



## MEDIA KIT 2018 EDITION

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Forever Lasting New York  
P.O. Box 7538  
New York, NY 10150  
Tel +1 (212) 382-1017  
[info@foreverlastingnewyork.com](mailto:info@foreverlastingnewyork.com)

[www.foreverlastingnewyork.com](http://www.foreverlastingnewyork.com)



# FOREVER LASTING NEW YORK® (FELNY) 2018 EDITION

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## ABOUT FOREVER LASTING NEW YORK (FELNY)

Forever Lasting New York® (FELNY) is a guide book of jewelry, diamonds, precious stones and watches. It's a savvy trade guide from the finest manufacturers, wholesaler and distributors to the retailers and dealers.

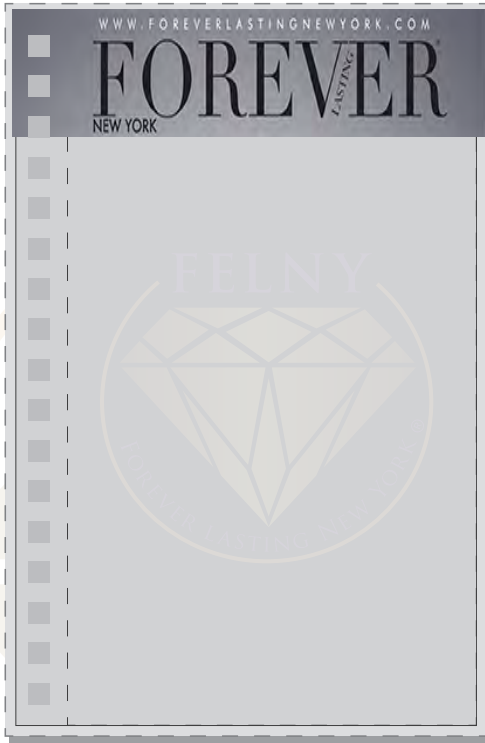
Manufacturers and distributors are unique in their precious craft, and Forever Lasting New York® is a resource book where retailers and dealers turn to when buying for their retail stores or as independent jewelers.

Advertising in FELNY exposes the high quality and the excellent masterpiece of your craft. Your advertisement in this guide book helps deliver your advertising message to your intended audience. Forever Lasting New York® intends to bring seller and buyers together. Therefore, offering exposure to you, the advertiser. It is an annual full color advertising resource book which will be heavily distributed at trade shows and fine retail boutiques throughout the year.

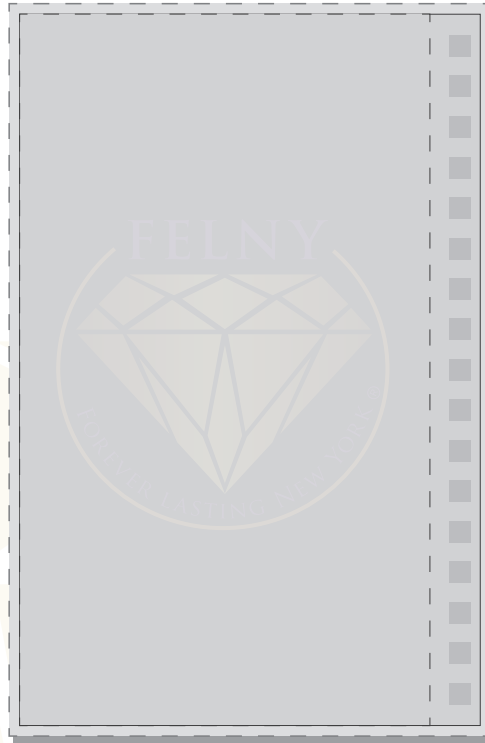
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## ADVERTISING OPTIONS — Rates

