

# GemA Publications Media Pack 2024





# The History of Gem-A

Gem-A (The Gemmological Association of Great Britain), is the world's longest-running gemmological educator. Based in London, England, Gem-A is a charitable organisation committed to promoting the study of gemmology through the provision of education, equipment and membership of an internationally renowned community of gem professionals and enthusiasts.

1908

At a meeting for the National Association of Goldsmiths, Samuel Barnett proposed an idea for a gemmology course



1913

Samuel Barnett was named as the first graduate of the Gemmology Diploma



1912

Dr. Herbert Smith was the developer of the Herbert Smith Refractometer and he published the pioneering work *Gem-Stones*, which was the first systematic approach to gemmology.

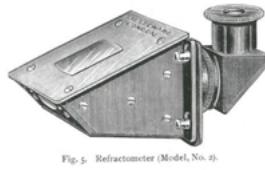


Fig. 5. Refractometer (Model, No. 2).



1925

The world's first gem testing laboratory was developed in London and run by Basil W. Anderson.



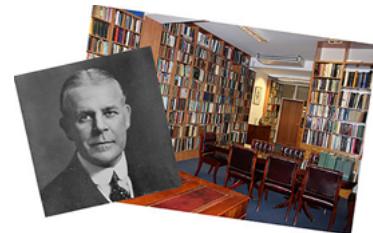
1931

As the study of gemmology grew in popularity, the Gemmological Association formed its own identity



1958

Sir James Walton, a retired royal surgeon, went on to become a curator of gemstones. Upon his death, a library was established in his memory at Gem-A HQ, London.



1962

The Gemmological Association introduced its first diamond course.



1967

The Association received the official grant of arms from the King of Arms under royal authority.



Chelsea Colour Filter

This well-known economical and compact filter is now available in a new colour. This is a colour polycarbonate moulding in the shape of a diamond. Easy to open and handle - light in weight and strong appearance. The Chelsea Colour Filter 12s. 6d. Gemmological Association of Great Britain Sales Department, 9, Horseferry Road, London, E.C.1 Telephone: AD33393



1987

The first Gem-A courses were started on the Chinese mainland by Prof. Yan Weixuan of the National University in Wuhan, in conjunction with Prof. Chen Zhonghui.



2001

Coveted Medals are awarded at the annual Gem-A Graduation Ceremony in London, including the Deeks Diamond Prize and the Bruton Medal.



2023

The online course GemINTRO is launched.



2024



# The Journal of Gemmology

Scientific | Peer-reviewed | Authoritative

## About The Journal

In 1947, Gem-A launched *The Journal of Gemmology*, which continues to offer the latest in gem research, knowledge and expertise — an essential tool for professional gemmologists.

*The Journal of Gemmology* is published quarterly, in hardcopy and electronic format. Each issue features timely scholarly articles written by leading experts in gemmology concerning a wide range of topics, from the latest information on gem localities and identification characteristics to studies of synthetics, treatments, new technologies and historical objects.

Advertisers gain access to *The Journal's* specialist audience, who are dedicated and highly professional. Advertisers are able to share their key marketing messages, services and products with those who will truly benefit.

## Publication Dates

*The Journal of Gemmology* is published quarterly. See the last page of this pack for upcoming publication dates.

## Readership and Circulation

**Total circulation: 2,500+**

*The Journal of Gemmology* is circulated to all Gem-A members, as well as to direct subscribers at various libraries, universities, institutions and publishing agencies worldwide, with more than 2,500 professionals across the globe receiving it in print and/or online.

*The Journal* is indexed by many important scholarly databases, including Clarivate's SCIE (Science Citation Index Expanded) database, expanding awareness of its content to scholarly researchers everywhere.

## The Journal Archive Online

Dating back to the very first volume published in 1947, all issues of *The Journal of Gemmology* are available to read online. Everyone can access this incredible resource but only Gem-A Members have access to the most recent issues. Visit the archive today by [clicking here](#).



## Journal Highlights

*The Journal of Gemmology* publishes cutting-edge research on a variety of topics that are significant and relevant to a broad international audience.

Typical subjects include coloured stones, diamonds, gem localities, synthetics and topics of historical relevance.

# Gems&Jewellery

Gemmology Culture | Jewellery Insights | Field Trips

## About Gems&Jewellery

The first issue of *Gems&Jewellery* was published in 1991, offering a more accessible approach to the often complex field of gemmology. *G&J* presents a range of articles on gemstones, minerals and jewellery, alongside news, features and opinion pieces. Articles cover a broad range of topics, from trends, ethics and nomenclature to coverage of Gem-A field trips, events and international exhibitions.

