



MEDIA KIT 2017 EDITION

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

www.foreverlastingnewyork.com



FOREVER LASTING NEW YORK® (FELNY) 2017 EDITION

ABOUT FOREVER LASTING NEW YORK (FELNY)

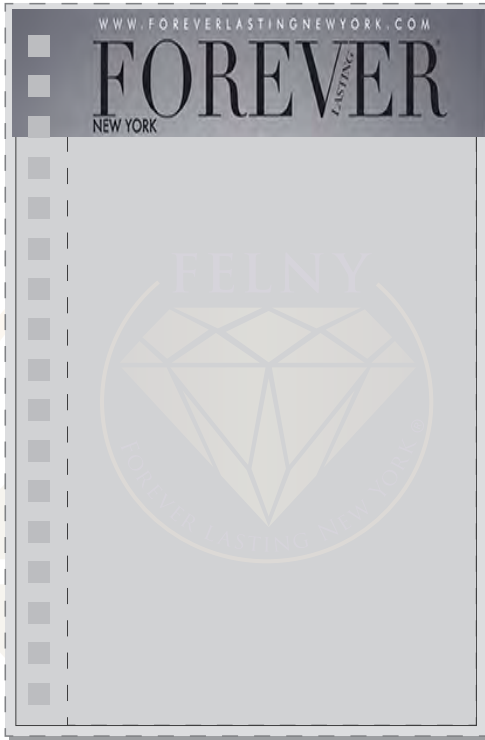
Forever Lasting New York® (FELNY) is a guide book of jewelry, diamonds, precious stones and watches. It's a savvy trade guide from the finest manufacturers, wholesaler and distributors to the retailers and dealers.

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.

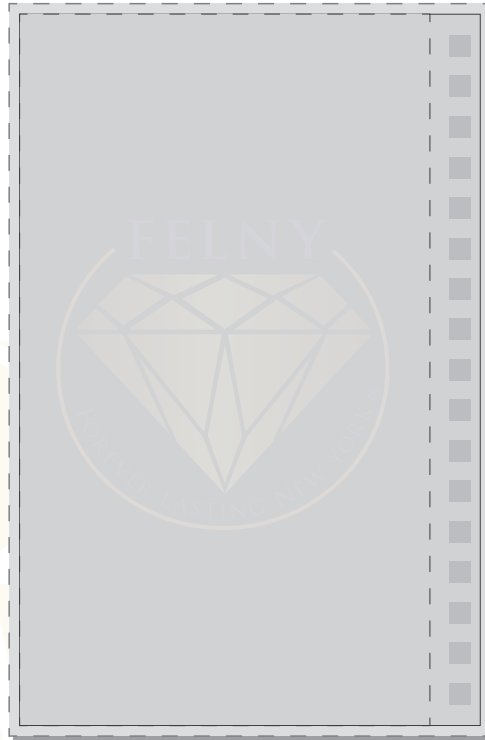
Advertising in FELNY exposes the high quality and the excellent masterpiece of your craft. Your advertisement in this guide book helps deliver your advertising message to your intended audience. Forever Lasting New York® intends to bring seller and buyers together. Therefore, offering exposure to you, 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.