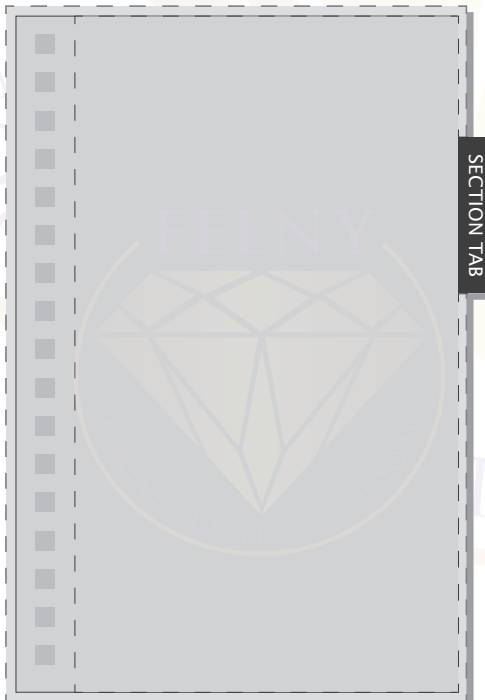
Front Cover — \$12,700



Back Cover — \$10,200



Front Tab — \$4,200

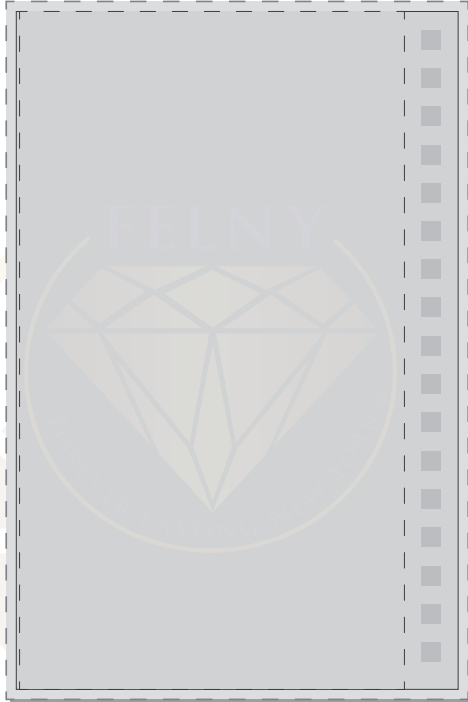


Back Tab — \$4,200

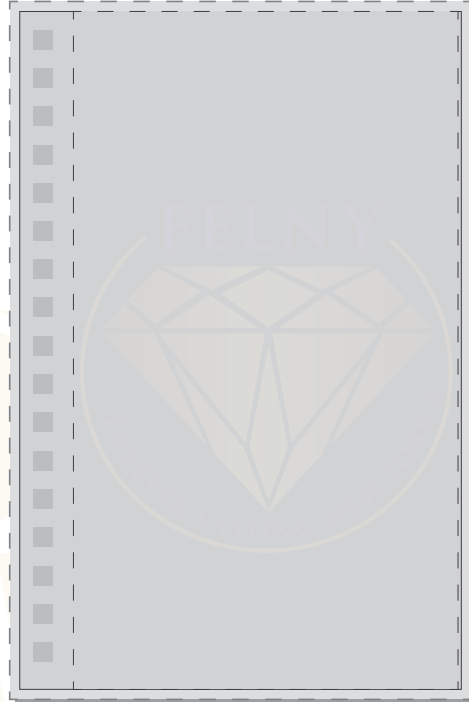


## ADVERTISING OPTIONS — Rates

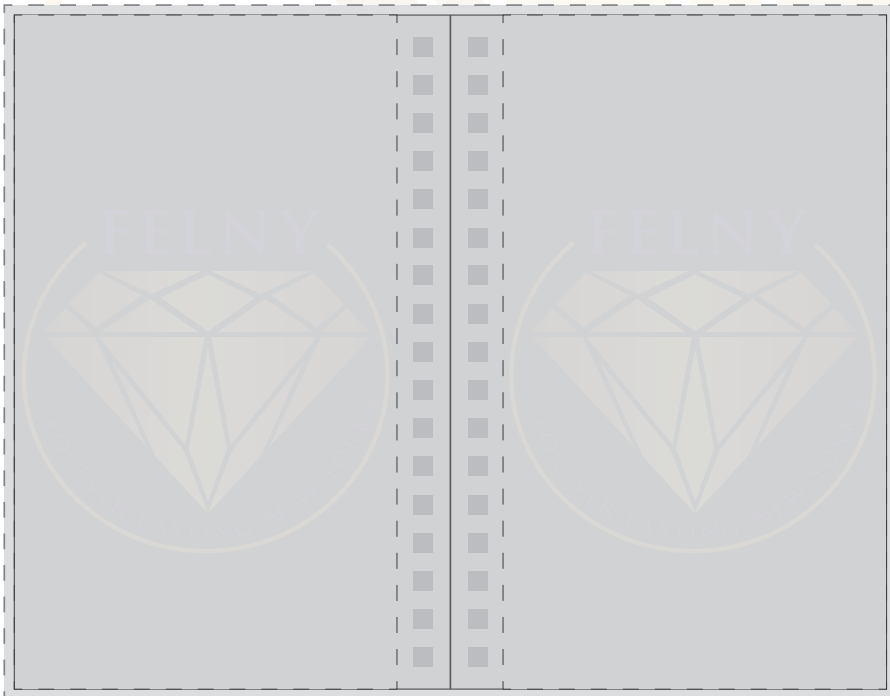
Opening Page — \$3,700



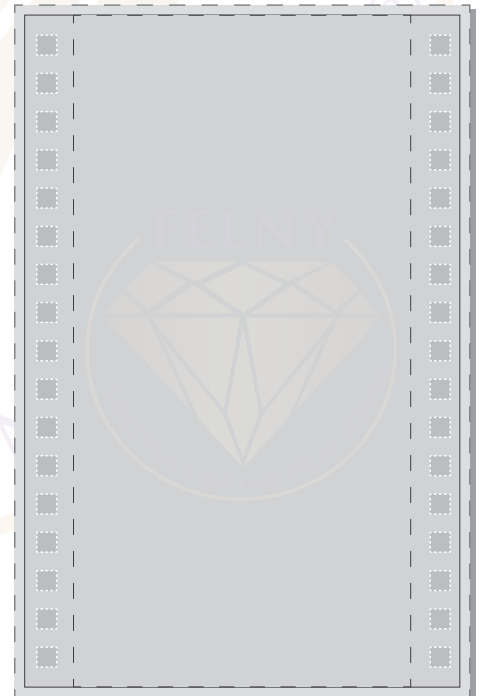
Closing Page — \$3,700



Regular Spread — \$2,700



Single Page — \$1,700



# ADVERTISING OPTIONS — Rates

1/3 Page Header Ad — \$700



**Jewelry & Watches**

**1884 COLLECTION**  
31 W 47th St Ste 302, New York, NY 10036-2001  
