

The background of the page features three large, faceted gemstones. On the left, a portion of a green gemstone is visible. In the center, a large, elongated purple gemstone with multiple facets is the focal point. On the right, a blue gemstone with a similar faceted design is shown. The lighting creates bright highlights and deep shadows on the facets, giving them a three-dimensional appearance.

l'Oraf^o

italiano

Since 1946

Media Kit 2023

Since 1946

For over seventy years, l'Orafo Italiano has been focusing on the jewellery world with all its incomparable heritage of technique, artisanship, suggestions and values. In fact, since 1946 l'Orafo Italiano has been the specialised bilingual magazine considered as the best known and influential in the sector on a national and international level, for both the quality of its content and its image. Each issue presents the most up to date product trends and qualified experts deal with subjects that are relevant for the goldsmith world: economy, marketing, communication, technology, gemmology, design. For both operators and enthusiasts alike, l'Orafo Italiano represents a fundamental means to get updated, a cultural reference point and a source of inspiration.

print run & DISTRIBUTION

AVERAGE PRINT RUN	14.000
JEWELLERY STORES	8.900
MANUFACTURERS	1.400
FOREIGN OPERATORS	1.600
NEWSSTANDS / BOOKSTORES / VIP LOUNGE	1.000
TRADE FAIRS / MEDIA	2.100

Shipped by postal subscription.
On sale at airport newsstands.
Distributed in all jewellery trade fairs.

exclusive DISTRIBUTION

- International department stores
- VicenzaOro, Oroarezzo
- Top International jewelry buyers
- Best Italian and International retailers

CONTENTS

jewels & watches

Jewels and watches are the primary target of l'Orafo Italiano. Every issue contains a wide section valorising their features, aesthetic impact and peculiarities. Such articles take inspiration from current topics, socio-cultural phenomena appearing on a global level, from impressive locations at the top of international luxury or trends in fashion and beauty. Jewels and watches are contextualised in such environments based on their use, colour and material, as well as type. The aim is removing products from the niche they often live in to make them active participants of a world vibrating of continuous and multiform novelties and stimuli.

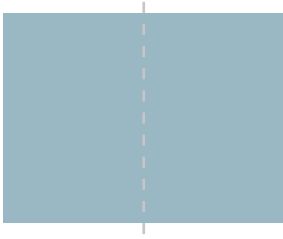
protagonists

l'Orafo Italiano enters the heart of companies to discover their history and, above all, the men and women that built its value. Thanks to interviews and follow ups fully dedicated to brands, we can discover their origins, developments and future projects. From the new collections to promotional events, from upcoming books to ongoing exhibitions, the life of companies is the protagonist of l'Orafo Italiano.

research

Advertising campaigns and investments, surveys on consumers' purchases and preferences, market surveys, import and export, gemmological follow-ups. Research finds its place in l'Orafo Italiano thanks to the contribution of industry experts offering their knowledge to thoroughly analyse subjects with an economic and technical interest: a continuous source of information for the world of jewellery and goldsmith.

TECHNICAL SPECS

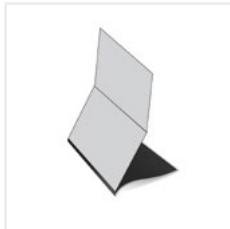


double page
470 x 295 mm



page
235 x 295 mm

Special initiatives, advertorials, inserts,
attachments on demand.

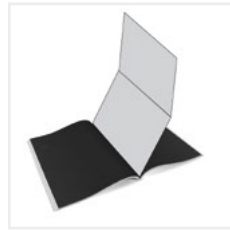


COVER

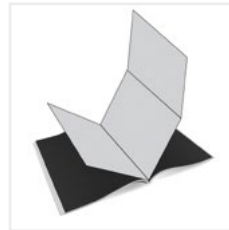
Fold-out cover
2 pages 464 x 295 mm



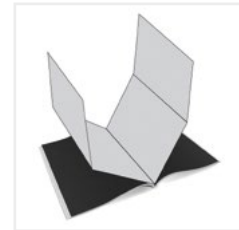
Duino
2 pp in 4/4 colours
on 250 g/m2
glossy coated paper