ADVERTISING OPTIONS — Rates

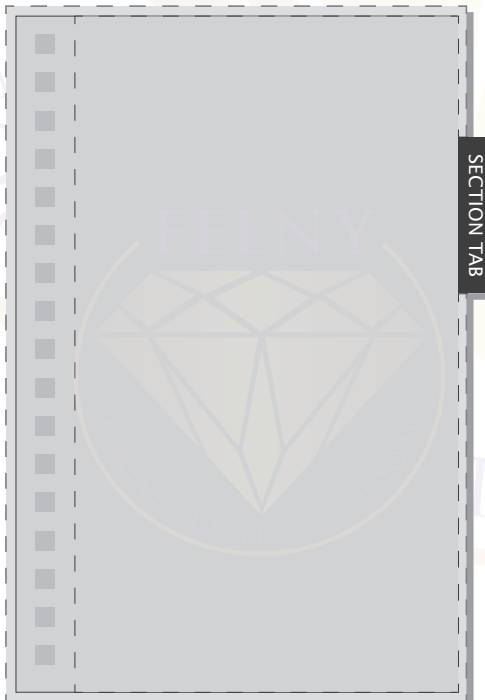
Front Cover — \$12,700



Back Cover — \$10,200



Front Tab — \$4,200

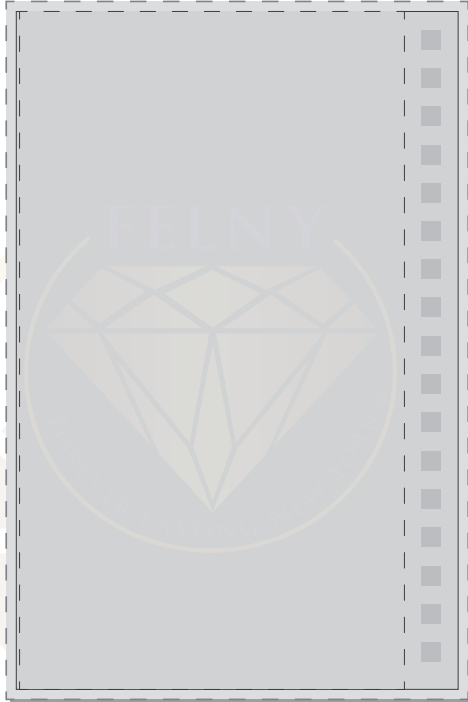


Back Tab — \$4,200

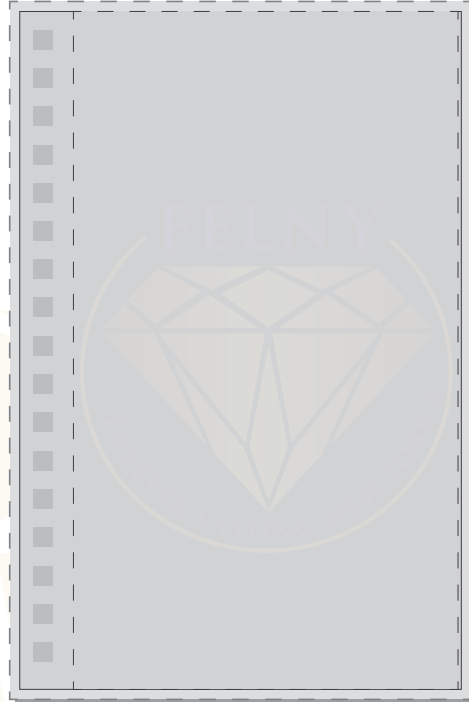


ADVERTISING OPTIONS — Rates

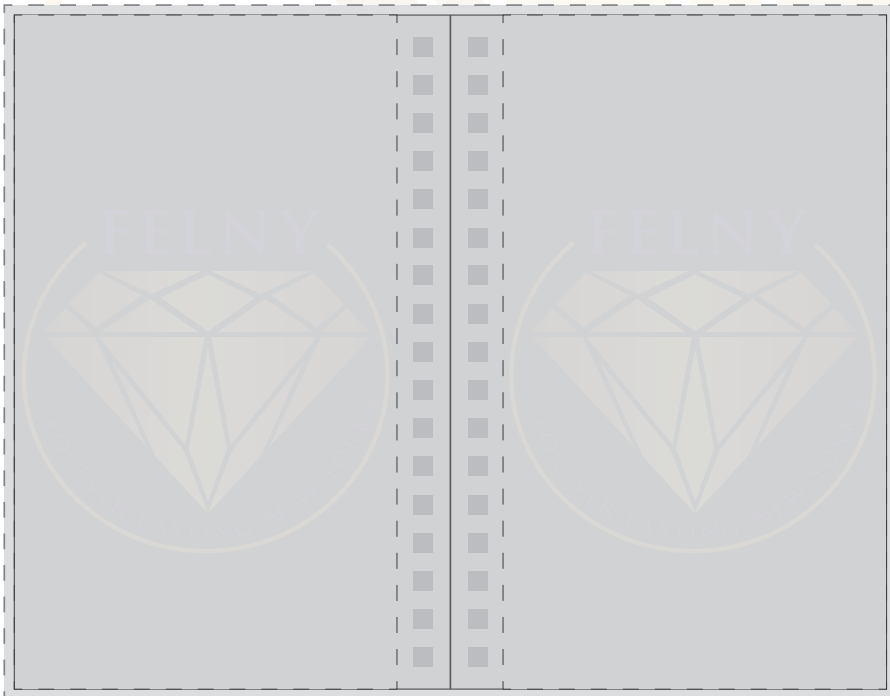
Opening Page — \$3,700



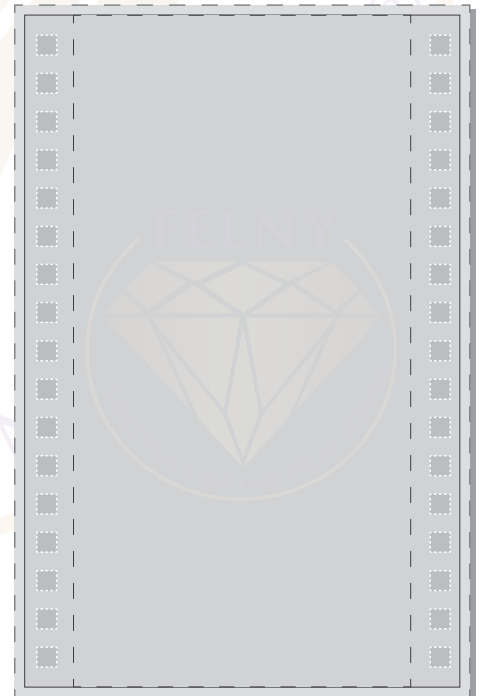
Closing Page — \$3,700



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

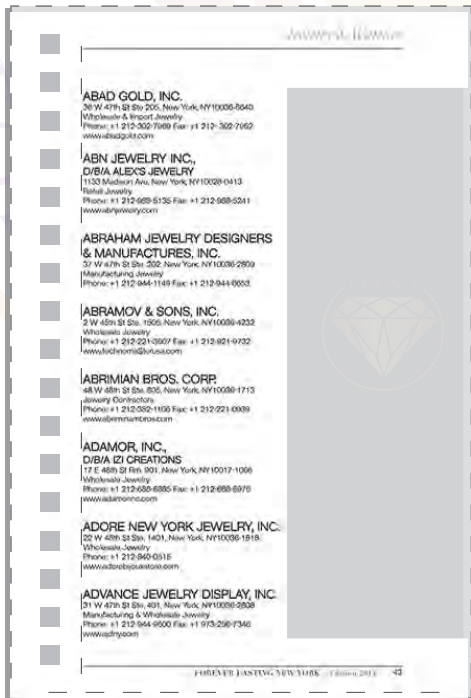
47TH DIAMOND DISTRICT CORP.
D/B/A 47TH DDC
10 W 47th St Unit 44, New York, NY 10036-3301
Wholesale & Retail Jewelry
Phone: +1 212-221-3132 Fax: +1 347-915-0201
www.47th.com

580 JEWELRY DESIGN, INC.
D/B/A CASSIS
2 W 45th St Ste 1103, 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: +1 212-944-2774
www.aandpafarin.com