Wholesale & Manufactured Jewelry  
Phone: +1 917-913-2283 Fax: +1 212-364-1034  
www.1884collection.com

**207 FINE JEWELRY, INC.**  
D/B/A BAD WEDDING RINGS  
31 W 47th St Ste 302, New York, NY 10036-2908  
Manufactured Jewelry  
Phone: +1 212-364-4900 Fax: +1 212-364-1034  
EChange@fjnc.com

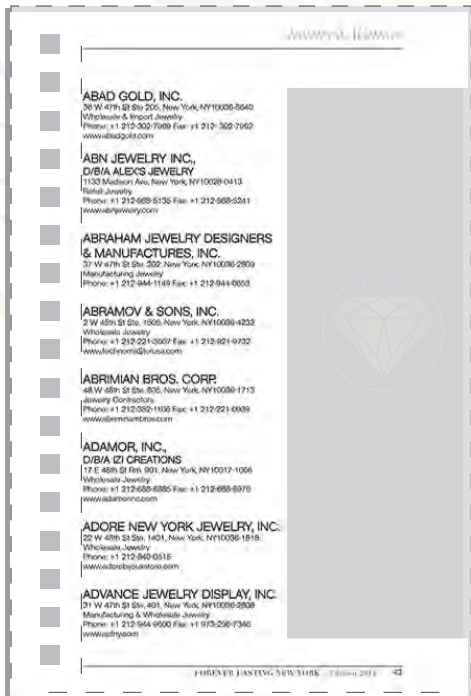
**47TH DIAMOND DISTRICT CORP.**  
D/B/A 47TH DDC  
10 W 47th St Unit 44, New York, NY 10036-3301  
Wholesale & Retail Jewelry  
Phone: +1 212-221-3130 Fax: +1 347-915-0201  
www.47thddc.com

