Get featured across five specialist publications, not just one

One campaign, up to five specialist audiences. Choose a single publication, three, or the full network. Each publication gets its own editorial article, written for its readers, and your brand stays listed for a full year.

See packages | Ask a question

Somut Media Digital Publishing Network. Rate card 2026, prices in USD. We cover international trade fairs including JGAB Bangkok and HKTDC Hong Kong.

Why five publications

We are not built around one general-interest website. We are a network of five specialist publications, each serving a different audience: jewellery trade, designer collections, fashion and lifestyle, wedding planning and wedding trends.

That means one campaign can reach a jewellery buyer, a bride-to-be and a style-led shopper at the same time, each through an article written for that publication. For brands that want broad, affordable visibility in their industry, that reach matters more than a single large domain.

Brand visibility

Your name, products and story in front of readers who already follow your category.

Editorial exposure

A 1,000-word article prepared by our editors, not a banner-only listing or a profile page.

Industry discovery

Directory listings, categories and tags that help buyers and partners find you by what you make.

Long-term presence

Your article and directory listing stay online for a full year, not a single day in a news feed.

The network

Each publication has its own readers and its own single-site price. Smaller brands usually start with the one publication that matches their customers; brands selling across categories choose a package.

Publication and audience	Single site
Jewellery Istanbul The trade side of jewellery and watches: manufacturers, wholesalers, retailers and trade-fair visitors. Suits exporters, manufacturers and B2B suppliers.	**$69**

Publication and audience	Single site
World Wedding Guide Couples planning their wedding, including destination weddings, looking for vendors, venues and ideas. Suits bridal wear, venues, planners and wedding jewellery.	**$69**
The Trend & Style Readers following fashion, accessories and luxury living. Suits fashion, accessory and lifestyle brands.	**$59**
Jewelry Trendsetter Readers following new collections, jewellery designers and gemstones. Suits designer labels and independent jewellers.	**$49**
Wedding Trendsetter Readers looking for wedding trends: gowns, rings, décor and services. Suits wedding vendors and bridal brands.	**$49**

Packages

These are annual editorial visibility campaigns, not lifetime directory entries. Every package includes a 1,000-word article on each selected publication, written by our editors from your brief: a headline, your keywords and the key details about your brand. There is no separate writing fee.

Choose any combination of publications, or let our editors recommend the best one for your brand.

Single-site editorial feature

One publication of your choice

$49–69 per site

More than a directory entry: a dedicated editorial feature with social promotion and a one-year listing on the publication you choose.

- 1,000-word editorial article
- 2 sponsored links to your website
- Social media share
- One-year featured directory listing
- 1 category, 5 tags, 5 images

Start with one site

Industry visibility pack

Three publications, our recommendation for most brands

$149

Broader industry exposure: three relevant publications, three separate articles and banner visibility on each.

- 3 publications of your choice, or our recommendation
- A separate article for each publication
- 2 sponsored links per publication
- Coordinated social media promotion
- One-year featured directory listing on each site
- 2 categories per site, 10 tags, 10 images
- Banner on each site for 6 months

Book 3 sites, $149

Full network editorial feature

All five publications

$249

Our most complete campaign: your brand across all five audiences, with a year of banner visibility on every site.

- Featured on all 5 publications
- A separate article for each publication
- 2 sponsored links per publication
- Coordinated social media promotion
- One-year featured directory listing on each site
- 3 categories per site, 15 tags, 15 images
- Banner on every site for 12 months

Book all 5 sites, $249

Full Network is not simply five single-site features at a discount. Bought separately, the five features cost $295 and include the articles and listings only. At $249, Full Network adds a 12-month banner on every publication, expanded categories, tags and images, and coordinated social media promotion. Banners and expanded listings are available only in the packages.