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1/3 Page Skyscraper Ad (A) — \$700



Jewelry & Watches

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: +1 212-944-1149 Fax: +1 212-944-6003

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: +1 212-350-1100 Fax: +1 212-221-0909
www.abrimia.com

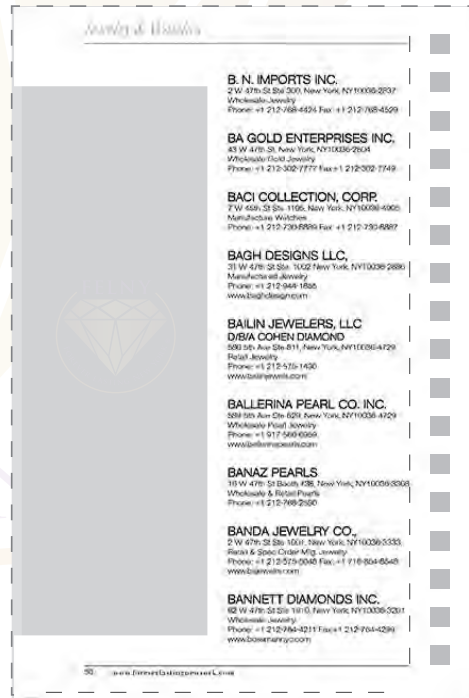
ADAMOR, INC.
D/B/A EZ CREATIONS
17 E 48th St Ste 301, New York, NY 10017-1056
Wholesale Jewelry
Phone: +1 212-688-8885 Fax: +1 212-688-8878
www.adamor.com

ADORE NEW YORK JEWELRY, INC.
22 W 47th St Ste 1401, New York, NY 10036-1818
Wholesale Jewelry
Phone: +1 212-960-0318
www.adorenewyork.com

ADVANCE JEWELRY DISPLAY, INC.
31 W 47th St Ste 401, New York, NY 10036-2808
Manufacturing & Wholesale Jewelry
Phone: +1 212-964-6500 Fax: +1 973-256-7340
www.adj.com

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1/3 Page Skyscraper Ad (B) — \$700



