

## **JCK NAMES ADVANCE PUBLICATIONS' HEADLINE STUDIO AS NEW CONTENT MARKETING PARTNER.**

New York, NY (December 19, 2016) – JCK, the jewelry business's "Industry Authority" since 1869, owned by Reed Jewelry Group and its series of premier tradeshow, has partnered with Headline Studio, the in-house content marketing agency of Advance Local, to produce its namesake magazine and website.

Beginning January 1, 2017, Headline Studio will assume responsibility for all editorial, design, digital strategy and marketing for JCK Magazine and JCKonline.

"Over its 147-year history, JCK has evolved from a trade publication to the leading resource for the jewelry community, covering the news and consumer-led style trends that shape our business, and connecting designers and retailers through our best-in-class print, digital and event touchpoints," said Victoria Gomelsky, editor-in-chief of JCK.

"As the leading voice for the jewelry community, it is our mission to continuously improve the content and products we create for our readers. This exciting new partnership with Headline Studio reinforces our commitment to delivering on that promise."

"We're excited about this new partnership and the resources Headline Studio brings to the table as we evolve our brand to better serve the industry," said Mark Smelzer, publisher of JCK Magazine and JCKonline. "This investment makes a bold statement about our faith in our brand, and the industry as a whole.

"We are especially excited to bring our advertisers the best practices and resources of Headline Studio and its parent division Advance Local. Headline's digital expertise will open up a world of new opportunities for JCK and our clients. We'll now be able to deliver digital marketing solutions for connecting our advertisers with industry audiences as well as consumers," continued Mr. Smelzer.

At the helm of the brand redesign is award-winning creative director Peter Yates.

"I'm honored and excited to be leading the creative reimagination of JCK. Our plan is to pay tribute to this iconic and stylish luxury brand with a fresh, modern design that will strengthen JCK's position as a category leader," said Mr. Yates.

In addition to redesigning the magazine, Headline Studio will also take on the rebuild of JCKonline.com. The rebuild will focus on delivering a better user experience through a cleaner design and more intuitive navigation, while also delivering improved advertising and engagement opportunities for clients.

Further, Headline Studio, through its affiliation with PubWorX, a joint venture of sister-company Condé Nast, and Hearst, will take over all paper procurement and production services for the magazine, ensuring JCK Magazine maintains the high quality it's known for while offering new, innovative print advertising solutions for its clients.

## **ABOUT JCK**

Covering breaking news and the style trends that shape the jewelry industry, in-depth content on everything from cutting-edge technology and retail practices to industry commentary and, of course, the latest in design and fashion, JCK connects retailers, manufacturers, designers and other industry influencers who create and drive the jewelry business forward. JCK keeps the industry informed and on-trend all day, every day, across every platform.

## **ABOUT HEADLINE STUDIO**

Headline Studio, the in-house content marketing agency of Advance Local, creates stories for brands that engage audiences and start conversations. As part of one of the largest privately held media companies in the country, Headline Studio brings first-hand insight and journalistic integrity to the work they do for clients.

Advance Local is a division of Advance Publications, along with Condé Nast, publisher of premium brands like Vogue, Vanity Fair, Bon Appétit and Golf Digest; and American City Business Journals, publisher of business news in 43 U.S. markets.

## **ABOUT PUBWORX**

PubWorX is a Hearst and Condé Nast partnership committed to offering scale and innovation to the magazine industry. With 200+ experts from across the industry, PubWorX offers solutions to satisfy the consumer marketing, circulation management, production and paper procurement needs of any publisher—large or small.

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