

# Rock&Gem

---

## *Media Kit*

---





Photos courtesy Thomas Farley

## People turn to us for something intriguing and helpful.

At **Rock & Gem**, we believe and encourage the mindset that all are welcome. From every day rockhounds with a casual interest to seasoned professionals in fields related to rockhounding, gem shows, paleontology, and lapidary, everyone has a seat at the table and is invited to participate. Our approach to supporting advertisers is through tailored, innovative, engaging, and multimedia promotional strategies.

**2021 marks the 50th anniversary of Rock & Gem.** We will host a year-long celebration, which includes a limited-edition 50th Anniversary Commemorative issue.

**Living life fully involves being inspired, informed, and entertained.**

We reach  
**56,000+ rockhound enthusiasts**

*Print*  
**15,000+**

*Digital*  
**41,000+**

Our magazines are distributed to & available at key retailers nationwide:

**PETSMART  
PETCO  
TRACTOR SUPPLY CO.  
BARNES & NOBLE  
TARGET  
WALMART  
ORSCHN FARM & HOME  
BLAINES FARM & FLEET  
RURAL KING**

Sources: Google analytics and social media site metrics





Photo courtesy Bruce McKay

## Our audience 'digs' rocks, and we 'dig' them.

The rockhounding community we serve includes people from all walks of life who share a common deep appreciation for geological treasures. Regardless, if they're focused on building up collections, spending time in the field on dig trips, learning about the science behind specimens, working with stone to create lapidary art and jewelry, visiting shops and attending shows, or all of the above, members of the Rock & Gem community are engaged, always seeking to learn, enjoy experiences, and connect with other rockhounds.

To learn more, visit: [www.rockngem.com](http://www.rockngem.com) | [www.myrockhub.com](http://www.myrockhub.com)

**11,650**

Avg. monthly  
unique visitor

**17,500**

Avg. monthly  
page views

**40%**

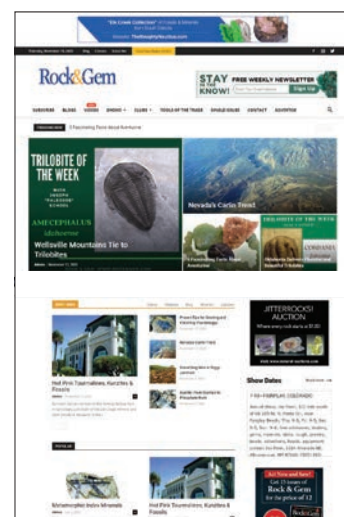
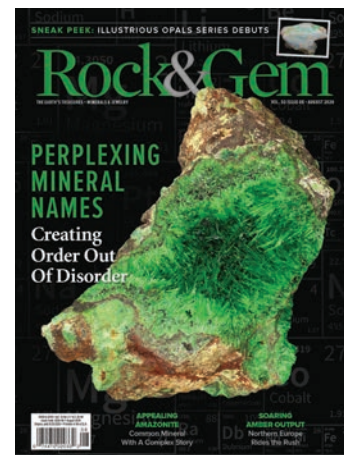
Percentage of visitor  
on mobile devices

**7,500+**

Newsletter subscribers

**16,000+**

Social media followers  
(Facebook, Instagram, Twitter)



Rock & Gem is also the official magazine of the American Federation of Mineralogical Societies, [www.amfed.org](http://www.amfed.org). It is the umbrella organization composed of seven regional organizations across the U.S., with the purpose of promoting popular interest and education in the various earth sciences, and in particular the subjects of geology, mineralogy, paleontology, lapidary and other related subjects.

Sources: Google analytics and social media site metrics



# Advertiser Spotlight and Product Showcase

Print media allows brands to reach our community of rockhounding enthusiasts in unique and engaging ways. We offer standard units, as well as tailored presentations.

## *Advertising opportunities*

- Standard display
- Custom content
- Quarterly special section
- Inserts
- Sponsorships

## Tools of the Trade Faceting Focus

(Click on titles above for samples)



Photo courtesy Steve Voynick

## Digital Issue

With our new digital editions, each print issue is faithfully replicated, with options to amplify your advertising message with video or animation. Readers can also access an archive of back issues, providing added exposure and lasting impressions for our advertising partners long after the printed edition disappears from newsstands.

