

Jewelry Artist Unveils New Look, New Name

Malvern, Pa., June 14, 2007: *Jewelry Artist* magazine premiered its redesign and rename with the June 2007 issue, but the changes go far beyond the cosmetic.

Formerly *Lapidary Journal*, the world's first and oldest gem and jewelry-making magazine, the new *Jewelry Artist's* editorial coverage spotlights gem cutting and metalsmithing, including stone setting and a variety of other jewelry-making media and techniques, but with greater emphasis now on trends and individual designers and artisans.

Jewelry Artist features up-to-the-minute material in four new columns:

- "Smokin' Stones"—an in-depth look at the broader world of gems
- "Trends"—examines what's new, in, or on the edge
- "Designs from Our Contributors"—features a gallery of work by the artists who contributed projects and technical expertise to the issue
- "The Jewelry Artist Doer's Profile"—different jewelry artists answer intriguing questions.

In *Jewelry Artist*, readers will continue to find much of the same content that they valued in *Lapidary Journal* and much more: answers to technical questions, clever tool adaptations, innovative designs and practical design advice, jewelry and lapidary projects, tips and in-depth explanations on using materials and applying techniques, guidance on how to sell jewelry, new products, and an event calendar. The column "Rock Corner" will continue to appear, though emphasis in the magazine will be on jewelry artistry.

Jewelry Artist also features full-color workshops on jewelry making and design, metals and metal clay, as well as lapidary and gem craft. Each issue will give complete step-by-step instructions for how to make a variety of projects, such as rings, earrings, necklaces, bracelets, and more. Master artisans will share their techniques, tips, and tricks so artists can keep growing their skills. Instructions are easy to follow and include illustrations, material lists, and photographs of all finished pieces, as well as many intermediate steps.

Jewelry Artist is published 12 times a year and reflects the changing tastes and focus of the thousands of people worldwide involved in this rapidly growing enthusiast segment. This year the magazine will have expanded newsstand distribution to stores like Borders, Barnes & Noble, Michaels Crafts, AC Moore, Jo-Ann Fabric stores, plus more than 800 independent craft shops nationwide.

In addition to *Jewelry Artist*, the Interweave Press Bead, Gem & Jewelry Group publishes five other subscription magazines: *Beadwork*, *Step by Step Beads*, *Stringing*, *Step by Step Wire Jewelry*, and *Colored Stone*.

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About Jewelry Artist

Since 1946, *Lapidary Journal* has been the leading source of information, supplies, and services in the jewelry, bead, and gem fields. The magazine *Lapidary Journal* was the first gem and jewelry-making magazine in the world. Renamed *Jewelry Artist* in 2007, its pages are filled with the insights, advice, and discoveries of the most renowned jewelry and gemstone experts. Since its inception, the magazine has expanded into a multiplatform resource that includes the popular website, www.jewelryartistmagazine.com, direct-request e-mail newsletters, and consumer events such as the annual Jewelry Arts Expo (www.jewelryartsexpo.com).

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colo. For more information on Interweave Press, please visit www.interweave.com or call (970) 669-7672.

About Aspire Media LLC

Aspire Media is an acquirer and operator of consumer enthusiast media and is focused on building a multiplatform media company. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in crafts, hobbies, and certain other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call (970) 613-6628.

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