

# WHY

## ADVERTISE WITH IDEX

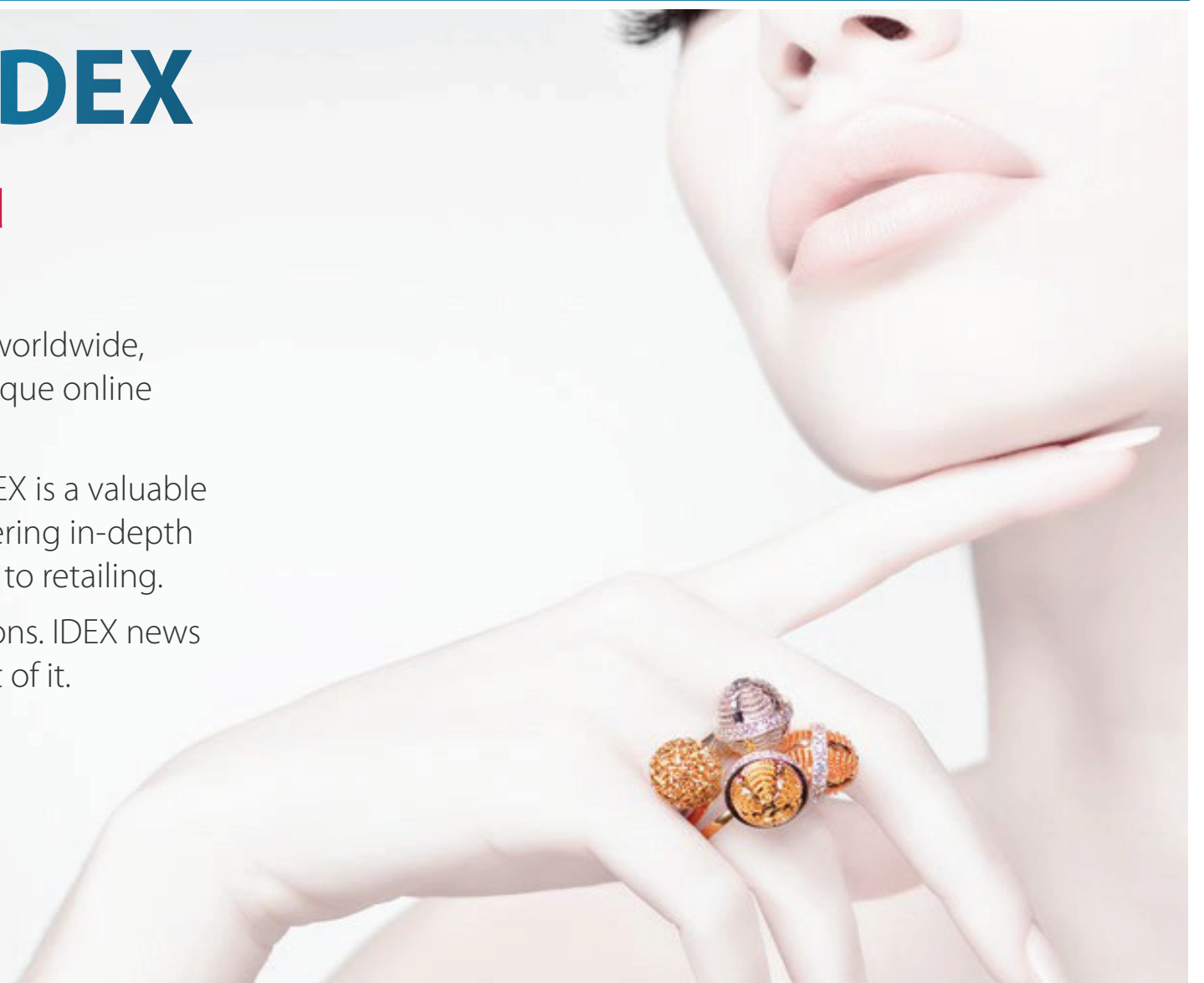
### Target jewelry retailers and diamond traders with your ads

IDEX is a leading diamond-trading platform for professionals worldwide, featuring live supply listings, real time pricing information, unique online transactional capabilities and more.

Alongside its core function as a diamond trading platform, IDEX is a valuable resource for news, information and industry commentary, offering in-depth analysis and expertise across the whole pipeline, from mining to retailing.

IDEX's website receives more than 1 million monthly impressions. IDEX news reaches a readership of more than 63,000, and you can be part of it.

For more information, please contact: [advertise@idexonline.com](mailto:advertise@idexonline.com)



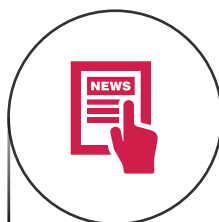
# FIND OUT MORE ABOUT OUR ADVERTISING CHANNELS



## DIAMOND TRADING NETWORK

**Put Your Ad Where  
The Buyers Are**

Comprising more than 1,200,000 diamonds, the IDEX trading platform features, fully scanned certificates and diamond images. This is where the industry comes to do business and who better to do it with than you?



## WEEKLY NEWSLETTER

**Reach The Inboxes Of The  
Most Influential Players In  
The Industry**

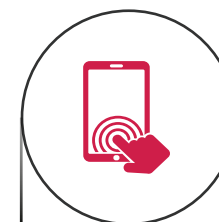
The IDEX Weekly newsletter recaps the week's most important news featured on idexonline.com in an easy-to-read digest. The combination of news and banners means your ad will reach the eyes of the right potential customers.