**580 JEWELRY DESIGN, INC.**  
D/B/A CASSIS  
2 W 45th St Ste 1100, New York, NY 10001-4212  
Manufactured Jewelry  
Phone: +1 212-350-9441 Fax: +1 212-364-2933

**A & P AFARIN CO., INC.**  
Manufactured Jewelry  
82 W 47th St Ste 1813, New York, NY 10036-0201  
Phone: +1 212-944-0188 Fax: +1 212-644-2714  
www.aandpafarin.com

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1/3 Page Skyscraper Ad (A) — \$700



**ABAD GOLD, INC.**  
30 W 47th St Ste 201, New York, NY 10036-0640  
Wholesale & Retail Jewelry  
Phone: +1 212-302-7969 Fax: +1 212-302-7162  
www.abadgold.com

**ABN JEWELRY INC.**  
D/B/A ALEXIS JEWELRY  
1130 Madison Ave, New York, NY 10028-0413  
Retail Jewelry  
Phone: +1 212-688-5135 Fax: +1 212-688-5241  
www.abnjewelry.com

**ABRAHAM JEWELRY DESIGNERS  
& MANUFACTURES, INC.**  
31 W 47th St Ste 302, New York, NY 10036-2909  
Manufactured Jewelry  
Phone: +1 212-644-1149 Fax: +1 212-844-6003

**ABRAMOV & SONS, INC.**  
3 W 45th St Ste 1006, New York, NY 10036-4232  
Wholesale Jewelry  
Phone: +1 212-221-3307 Fax: +1 212-921-4732  
www.abrahamsons.com

**ABRIMIA BROS. CORP.**  
48 W 48th St Ste 803, New York, NY 10036-1713  
Jewelry Contractors  
Phone: +1 212-332-1100 Fax: +1 212-221-0909  
www.abrimia.com

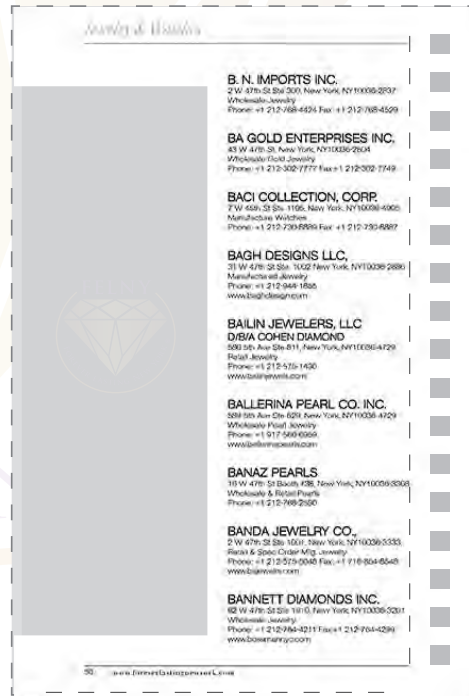
**ADAMOR, INC.**  
D/B/A EZ CREATIONS  
17 E 48th St Ste 301, New York, NY 10017-1056  
Wholesale Jewelry  
Phone: +1 212-688-8885 Fax: +1 212-688-8878  
www.adamor.com

**ADORE NEW YORK JEWELRY, INC.**  
22 W 47th St Ste 1401, New York, NY 10036-1818  
Wholesale Jewelry  
Phone: +1 212-860-0318  
www.adorenewyork.com

**ADVANCE JEWELRY DISPLAY, INC.**  
31 W 47th St Ste 401, New York, NY 10036-2808  
Manufacturing & Wholesale Jewelry  
Phone: +1 212-564-6500 Fax: +1 973-256-7340  
www.adj.com

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1/3 Page Skyscraper Ad (B) — \$700



**B. N. IMPORTS INC.**  
2 W 47th St Ste 201, New York, NY 10036-2937  
Wholesale Jewelry  
Phone: +1 212-768-4535 Fax: +1 212-768-4529

**BA GOLD ENTERPRISES INC.**  
43 W 45th St, New York, NY 10036-2904  
Wholesale/Retail Jewelry  
Phone: +1 212-362-7777 Fax: +1 212-302-7749

**BACI COLLECTION, CORP.**  
2 W 45th St Ste 1106, New York, NY 10036-4006  
Manufactured Watches  
Phone: +1 212-730-8996 Fax: +1 212-730-8997

