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JCK Magazine & Fairchild Join Forces

Fresh Approach Delivers Dynamic Change for Jewelry Industry's Leading Publication

New York Dec. 15 – JCK Magazine, the jewelry industry's oldest, largest and most respected publication, is unveiling a powerful new relationship with Fairchild Publications and its Women's Wear Daily division in a move that will bridge fashion and jewelry through cutting edge editorial content and world-class design.

Having reached an agreement in principle, JCK Magazine and Fairchild will begin transition work immediately, even as final elements of the contract are completed. JCK Magazine and JCK on-line moved from Reed Business Information to the JCK Events group at Reed Exhibitions this year.

Dave Bonaparte, Group Vice President for JCK Events, said the decision to work with Fairchild and Women's Wear Daily (WWD) to create WWD/JCK Magazine was driven by Reed's primary interest in best serving the needs of the jewelry industry.

"We explored a number of options as we took on management of the magazine this fall," Bonaparte said. "We understood the need to energize the magazine and deliver exciting new content and design, much as we are reinventing the JCK Show in our move to Las Vegas' Mandalay Bay in 2011. Fashion is increasingly a component of jewelry's leading edge presentation. This change provides a way to fully leverage that accelerating trend for the industry. Our commitment is to constantly increase the quality, value and leadership that the JCK brand represents – whether it is in print, on-line or face-to-face. Making bold decisions to open fresh new horizons is part of that commitment."

Fairchild will utilize many of the editorial and design assets of Fairchild – the company broadly recognized as the leading source of information and insight for the fashion industry. For Fairchild, the agreement is intended to extend the reach of its established fashion leadership into the jewelry market online and in print.

"WWD/JCK will become the leading publication serving the jewelry industry," said Richard Beckman, president and CEO of Fairchild, a division of Condé Nast.

“Leadership and editorial integrity are essential elements of WWD, and JCK Magazine represents both within the jewelry world. These aren’t easy times in fashion or jewelry, but we have joined with Reed to invest in the future, create new opportunities and shake things up in a very positive way.”

JCK Magazine will continue to be published by Reed through March. The new WWD/JCK Magazine and website will debut in April. All advertising and subscription commitments will be honored fully by Fairchild as part of the agreement. The JCK brand and all rights to JCK Magazine remain with Reed Exhibitions under the agreement with Fairchild.

Reed Exhibitions is the world’s leading events organizer, with over 440 events in 36 countries. In 2009 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 35 fully staffed offices.

Reed organizes a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio serves 44 industry sectors, including:
Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewelry, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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