

l'Orafa

italiano

Since 1946

2026 Media Kit



1946/2026

**80 Years
of l'Orafo
Italiano**

**Palazzo Parigi, Milan
11 june 2026**

Info: orafo@edifis.it

80 YEARS of excellence and goldsmithing culture

Since 1946, *l'Orafo italiano* has been covering the world of jewellery with a unique perspective, combining tradition and innovation, technique and beauty, craftsmanship and vision. This year, the magazine celebrates eighty years of history, confirming its status as one of the most authoritative and recognised publishing platforms in the sector, both in Italy and abroad. In eight decades of bilingual publications, *l'Orafo italiano* is not only an authoritative showcase for the world of jewellery: it is an essential B2B tool that directly connects manufacturers, designers, brands, buyers and retailers. The magazine covers the entire supply chain – from creation to distribution – offering companies targeted access to decision makers in the sector and the most qualified retailers in Italy and international markets. Each issue thus becomes a meeting point between supply and demand, a place where companies communicate innovation, projects and collections and shops can discover new business opportunities. *L'Orafo italiano* accompanies and supports business development by promoting the excellence of made in Italy and providing timely updates on trends, market dynamics and competitive strategies that are driving the sector's growth today.

print run & DISTRIBUTION

| | |
|---------------------|--------|
| AVERAGE PRINT RUN | 14.000 |
| JEWELLERY STORES | 9.200 |
| MANUFACTURERS | 1.400 |
| FOREIGN OPERATORS | 1.900 |
| TRADE FAIRS / MEDIA | 1.500 |

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

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.



B2B showcase

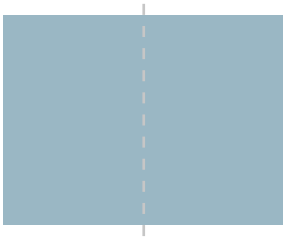
l'Orafo italiano enters the heart of companies to discover their history and, above all, the men and women that built its value. Thanks to interviews and follow ups fully dedicated to brands, we can discover their origins, developments and future projects. From the new collections to promotional events,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

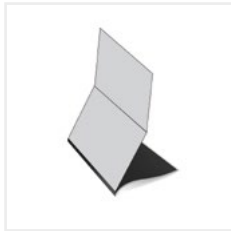


double page
470 x 295 mm



page
235 x 295 mm

Special initiatives, advertorials, inserts,
attachments on demand.

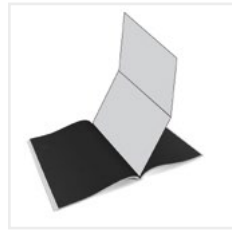


COVER

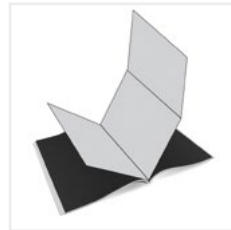
Fold-out cover
2 pages 464 x 295 mm



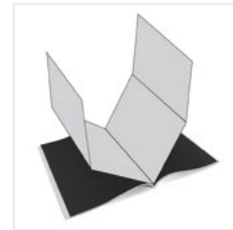
internal cover
2 pp in 4/4 colours
on 250 g/m²
glossy coated paper



quarter-page gatefold
4 pp in 4/4 colours
on 250 g/m²
glossy coated paper



sixth-page format
6 pp in 4/4 colours
on 250 g/m²
glossy coated paper



eighth-page window
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 |
| QUARTER-PAGE GATEFOLD | € | 10.000 |
| SIXTH-PAGE FORMAT | € | 13.000 |
| EIGHTH-PAGE WINDOW LAYOUT | € | 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)

The screenshot shows the homepage of **l'Orafo**, an Italian jewelry website. The layout includes a navigation bar with categories like GIOIELLERIA, BOUTIQUE, ECONOMIA E FINANZA, OROLOGI, and RETAIL. The main content area is divided into several sections:

- Full banner:** A large image featuring colorful jewelry with the headline "L'OPULENZA DEI COLORI NELLA CAPSULE BIZANZIO DI POMELLATO".
- Leaderboard:** A row of three smaller articles with images and headlines, such as "I nuovi bracciali Nominations parlano di te attraverso un messaggio" and "The Sound of Summer. Festate di Dado prende vita nel video di Luca Merli".
- Another Leaderboard:** A vertical column of articles on the right side, including "Los Georgettes by Altessè approda al The Brian & Barry Building" and "Il salotto del gioiello ospita le creazioni di dieci jewel designer".
- Rectangle Top:** A pink rectangular area on the right side of the page.
- Wide Skyscraper:** A tall pink rectangular area on the right side of the page.
- Rectangle:** A pink rectangular area at the bottom right of the page.

NEWSLETTER & DEM



BANNER/SPONSORSHIP NEWSLETTER

OVER 10.000 CONTACTS PER NEWSLETTER (average in November 2025),
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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