Quartino battente
4 pp in 4/4 colours
on 250 g/m2
glossy coated paper



Sestino
6 pp in 4/4 colours
on 250 g/m2
glossy coated paper



Ottavo a finestra
8 pp in 4/4 colours
on 250 g/m2
glossy coated paper

price list

DOUBLE PAGE	€	4.000
PAGE	€	2.500
COVER + 4 PAGES	€	10.000
FOLD-OUT COVER	€	6.000
II° COVER + I° PAGE	€	6.000
III° COVER	€	2.900
IV° COVER	€	5.000
QUARTINO BATTENTE	€	10.000
SESTINO	€	13.000
OTTAVO A FINESTRA	€	15.000

publishing plan

uscita

deadline
tabellari

JANUARY	JANUARY	DECEMBER
MAY	MAY	APRIL
SEPTEMBER	SEPTEMBER	JULY

technical details

Printing
offset

Cover
250 gr. matte coated paper

Inside
100 gr matte coated paper

Materials required

high resolution PDF files (300 dpi)
optimised for CMYK printing, plus
4 mm space at perimeter and crop
marks

monthly PRICES

FULL BANNER

728 X 90 pixel

€ 1.000

RECTANGLE TOP

280 X 100 pixel

€ 600

WIDE SKYSCRAPER

280 X 600 pixel

€ 900

RECTANGLE

280 X 100 pixel

€ 450

LEADERBOARD

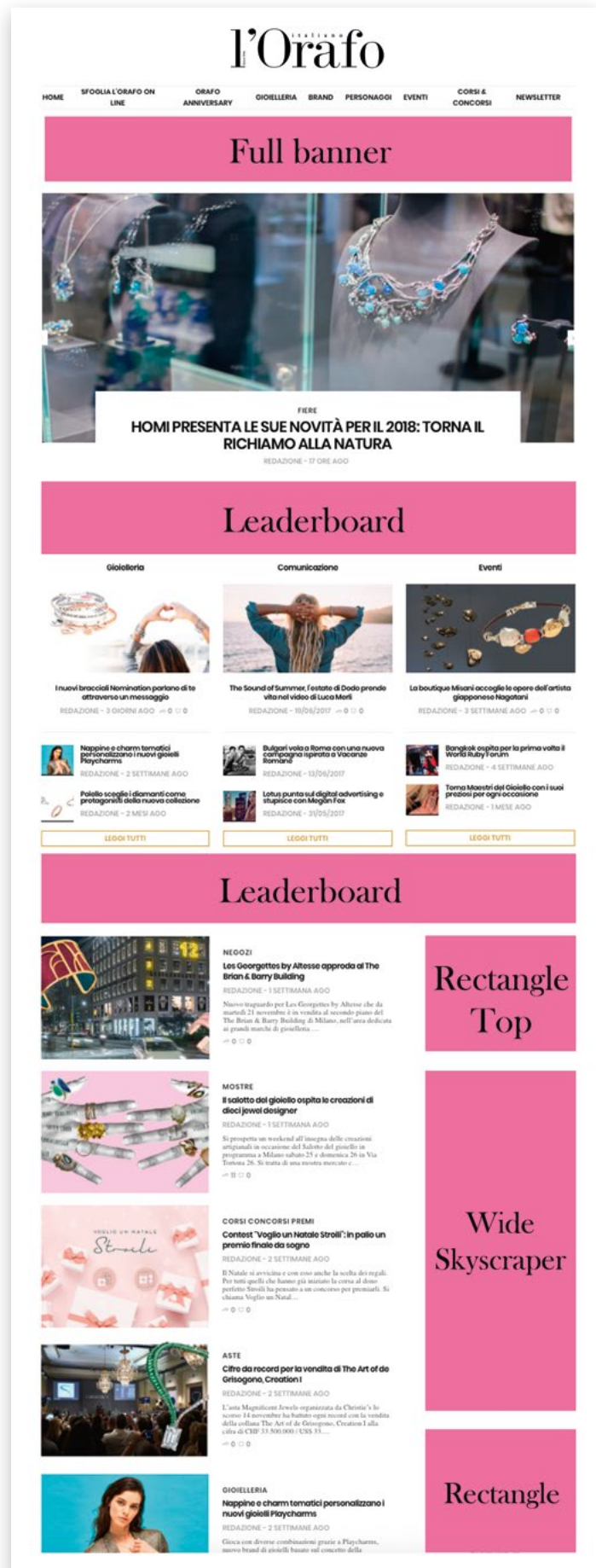
728 X 90 pixel

€ 500

Purchasing online advertising space entitles to one month of visibility on the site's home page and on all other pages in the same position.