**BAGH DESIGNS LLC.**  
31 W 47th St Ste 1022, New York, NY 10036-2886  
Manufactured Jewelry  
Phone: +1 212-949-1885  
www.baghdsgn.com

**BAILIN JEWELERS, LLC**  
D/B/A COHEN DIAMOND  
588 5th Ave Ste 811, New York, NY 10036-4729  
Retail Jewelry  
Phone: +1 212-512-1430  
www.bailinjewelers.com

**BALLERINA PEARL CO. INC.**  
388 5th Ave Ste 429, New York, NY 10036-4729  
Wholesale Retail Jewelry  
Phone: +1 517-569-0566  
www.ballerinapearl.com

**BANAZ PEARLS**  
10 W 47th St Ste 438, New York, NY 10036-2808  
Wholesale & Retail Pearls  
Phone: +1 212-768-9200

**BANDA JEWELRY CO.,**  
2 W 47th St Ste 1011, New York, NY 10036-2333  
Retail & Special Order Mfg. Jewelry  
Phone: +1 212-579-0248 Fax: +1 212-904-6548  
www.bandajewelry.com

**BANNETT DIAMONDS INC.**  
10 W 47th St Ste 1810, New York, NY 10036-0201  
Wholesale Jewelry  
Phone: +1 212-946-4211 Fax: +1 212-764-4299  
www.bannettjewelry.com

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# ADVERTISING OPTIONS — Specs

SPECS		File format	PDF/X1-A, optimized, plate-ready (Acrobat 4 compatible)		
		Printing process	Web offset		
		Binding method	Spiral bound (allow 3/4" safe area)		
Ad Type	Dimensions	Binding Margin	Bleed	Price	
Front Cover	5.5" x 6.75"	Left: 3/4"	1/8"	\$12,700	
Back Cover	5.5" x 8.5"	Right: 3/4"	1/8"	\$10,200	
Front Tab	5.5" x 8.5"	Left: 3/4"	1/8"	\$4,200	
Back Tab	5.5" x 8.5"	Right: 3/4"	1/8"	\$4,200	
Opening Page	5.5" x 8.5"	Right: 3/4"	1/8"	\$3,700	
Closing Page	5.5" x 8.5"	Left: 3/4"	1/8"	\$3,700	
Regular Spread	11" x 8.5"	Gutter: 1/2"	1/8"	\$2,700	
Single Page	5.5" x 8.5"	Outside: 3/4"	1/8"	\$1,700	
1/3 Page Header Ad	5.5" x 2.5"	Left: 3/4"	1/8"	\$ 700	
1/3 Page Skyscraper Ad (A)	2" x 7"	Left: 3/4"	1/8"	\$ 700	
1/3 Page Skyscraper Ad (B)	2" x 7"	Right: 3/4"	1/8"	\$ 700	