## PRICE & RESEARCH REPORTS

**Our Monthly Reports Are  
Followed By Diamond Buyers  
Wordlwide, Making It Prime  
Real Estate For You.**

Based on price changes as reflected by the global trade on IDEX'S trading platform, the report is a reliable, transparent and unbiased pricing tool and analysis of higher quality diamonds.

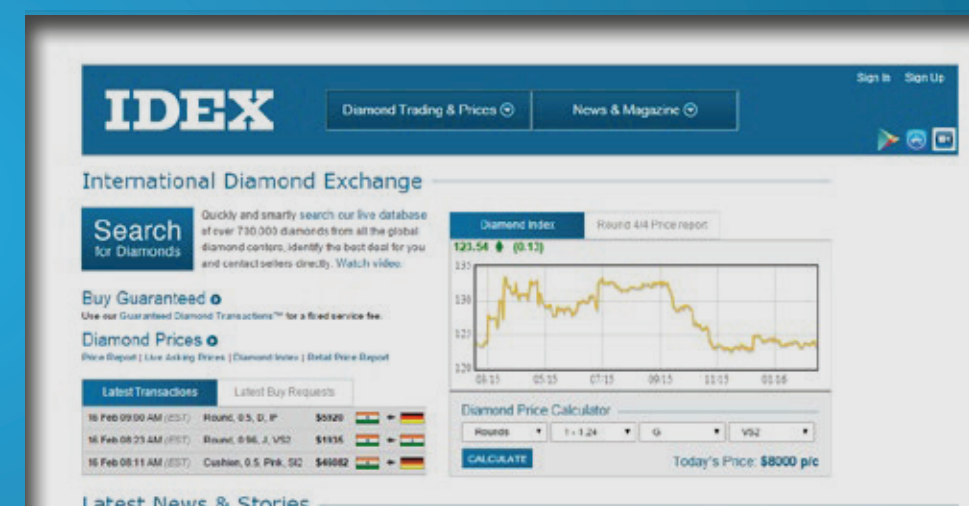


## MOBILE APP

**This Free Android And Apple  
App Allows Registered Idex  
Users To Easily Search For  
Diamonds And Post Buy  
Requests On The Go.**

Users can publish and edit buy requests, access the IDEX Price Report Calculator and see IDEX's news feed, making it a prime advertising spot.

# IDEX PROFESSIONAL MEDIA



## Put your ad where the buyers are

With over 1 million monthly impressions, IDEXOnline.com is one of the industry's most powerful advertising platforms. Choose from premium banner placements across the high-traffic trading network - featuring more than \$5 billion in inventory - plus our thriving newsroom and trusted diamond pricing hub.

**Position your brand where the diamond industry makes decisions.**

## IDEX Newsletter

The flagship of the IDEX news department. Sent every Thursday, it instantly reaches more than 63,000 industry players

**Get your message delivered directly into the inbox of global buyers and influencers.**

## IDEX media

Branded Content Service - Showcase your brand with IDEX Online's professional branded content. Our editorial-style approach is engaging, credible, and tailored to the jewelry and diamond industry. We blend compelling storytelling with strategic messaging that boosts visibility and strengthens your market presence.

**Tell your story, build credibility, and stand out in a competitive market.**

## Custom Email Blasts

Reach IDEX's 63,000+ subscribers with your personalized, targeted email campaign. It's a powerful, cost-effective way to connect directly with industry decision-makers.

**Target the right audience, at the right time, with the right message.**

For more information, please contact: [advertise@idexonline.com](mailto:advertise@idexonline.com)

# IDEX DIAMOND TRADING NETWORK

## Rate Card – Website Banners, Newsletter, Price Report & Mobile App

Location	Size	Cost Per Month	Max Advertisers	Description
Diamond Trading Platform (Search for Diamonds & Buy Requests)	468 X 60	\$ 2200	10	Top frame and page bottom rotation
Homepage Top Frame	265 X 60	\$ 1600	12	Also appears on Login, Welcome, My Account, Search & Results of News and Archive, Affiliate and Industry Links
Exclusive Top Frame	265 X 60	\$ 3950	1	2 non-rotation spots at Homepage Top frame
Newsroom	468 X 60	\$ 990	16	4 banner locations on the Newsroom main page and one in full articles
Newsroom Exclusive	265 X 60	\$1800	1	Up to 4 non-rotation spots on the Newsroom main page and in full articles
Homepage Base	468 X 60	\$ 550	10	Appears at the bottom of the Homepage
Diamond Prices	468 X 60	\$ 850	10	4 spots: Price list pages, the Diamond Index page
Newsletter	756 X 100	\$ 990	16	Horizontal banner in the body of Newsletter, rotating weekly
Newsletter Exclusive Top banner	371 X 162	\$1800	2	Non rotating large square banners on top of the Newsletter
Newsletter Exclusive banner	242 X 162	\$1500	3	Non rotating square banners
Price Report Mailing Exclusive	190 X 190	\$ 2800	1	Exclusive Banner on Diamond Monthly Price Report mailing
Monthly Research Exclusive Mailing	190 X 190	\$ 2800	1	Exclusive Banner on Research Monthly Report mailing
IDEX Mobile Application	320 X 50	\$ 650	5	Appears at the bottom of the Mobile App screens

Acceptable formats: Jpeg, GIF, Animated GIF, PNG

All advertising rates are listed per month and are valid through December 31, 2026. Prices are in US dollars, excluding VAT/sales tax

For more information, please contact: [advertise@idexonline.com](mailto:advertise@idexonline.com)



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