



# l'Oraf<sup>o</sup> italiano

Since 1946

Media Kit 2024

# 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	12.000
JEWELLERY STORES	8.000
MANUFACTURERS	1.400
FOREIGN OPERATORS	1.600
TRADE FAIRS / MEDIA	1.000

**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

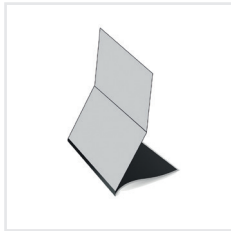


double page  
470 x 295 mm



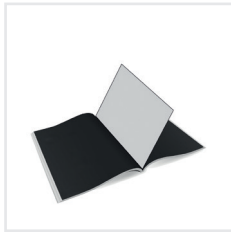
page  
235 x 295 mm

Special initiatives, advertorials, inserts,  
attachments on demand.

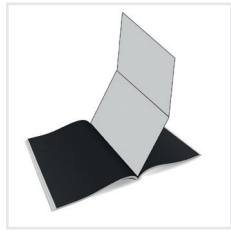


COVER

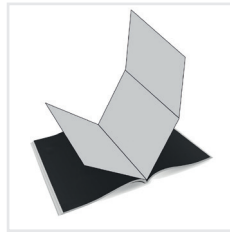
Fold-out cover  
2 pages 464 x 295 mm



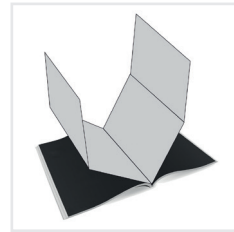
Duino  
2 pp in 4/4 colours  
on 250 g/m2  
glossy coated paper



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)

**l'Orafo**  
italiano

HOME SFOGLIA L'ORAFO ON LINE ORAFO ANNIVERSARY GIOIELLERIA BRAND PERSONAGGI EVENTI CORSI & CONCORSI NEWSLETTER

## Full banner



FIERE  
**HOMI PRESENTA LE SUE NOVITÀ PER IL 2018: TORNA IL RICHIAMO ALLA NATURA**  
REDAZIONE - 17 ORE AGO

## Leaderboard

**Gioielleria**  
I nuovi bracciali Nomination parlano di te attraverso un messaggio  
REDAZIONE - 3 GIORNI AGO ➔ 0 0 0

**Comunicazione**  
The Sound of Summer, l'estate di Dado prende vita nel video di Luca Merli  
REDAZIONE - 19/06/2017 ➔ 0 0 0

**Eventi**  
La boutique Misani accoglie le opere dell'artista giapponese Nogatani  
REDAZIONE - 3 SETTIMANE AGO ➔ 0 0 0

**Leggi tutti**

**Gioielleria**  
Nappine e charm tematici personalizzano i nuovi gioielli Playcharms  
REDAZIONE - 2 SETTIMANE AGO

**Comunicazione**  
Bulgari vola a Roma con una nuova campagna ispirata a Vacanze Romane  
REDAZIONE - 13/06/2017

**Eventi**  
Bangkok ospita per la prima volta il World Ruby Forum  
REDAZIONE - 4 SETTIMANE AGO

**Leggi tutti**

**Gioielleria**  
Polello sceglie i diamanti come protagonisti della nuova collezione  
REDAZIONE - 2 MESI AGO

**Comunicazione**  
Lotus punta sul digital advertising e stupisce con Meggin Fox  
REDAZIONE - 31/05/2017

**Eventi**  
Torna Maestri del Gioiello con i suoi preziosi per ogni occasione  
REDAZIONE - 1 MESE AGO

**Leggi tutti**

## Leaderboard

**NEGOZI**  
Les Georges by Altess approda al The Brian & Barry Building  
REDAZIONE - 1 SETTIMANA AGO  
Nuovo traguardo per Les Georges by Altess che da martedì 21 novembre è in vendita al secondo piano del The Brian & Barry Building di Milano, nell'area dedicata ai grandi marchi di gioielleria...  
➔ 0 0 0

**MOSTRE**  
Il salotto del gioiello ospita le creazioni di dieci jewel designer  
REDAZIONE - 1 SETTIMANA AGO  
Si prospetta un weekend all'insegna delle creazioni artigianali in occasione del Salotto del gioiello in programma a Milano sabato 25 e domenica 26 in Via Tortona 26. Si tratta di una mostra mercato e...  
➔ 11 0 0

**CORSI & CONCORSI PREMI**  
Contest "Voglio un Natale Strolli": in palio un premio finale da sogno  
REDAZIONE - 2 SETTIMANE AGO  
Il Natale si avvicina e con esso anche la scelta dei regali. Per tutti quelli che hanno già iniziato la corsa al dono perfetto Strolli ha pensato a un concorso per premiarli. Si chiama "Voglio un Natale..."  
➔ 0 0 0

**ASTE**  
Cifre da record per la vendita di The Art of de Grisogono, Creation I  
REDAZIONE - 2 SETTIMANE AGO  
L'asta Magnificent Jewels organizzata da Christie's lo scorso 14 novembre ha battuto ogni record con la vendita della collana The Art of de Grisogono, Creation I alla cifra di CHF 33.500.000 / US\$ 33...  
➔ 0 0 0

**GIOIELLERIA**  
Nappine e charm tematici personalizzano i nuovi gioielli Playcharms  
REDAZIONE - 2 SETTIMANE AGO  
Gioca con diverse combinazioni grazie a Playcharms, nuovo brand di gioielli basato sul concetto della

## Rectangle Top

## Wide Skyscraper

## Rectangle

## 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

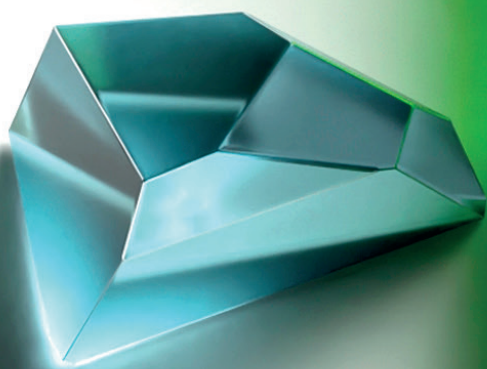
### READERSHIP NEWSLETTER

JEWELLERY  
STORES  
74%


JEWELLERY  
MANUFACTUR.  
14%


DISTRIBUTORS  
/ BUYERS  
9%


TRADE FAIRS  
/ AGENCIES  
3%



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 [@orafo\\_italiano](https://www.instagram.com/orafo_italiano)

 [@lOrafoItaliano](https://twitter.com/lOrafoItaliano)

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AND ADV OFFERS

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