## *Advertising opportunities*

- Sponsored launch image
- Edition sponsorships
- Banner ads

## *Available On*



APPLE APP STORE



GOOGLE PLAY



KINDLE



POCKETMAGS



ISSUU

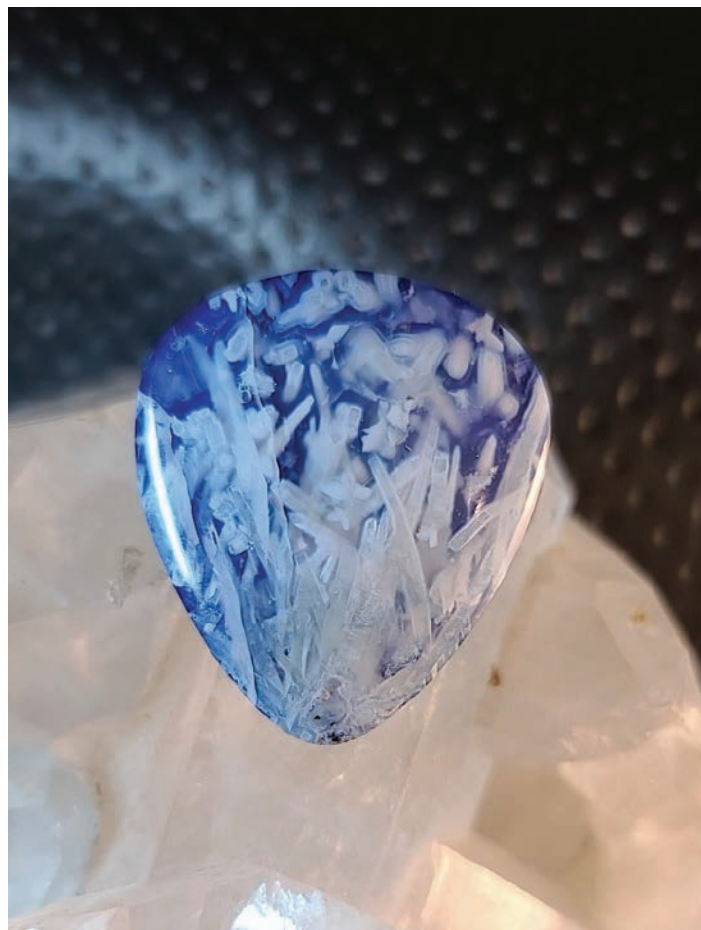
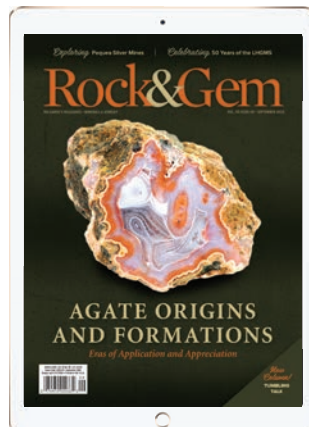


Photo courtesy Russ Kaniuth



Photo courtesy Theo Gallegos

## Web & Social Platforms

Our site allows companies to interact directly with our audience thanks to a responsive design and accessibility across all devices. We specialize in helping drive brand awareness and engagement through integrated digital programs and will create a custom program tailored to your mission.

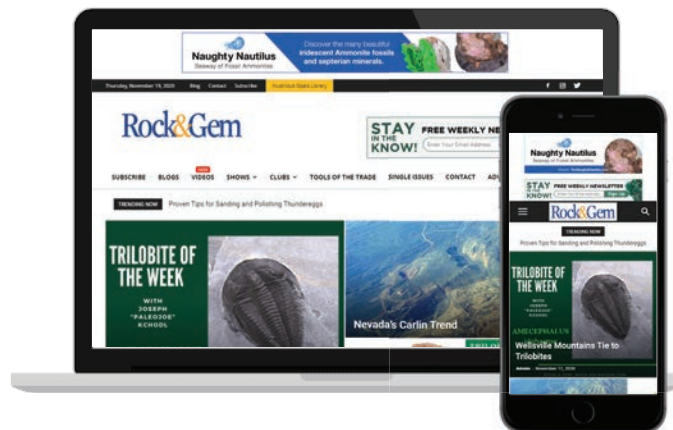
Our audiences love everything from insightful stories about rockhounding adventures, collecting experiences and lapidary work and informative scientific articles to inspiring how-to features, and simply entertaining and engaging dialogue. This is where these audiences want to engage —catch their attention on social media.

## Advertising opportunities

- Native content
- Banner ads
- **Social media promotional campaigns**
- **Weekly e-newsletter**
- Stand-alone dedicated e-blasts
- **Featured blog sponsorships**
- **Business profiles**
- Videos
- **Limited edition digital/print hybrid series**
- **Rock & Gem's 50th anniversary commemorative issue**



Photo courtesy John Speck



[www.facebook.com/RockandGem](http://www.facebook.com/RockandGem)



[www.twitter.com/RandG\\_official](http://www.twitter.com/RandG_official)



[www.instagram.com/rockngem](http://www.instagram.com/rockngem)



# Editorial Calendar

Photo courtesy Helen Serras-Herman

## February

- Special Section: Tools of the Trade (Advertorial section featuring profiles of people using various types of rockhounding and lapidary equipment)
- Faceting Focus column — Sponsored by Cutting Edge Supply, Inc.
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
December 9, 2020  
**Material Due Date:**  
December 16, 2020  
**On Newsstand Date:**  
Jan. 19, 2021