FILE JPG O GIF SIMPLE OR ANIMATED

Send a banner URL (web address)



NEWSLETTER & DEM



BANNER/SPONSORSHIP NEWSLETTER

10.000 CONTACTS PER NEWSLETTER (average in December 2019),
MIN. 2 NEWSLETTERS/MONTH: MINIMO 2 INVII/MESE:

1
PUBLICATION
€ 300

5
PUBLICATIONS
€ 1.200

10
PUBLICATIONS
€ 2.000

DEM
€ 1.500

BANNER SIZE 250X120 PIXEL (gif/jpg 72dpi)
APP SPONSORSHIP ON REQUEST

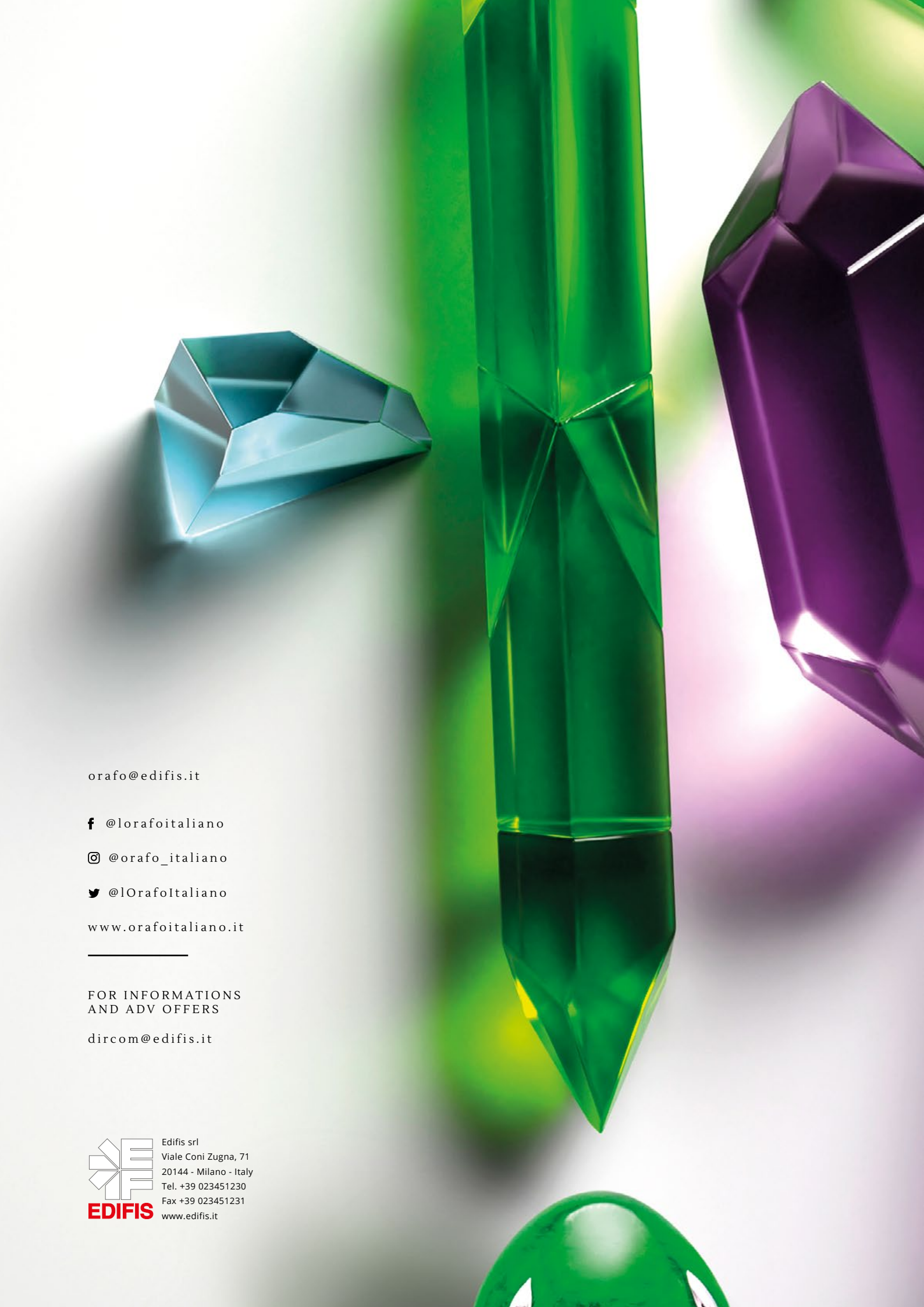
READERSHIP NEWSLETTER

JEWELLERY
STORES
74%

JEWELLERY
MANUFACTUR.
14%

DISTRIBUTORS
/ BUYERS
9%

TRADE FAIRS
/ AGENCIES
3%



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