



GemA

The Gemmological
Association of
Great Britain

GemA Publications Media Pack 2026



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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 together with an internationally renowned community of gem professionals and enthusiasts.

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

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

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

The Gemmological Association introduced its first diamond course.

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.

The online course GemINTRO is launched.

1908

1913

1931

1962

1987

2023

1912

1925

1958

1967

2001

TODAY

Dr. Herbert Smith was the developer of the Herbert Smith Refractometer. He published the pioneering work *Gemstones*, which was the first systematic approach to gemmology.

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

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.

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

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

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

2,100+ Total circulation

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. More than 2,100 professionals across the globe receive *The Journal*, 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. In addition, sections such as Gem Notes, What's New, Conferences, Learning Opportunities, New Media and Literature of Interest inform readers about new instruments, publications, articles and educational events.

Gems&Jewellery

Gemmology Culture | Jewellery Insights | Trade Updates

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, practical 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

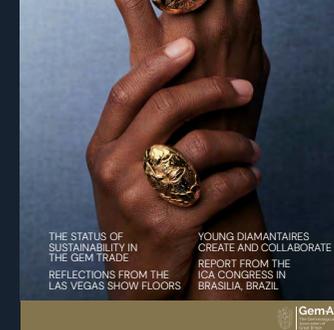
2,100+ Total circulation

Gems&Jewellery is currently published online. It is available to all members of Gem-A, with more than 2,100 professionals, students and hobbyists across the globe accessing it online.

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*.

Magazine Highlights

- Gemmology features and investigations written by qualified industry experts
- Retail-focused advice to that can be applied to 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 and events, including UK-based and international trade shows
- Insights into the latest jewellery trends
- Book reviews, exhibition synopses and technology reports
- Full-colour photography within each article



All of our students around the world are able to access the magazine through the Publications tab on our website.

Advert Specifications*

Inside front cover, inside back cover, outside back cover
Prices: Available on request

Full Page (trim)

H 297mm x W 210mm
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**

*Please add 3mm bleed and crop marks to all adverts supplied.



Advert 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 contact us for details.

Email editor@gem-a.com for information on inserts, supplements and special advertising projects.

Production Schedule*

The Journal of Gemmology

Vol. 40, No. 1
Artwork deadline: 20 Feb. 2026
Publication date: March 2026

Vol. 40, No. 2
Artwork deadline: 15 May 2026
Publication date: June 2026

Vol. 40, No. 3
Artwork deadline: 17 Aug. 2026
Publication date: Sept. 2026

Vol. 40, No. 4
Artwork deadline: 16 Nov. 2026
Publication date: Dec. 2026

Gems&Jewellery

Spring 2026, Vol. 35, No. 1
Artwork deadline: 7 March 2026
Publication date: April 2026

Summer 2026, Vol. 35, No. 2
Artwork deadline: 5 June 2026
Publication date: July 2026

Autumn 2026, Vol. 35, No. 3
Artwork deadline: 28 Aug. 2026
Publication date: Sept. 2026

Winter 2026, Vol. 35, No. 4
Artwork deadline: 27 Nov. 2026
Publication date: Dec. 2026

* Please note that dates may be subject to change.

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GemA

Creating and supporting gemmologists since 1908

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