

# INSTORE

THE AMERICAN JEWELRY STORE OWNER | OCTOBER 2012

**OUR 6<sup>TH</sup>  
ANNUAL  
SURVEY**

*How much  
do you make  
per square foot?*

*What's your  
closing ratio?*

*How much of your  
inventory is dogs?*

*How much  
do you spend  
on ads?*

**THE**

# Big Vote

**Special  
Feature**

**WHAT YOU  
BUY, HOW  
YOU SELL  
IT AND  
HOW YOU  
STACK UP**

Actress Regina King  
in jewelry from  
the 2012 AGTA  
Spectrum Awards  
Collection