Independently published
by Isikhova Media (Pty) Ltd**

Address: 10th floor, Metal Box, 25 Owl Street,
Milpark, Johannesburg, South Africa

Tel: 011 883 4627

Website: www.isikhova.co.za