What each package includes

	Single site	Industry visibility	Full network
Price	**$49–69**	**$149**	**$249**
Publications	1	3	5
Editorial articles	1	3, one per site	5, one per site
Sponsored links per site	2	2	2
Social media	Single share	Coordinated promotion	Coordinated promotion
Featured directory listing	1 year	1 year on each site	1 year on each site
Categories per site	1	2	3
Tags and images	5 and 5	10 and 10	15 and 15
Banner per site	—	6 months	12 months
Publishing time	7–10 business days	7–10 business days	7–10 business days
Best for	Trying the network	Growing brands	Maximum reach

Five publications, five different stories. Each publication receives an original version written for its own audience. Your core brand information stays consistent, while the editorial angle, headline and supporting details are adapted for each readership.

A sponsored post, or a network campaign?

A typical sponsored placement is one article on one website. Our packages are built differently, as multi-publication visibility campaigns.

	A single sponsored post	Somut network package
Publications	One	Three or five
Audiences reached	One	Up to five distinct audiences
Articles	One	A separate article on each publication
Directory listing	Varies	One year on each site
Banner visibility	Varies	6 or 12 months on each site
Trade-fair scheduling	Varies	Fair Timing Upgrade on 3- and 5-site packages
Upgrade later	Varies	Pay only the difference

Trade fair coverage

Exhibiting at a trade fair? The Fair Timing Upgrade adds trade-fair scheduling to an Industry Visibility or Full Network campaign. It is a coordinated three-stage media

campaign built around your event dates, not two extra articles.

1. Before the show

A pre-show article introducing your brand, stand and new collection, published ahead of opening.

2. During the fair

Social media posts while the fair is open, pointing readers to your stand and news.

3. After the show

A post-show recap article, keeping your fair presence visible after the halls close.

Fair Timing Upgrade: +$99, available with Industry Visibility and Full Network. You provide your brand information, event details, images and any draft material you already have. Our editorial team adapts it, prepares the final pre-show and post-show coverage, and schedules everything around the official fair dates. Starting with a single site? Upgrade your package first, then add Fair Timing.

Upgrades

Already published with us? Move up at any time. You pay the package price minus what you have already spent, so nothing is lost by starting small.

You started with	You paid	Upgrade to	You pay
Wedding Trendsetter	$49	Industry visibility ($149)	**+$100**
Jewelry Trendsetter	$49	Industry visibility ($149)	**+$100**
The Trend & Style	$59	Industry visibility ($149)	**+$90**
Jewellery Istanbul	$69	Industry visibility ($149)	**+$80**
World Wedding Guide	$69	Industry visibility ($149)	**+$80**
Industry visibility	$149	Full network ($249)	**+$100**

Moving from Industry Visibility to Full Network, we prepare new articles and listings for the two remaining publications, and your banners extend to the 12-month Full Network period.

Add-ons

Add-on	Price	What you get
Extra editorial article	**+$35**	One additional 1,000-word editorial article on a publication already in your package.
Rush publishing	**+$29**	Publication within 48 hours instead of the standard 7–10 business days.
Fair timing upgrade	**+$99**	A coordinated pre-show article, scheduled social promotion while the fair is open and a post-show recap, prepared and published around the event dates. Available with Industry Visibility and Full Network.

> **No discounted add-on-site rate.** Additional publications are available at their regular single-site price, or you can upgrade to a larger package.

How the pricing works

1. **For one or two publications, single-site pricing applies.** For example, Jewelry Trendsetter and Wedding Trendsetter together cost $49 + $49.
2. **Once you need three publications, a package is the more economical option.** Industry Visibility covers three sites for $149, below even the cheapest three-site combination ($157). Full Network covers all five for $249 instead of $295, and adds banners and expanded listings.
3. **Upgrades cost the difference.** Package price minus what you already paid. Start at $69 and pay $80; start at $49 and pay $100. You arrive at $149 either way.
4. **Add-ons are listed, not hidden.** Extra articles ($35), rush publishing ($29) and Fair Timing ($99, with 3- and 5-site packages) are the only extras.

A lifetime listing keeps your profile online. A campaign puts it in front of readers.