All artwork must be received no later than

**February 20th 2018**

### MAILING INSTRUCTIONS FOR FILES

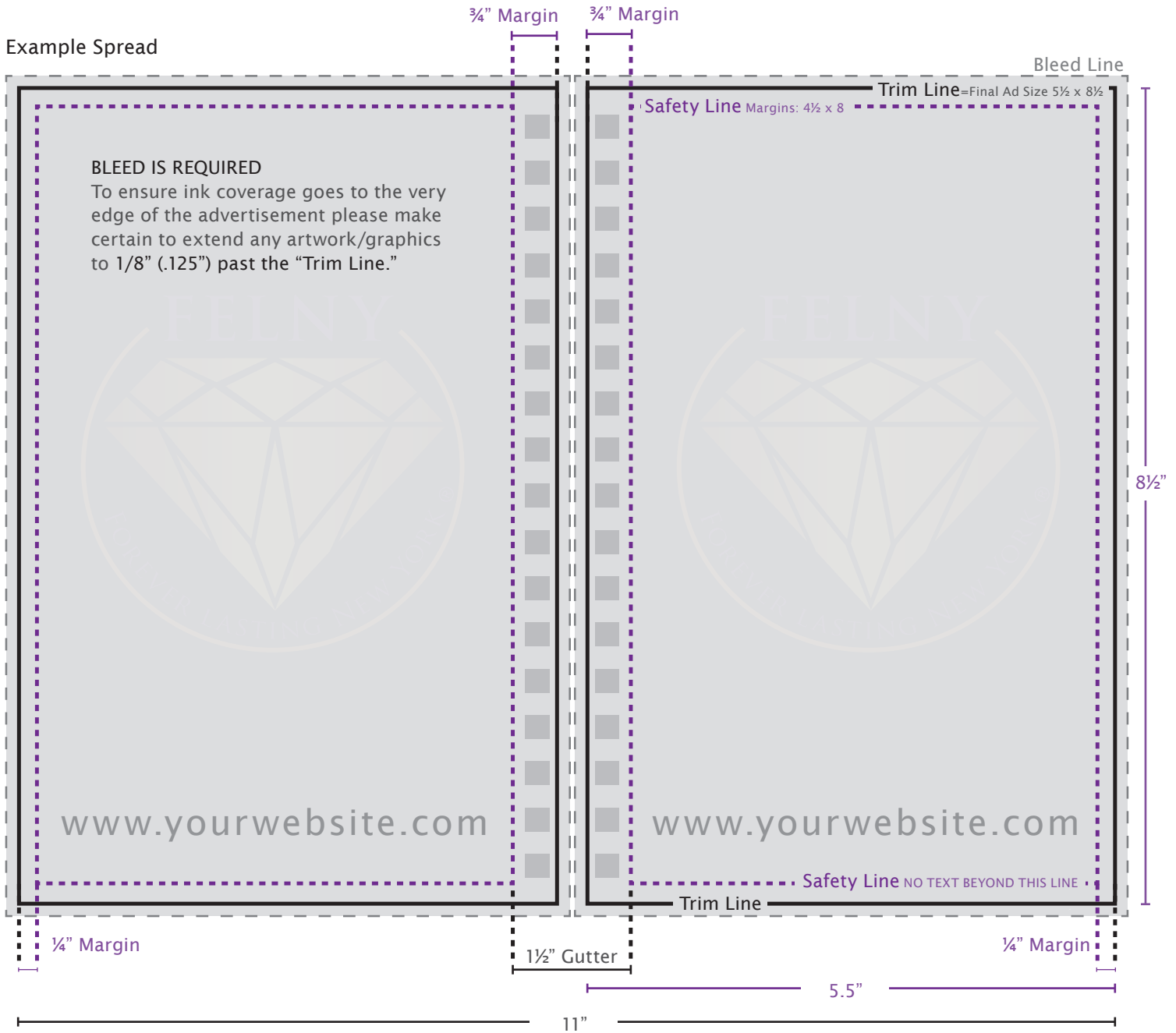
Please send material, questions and requests for extensions to:

**Forever Lasting New York – Advertising Dept**  
[advertising@foreverlastingnewyork.com](mailto:advertising@foreverlastingnewyork.com)

ADVERTISERS SUBMITTING FILES THAT DO NOT ADHERE TO THESE GUIDELINES FORFEIT THEIR RIGHT TO ISSUE COMPLAINTS FOR CONTENT OR QUALITY ISSUES. Forever Lasting New York reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.



# SAFETY LINES





## ADVERTISING OPTIONS

- Front Cover     Opening Page     Front Tab     Regular Spread  
 Back Cover     Closing Page     Back Tab     Single Page  
 1/3 Page Header Ad     1/3 Page Skyscraper Ad (A)     1/3 Page Skyscraper Ad (B)

## TERMS AND CONDITIONS

- Advertiser agrees to pay for advertising in advance of publication unless other payment arrangements have been made
- Forever Lasting New York® (FELNY) reserves the right to reject or decline any advertising for any reason at any time without liability, even though previously acknowledge or accepted
- Publisher shall not be liable for errors in submitted copies
- In the event of non-payment, publisher shall hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher
- Advertiser and its agency shall be jointly responsible for all content of advertisement including text, illustrations, trademarks and other matter, and shall defend, indemnify and hold publisher harmless from against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claim or suit that may arise out of the publication of such advertisements Publication.

## ACCEPTED AND AGREED

By signing below you will be deemed to have accepted the proposal in its integrity.

Forever Lasting New York:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_/\_\_/\_\_

Client \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_/\_\_/\_\_