Jewelry & Watches

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 41st St, New York, NY 10018-2904
Wholesale Retail Jewelry
Phone: +1 212-362-7777 Fax: +1 212-362-7749

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.baghdesigns.com

BAILIN JEWELERS, LLC
D/B/A COHEN DIAMOND
588 5th Ave Ste 811, New York, NY 10016-4729
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: +1 212-964-4211 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 9th 2017**

MAILING INSTRUCTIONS FOR FILES

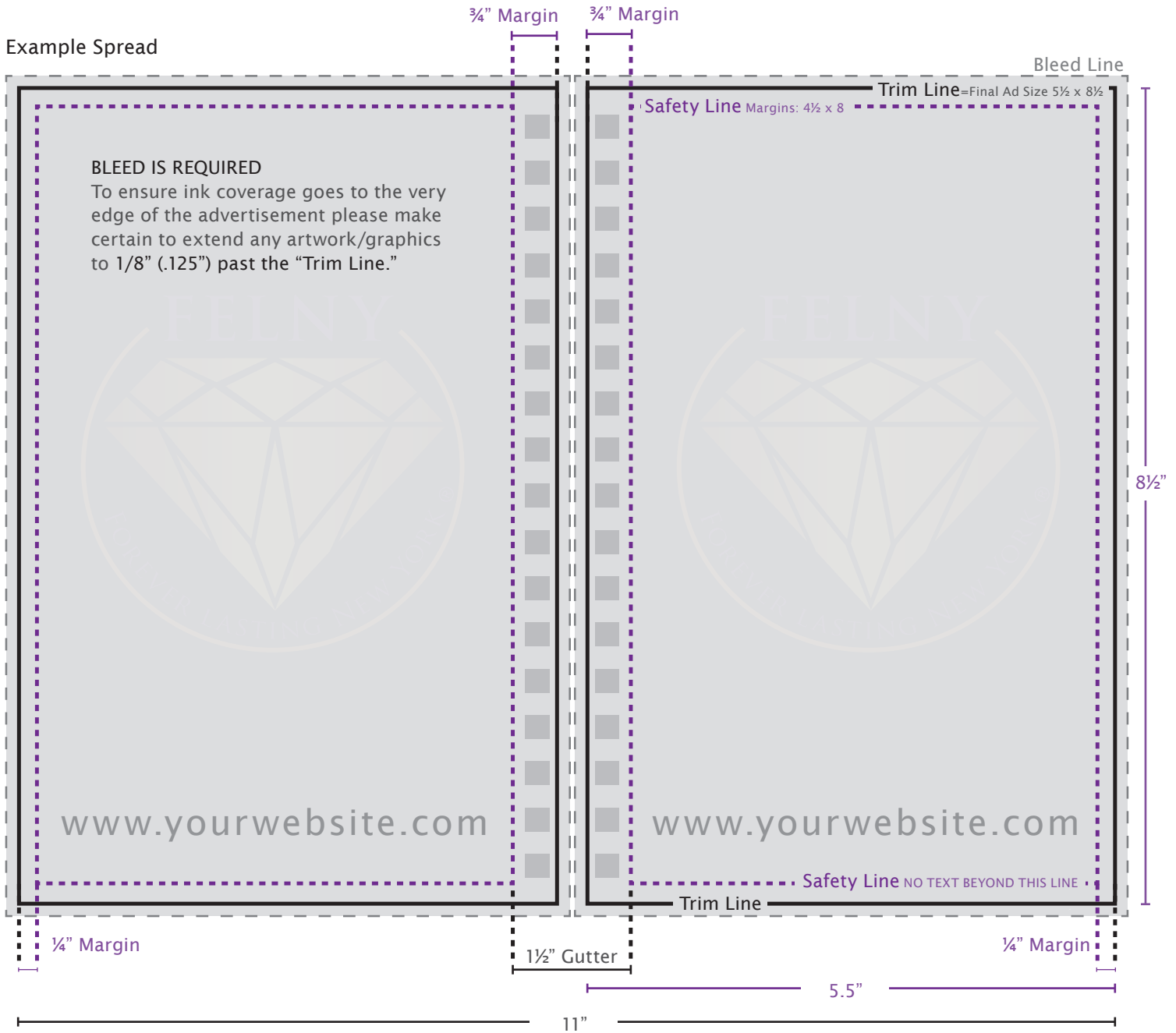
Please send material, questions and requests for extensions to:

Forever Lasting New York – Advertising Dept
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:

Client _____

Name: _____

Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Date: __/__/__

Date: __/__/__