Some directories offer permanent profiles for a one-off fee. This can be useful for maintaining an online presence, but it is passive: the profile simply waits to be discovered.

Our packages are active. Each one combines an editorial article, social promotion and a featured directory listing. The article and directory listing remain online for 12 months; Industry Visibility and Full Network also include banner visibility for the period specified in the package.

Editorial standards and links

All placements are paid, and paid content is clearly marked as sponsored. We no longer accept unpaid guest submissions on any site in the network.

Links inside paid content carry `rel="sponsored"`, as Google's guidelines require for paid placements. Your links are there to send interested readers to your website; they are not sold to influence search rankings. We do not guarantee search rankings, indexing or referral traffic.

We publish brand, product, collection, company and trade-fair news. We do not publish gambling, adult, pharmaceutical or cryptocurrency content, and we do not sell links without an article. All content is subject to our editorial review.

Questions

Are the links dofollow?

No. Links in paid content carry rel="sponsored", as Google requires. This protects both your site and ours. What you are buying is editorial visibility across five publications and their audiences, not ranking credit.

Do you write the articles, or do I?

We do. Send us a headline, your keywords and the key details about your brand or product, and our editors write a 1,000-word article for each publication. You are welcome to send a draft as well; we adapt it for each publication's readers.

Can I choose which publications I appear on?

Yes. Choose any three for Industry Visibility, or ask us to recommend the best combination for your brand and audience.

I bought one site. Can I add a second one at a discount?

Not at a discounted rate. For one or two publications, single-site pricing applies. Once you need three, a package is the more economical option, and you can upgrade at any time by paying only the difference.

I paid $69 for my first site. Will my upgrade cost more than for someone who paid $49?

No, it costs less. You pay +$80 to reach Industry Visibility; someone who started at $49 pays +$100. You both arrive at $149.

I have three sites. How do I get all five?

Upgrade to Full Network for +$100. We prepare new articles and listings for the two remaining publications, your banners extend to 12 months, and you get more categories and tags.

Why does Fair Timing cost $99 when an extra article costs $35?

Fair Timing is a coordinated trade-fair campaign, not simply two additional articles. It includes a pre-show article, scheduled social media promotion while the fair is open and a post-show recap. You provide your brand information, event details, images and any draft material you have; our editorial team adapts it for publication and schedules the coverage around the fair calendar.

Which packages can include Fair Timing?

Industry Visibility and Full Network. If you start with a single site, upgrade first and then add Fair Timing, so your fair coverage reaches several relevant audiences.

Are your sites high-authority domains?

No, and we won't pretend otherwise. Our strength is not one large domain. It is five focused publications that together reach five different audiences in the jewellery, wedding and lifestyle markets.

Where does my banner appear?

In the sponsor rotation on each site's homepage and article pages, in a standard 300×250 format. Your banner stays in rotation for the full 6 or 12 months. We do not guarantee a number of impressions or clicks. You supply the banner artwork in 300×250 format; basic resizing is included, while new banner design is not, unless agreed separately.

How long does my feature stay online?

Your article, links and featured directory listing remain published for a minimum of 12 months. Banners run for the period of your package: 6 months with Industry Visibility, 12 months with Full Network. After 12 months, the directory listing and banner end unless the campaign is renewed; the article stays published, and the links inside it are removed.

How long does publishing take?

7–10 business days as standard. Rush publishing (+$29) publishes within 48 hours.

Ready to be seen on five publications, not just one?

Send us your brand details, images and any draft you already have. We confirm the publication date before anything goes live, and send you the links on publication.

Full network, $249 | **Three sites, $149** | **One site, from $49**

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Contact form
somutmedya.com/contact-us

Prices in USD, valid for 2026. Packages include editorial articles, sponsored website links, featured directory listings and social promotion; Industry Visibility and Full Network also include banners. Existing customers can upgrade at any time and pay only the difference. Add-ons are priced separately.

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