

we are
More



“DIAMONDS ARE A GIRL’S BEST FRIEND!”

MORE SUBSCRIBERS ENJOY THE FINER THINGS IN LIFE.

FINE JEWELRY & WATCH PROFILE

PURCHASES

Fine Jewelry & Watches purchased in last year

20% For self

10% As a gift

Helped influence jewelry and watch purchase decisions

35% Articles and pictures in magazines

31% Friends and family

27% Magazine advertisements

25% Catalogues

More Subscribers

\$417 Spent on Fine Jewelry*

\$126 Spent on Watches*

*Average in past 12 months

Total Women

\$328

\$95

POWERFUL

84% Buy based on quality not on price

38% Likely to recommend jewelry/watches to their family

Source: MORE 2005 Subscriber Study,
MRI Spring 2005 (base: Women)
Base: Total Respondents

Smart Talk for Smart Women