## March

- Junior Rockhound profile
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is a profile about an individual whose influence and impact on the rock-hounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
January 13, 2021  
**Material Due Date:**  
January 19, 2021  
**On Newsstand Date:**  
February 23, 2021

\*Glorious Gemstones Digital Issue #1 available March 31 (Contact Tracy Alvarez to learn about Glorious Gemstones advertising opportunities)

## April

- Special Focus Feature: Continuing Education (Benefits and opportunities related to taking classes about rockhounding and lapidary work)
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
February 6, 2020  
**Materials Due Date:**  
February 13, 2020  
**On Newsstand Date:**  
March 24, 2020

## May

- Faceting Focus column — Sponsored by Cutting Edge Supply, Inc.
- Junior Rockhound profile
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is a profile about an individual whose influence and impact on the rockhounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
March 10, 2021  
**Material Due Date:**  
March 16, 2021  
**On Newsstand Date:**  
April 20, 2021

\*Glorious Gemstones Digital Issue #2 available May 31

## June

- Special Section: Tools of the Trade
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
April 14, 2021  
**Material Due Date:**  
April 20, 2021  
**On Newsstand Date:**  
May 25, 2021

**BONUS ISSUE** — 50th Anniversary Commemorative Issue

- 112-page limited-edition print issue of Rock & Gem with exclusive new features about top dig sites, up-and-coming rockhounds, a retro reflection of moments from the Rock & Gem archives, profiles of innovative people in the rockhounding and lapidary community, features about extraordinary collections of minerals, gemstones, and fossils, among other items.

**Ad Close Date:**  
May 18, 2021  
**Material Due Date:**  
May 30, 2021  
**On Newsstand Date:**  
July 13, 2021

## July

- Junior Rockhound profile
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is

a profile about an individual whose influence and impact on the rockhounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
May 12, 2021  
**Material Due Date:**  
May 18, 2021  
**On Newsstand Date:**  
June 22, 2021

## August

- Faceting Focus column — Sponsored by Cutting Edge Supply, Inc.
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
June 9, 2021  
**Material Due Date:**  
June 15, 2021  
**On Newsstand Date:**  
July 20, 2021

## September

- Special Section: Tools of the Trade
- Junior Rockhound profile
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is a profile about an individual whose influence and impact on the rockhounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
July 14, 2021  
**Material Due Date:**  
July 18, 2021  
**On Newsstand Date:**  
August 24, 2021

## October

- Faceting Focus column — Sponsored by Cutting Edge Supply, Inc.
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
August 11, 2021  
**Material Due Date:**  
August 17, 2021  
**On Newsstand Date:**  
September 21, 2021

## November

- Junior Rockhound profile
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is a profile about an individual whose influence and impact on the rockhounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
September 8, 2021  
**Material Due Date:**  
September 14, 2021  
**On Newsstand Date:**  
October 19, 2021

## December

- Special Section: Tools of the Trade (Fluorescent mineral focus)
- 50th Anniversary Flashback Column and Throwback Feature (Column revisits moments in rockhounding and lapidary history of the past 50 years; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
October 13, 2021  
**Material Due Date:**  
October 19, 2021  
**On Newsstand Date:**  
November 23, 2021

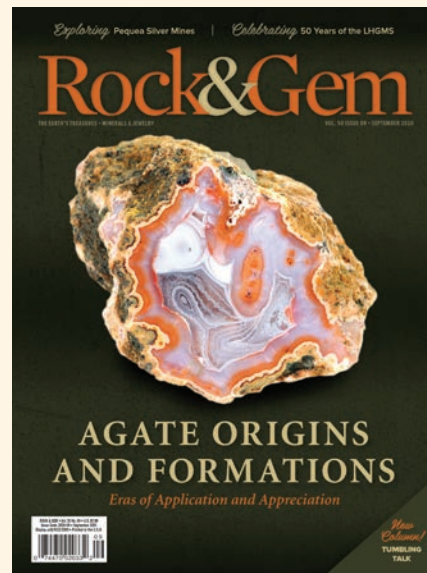
## January

- Parting Shot of the Year (Vote for the best Parting Shot image)
- 50th Anniversary Hall of Fame Spotlight and Throwback Feature (Spotlight is a profile about an individual whose influence and impact on the rockhounding and lapidary community has had a positive effect; the feature is a reprint of a popular article from the Rock & Gem archive)

**Ad Close Date:**  
November 10, 2021  
**Material Due Date:**  
November 16, 2021  
**On Newsstand Date:**  
December 21, 2021



# Let's Get Started



**TRACY ALVAREZ**

Ad Sales Executive

[Talvarez@Beckett.com](mailto:Talvarez@Beckett.com)

Beckett Media | Entrust Global Group

**Direct: 1-972-490-5212**