

planner profiles

jewelers

in 2013 there are 40 jewelers sponsors

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 1992

Remount Sale!

Additional 5% Off reg. discount price towards remounting of your diamond

WEST ESSEX Jewelers

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MTWTF 10-6, Th 10-7, S 10-5

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West Caldwell

973 227-0234


with this coupon
Valid May 2013

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\$3.99 + tax

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Including Installation
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St. Matthews Jewelers

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(Chenoweth Plaza)

896.2707

- Buy/Sell Estate Jewelry
- Paying Top Dollar for Scrap Gold & Silver!


Expires 12/31/13

Sponsor since 2011

\$3.99 WATCH BATTERY REPLACEMENT

WE PAY CASH
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Happy Valentine's Day



Jewelry Repairs on Premises

TYSON & CO. JEWELERS

Kohl's Shopping Center
505 Boston Post Road, Port Chester

914-939-0350
www.tysonandco.net

Coupon cannot be combined with any other offer.
Honored only with this coupon. Expires 12/31/2013

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
West Essex Jewelers	NJODO	1992
Jewelers Gallery	NJODO	1997
Basch's Moment In Time	OHCOF	1998
Gold n Time	NJSCH	2003
Diamonds & Gold	WIFLE	2005
Henry's Fine Jewelry	NJOD2	2005
Park Jewelers	NJOD2	2005
Vegas Jewelers	OHCOF	2005
West View Jewelers	PADEB	2006
St. Matthews Jewelers	KYAUS	2007
Cambridge Jewelers	OHLUB	2008
Jewelers Boutique	INMAR	2008
Talner Jewelers	NYHOE	2009
Barnes Jewelers	SCTAY	2010
Nelson Jewelers	INHES	2010
Toby's of Scarsdale	NYHOE	2010
Huntington Jewelers	INCHE	2011
Kristeens Custom Jewelry	INDIG	2011
Lebanon Jewelry and Coin Exchange	TNRHO	2011
The Jewelry Link	NJSCH	2011
Tyson & Co. Jewelers	NYHOE	2011
Brad's Designs & Jewelry	INTRA	2012
Broestl & Wallis Fine Jewelers	OHCOF	2012
Deezeyener Jewelry	INTRA	2012
Embler's Jewelers	SCFER	2012
Herricks Jewelers	NYBAL	2012
JL's Gold	NCMCC	2012
Mosart Jewelers	MIMCI	2012
Thornwood Jewelers	NYHOE	2012
A-1 Jewlers	OHCAS	2013
American Antiques & Jewelry	WIFLE	2013
Crown Jewels & Precious Metals	MDNEL	2013

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Complete List of 2013 Sponsors Available Upon Request

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Howell
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www.JewelryRepairsByUs.com

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Rings & Things



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EST. 1998

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TOWN PLANNER®
Your Community Calendar™

... the best location for your ad