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Engagement Rings: 'Tis the Season To Be Buying Them (Hint, Hint)

Friday, December 13, 2013 12:56 PM

By: Clyde Hughes

The Christmas season is not just for Black Friday specials, flat screen television deals, and computer game markdowns. It's also the time for buying engagement rings, [according to Glamour magazine](#).

If you're waiting for a bargain, you might not be able to swing a Christmas Eve proposal, but engagement season runs a gauntlet of diamond sales up to Valentine's Day in February, notes Glamour. The hitching season starts on Thanksgiving.

"If you're thinking about buying your significant other an engagement ring, you aren't alone," [wrote Geoff Williams, of U.S. News & World Report](#).

"December is in the midst of engagement season, according to bridal websites and jewelers. You might think a warm summer evening would offer the best setting for a proposal, but according to the wedding planning website theknot.com, 39 percent of weddings occur (during the winter season)."

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[The Washington Post](#) reported that the traffic to such sites as WeddingWire.com more than doubles from December to January.

Sonny Ganguly, WeddingWire's chief marketing officer, said the site's most popular features in January are a checklist designed to help couples figure out what needs to be done before the wedding and reviews of area venues, which often booked a year or more in advance.

Some have said because the holiday season is mixed with an engagement announcement, emotions can get in the way of making a clear – and affordable – decision in regards to a wedding ring. Mark Elliott, president of Elliott Asset Management in San Diego told U.S. News that men shouldn't be afraid to "go cheap" in buying the ring.

"Spend as little as possible on a really worthless rock and marketing scheme and spend (money) on something 'real' for themselves instead," Elliott said he advises clients. "That three or nine months of pay put into a home or a good investment account could mean several years of earlier and more comfortable retirement while one is still healthy."

Elliott said money problems are one of the "leading reasons for failed marriages" and couples often put themselves at an immediate disadvantage by making a huge ring purchase that puts them in significant debt.

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April Masini, founder of AskApril.com, an online dating site, told U.S. News that she has come across some women who bought their own engagement rings "because they either wanted to make the selection on their own, or they wanted to buy something that was pricier than what he could afford."

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