Thousands of industry professionals and students alike rely on *Gems&Jewellery* for gemmological updates, entertaining features, insightful advice and beautiful imagery. *G&J* cuts through the 'noise' of inaccurate, out-of-date information in order to bring well-crafted quality content to its readers. Advertisers can harness the attention of this specialised, largely professional audience, sharing their key marketing messages with those trade members who will most benefit from their services and products.

## Readership and Circulation

### Total circulation: 2,500+

*Gems&Jewellery* is available to all members of Gem-A, with more than 2,500 professionals, students and hobbyists across the globe accessing its articles.

Key universities across the UK, and our in-house teaching facilities at Gem-A headquarters, are granted access to current and archived issues of *G&J*. All of our students around the world are able to access the magazine through our education website.

## Magazine Highlights

- Gemmology features and investigations written by qualified industry experts
- Retail-focused advice to support the sale of gemstones and jewellery, both in-store and online
- Support for gemmology students, including inspiring professional profiles
- Expert coverage of gemmological field trips, events and UK and international trade shows
- Reports on the latest jewellery trends
- Book reviews, exhibition synopses and technology reports
- Full-colour photography within each article



# Advertising in Gem-A Publications

## ADVERT SPECIFICATIONS

### Inside front cover, inside back cover, outside back cover:

Prices: Available on request

### Full Page:

h. 303mm x w. 216mm (bleed)  
h. 297mm x w. 210mm (trim)

Price left-hand page: £1,200

Price right-hand page: £1,400

### Half Page (trim):

h. 118.4mm x w. 168mm (*The Journal*)

h. 132mm x w. 186mm (*G&J*)

Price left-hand page: £800

Price right-hand page: £920

### Quarter Page (trim):

h. 118.4mm x w. 81mm (*The Journal*)

h. 132mm x w. 88mm (*G&J*)

Price left-hand page: £480

Price right-hand page: £560



## ADVERTISING PACKAGES

Advertise in both *The Journal* and *Gems&Jewellery* and receive a 15% discount. Contact advertising@gem-a.com for further details.

### Full Page

(one in *The Journal* and one in *Gems&Jewellery*)

Two left-hand pages: £2,040

Two right-hand pages: £2,380

### Annual Advertising Package

(one advert in all eight issues)

Receive a 20% discount!

Price left-hand page: £7,680

Price right-hand page: £8,960

## ADVERTORIALS

Written, designed and illustrated by the Gem-A editorial department to deliver flexibility and impact for your promotional message in *Gems&Jewellery*.

Prices start from £2,000 for a full page, please speak to us for details.

Email [editor@gem-a.com](mailto:editor@gem-a.com) for information on inserts, supplements and special advertising projects.

## PRODUCTION SCHEDULE\*

### *The Journal of Gemmology*

#### Vol. 39, No. 1:

Artwork deadline: 12 February 2024  
Issue release date: March 2024

#### Vol. 39, No. 2:

Artwork deadline: 13 May 2024  
Issue release date: June 2024

#### Vol. 39, No. 3:

Artwork deadline: 5 August 2024  
Issue release date: September 2024

#### Vol. 39, No. 4:

Artwork deadline: 11 November 2024  
Issue release date: December 2024

### *Gems&Jewellery*

#### Spring 2024 Vol. 33, No. 1:

Artwork deadline: 3 March 2024  
Issue release date: 27 March 2024

#### Summer 2024 Vol. 33, No. 2:

Artwork deadline: 2 June 2024  
Issue release date: 1 July 2024

#### Autumn 2024 Vol. 33, No. 3:

Artwork deadline: 4 September 2024  
Issue release date: 25 September 2024

#### Winter 2024 Vol. 33, No. 4:

Artwork deadline: 28 November 2024  
Issue release date: 20 December 2024

\*Please note that dates may be subject to change.

## Contacts

### *The Journal of Gemmology*

Editor-in-Chief: Brendan M. Laurs  
[brendanlaurs@gem-a.com](mailto:brendanlaurs@gem-a.com)

### *Gems&Jewellery*

Editor-in-Chief:  
Jennifer-Lynn Archuleta  
[jennifer-lynn@gem-a.com](mailto:jennifer-lynn@gem-a.com)

For all advertising enquiries please contact [editor@gem-a.com](mailto:editor@gem-a.com)

## Follow us on

 [LinkedIn Gem-A](#)

 [Facebook Gem-A](#)

 [X @GemAofGB](#)

 [Instagram @GemAofGB](#)

 [GemAofGB](#)

 [Threads @GemAofGB](#)

# GemA

Creating and supporting gemmologists since 1908

