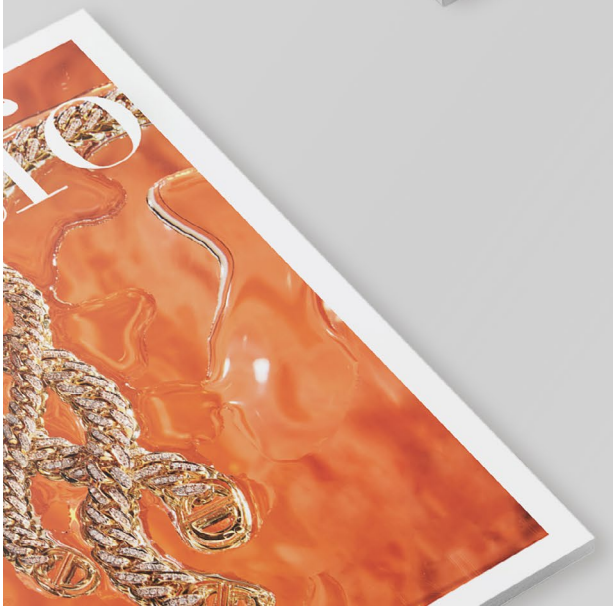
italiano l'Orafo

Since 1946

2027 Media Kit



FOR 80 YEARS

The leading showcase for the world of jewellery

Since 1946, l'Orafo italiano has covered the world of jewellery with a unique perspective, bringing together tradition and innovation, technical expertise and beauty, craftsmanship and vision. For over 80 years, the magazine has remained one of the industry's most authoritative and recognised editorial platforms, in Italy and abroad. Through eight decades of bilingual publishing, l'Orafo italiano has become more than a leading showcase for jewellery: it is an essential B2B resource, directly connecting manufacturers, designers, brands, buyers and retailers.

The magazine covers the entire supply chain, from creation to distribution, giving companies targeted access to industry decision-makers and leading retailers in Italy and international markets. Each issue brings suppliers and buyers together: a space where companies present innovations, projects and collections, and retailers discover new business opportunities. L'Orafo italiano supports business development by showcasing the excellence of Made in Italy and providing timely coverage of the trends, market dynamics and competitive strategies driving the industry's growth today.

print run and DISTRIBUTION

AVERAGE PRINT RUN	13.000
JEWELLERY / GOLDSMITH RETAILERS	8.700
MANUFACTURERS	1.200
INTERNATIONAL TRADE PROFESSIONALS	1.600
TRADE FAIRS / MEDIA	1.500

Delivered by post to subscribers.
Available at airport newsstands.
Distributed at all industry trade fairs.

EXCLUSIVE distribution

- **International department stores**
- **VicenzaOro, Oroarezzo**
- **Selected international jewellery buyers**
- **Leading Italian and international retailers**

CONTENTS

jewellery and **watches**

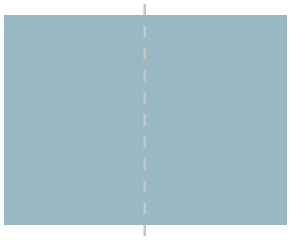
Jewellery and watches are the primary focus of l'Orafo italiano. Each issue devotes an extensive section to their features, visual appeal and distinctive qualities. Features draw inspiration from current affairs and global social and cultural developments, spectacular destinations at the heart of international luxury, and fashion and beauty trends. Jewellery and watches are placed within these contexts according to their occasion of use, colour, material or category. The aim is to take products beyond their usual niche and make them part of a world alive with constant change, new ideas and inspiration.

B2B showcase

L'Orafo italiano goes behind the scenes at companies to explore their history and, above all, the men and women who have built their value. Interviews and in-depth brand features uncover their origins, development and plans for the future. From new collections and promotional events to forthcoming books and exhibitions, the life of the industry's companies takes centre stage in l'Orafo italiano

research and market analysis

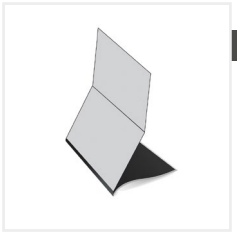
Advertising campaigns and expenditure, surveys of purchasing behaviour and consumer preferences, market analysis, imports and exports, and gemmological insights. L'Orafo italiano gives research a platform through contributions from industry experts, who share their knowledge to explore economic and technical topics: a constant source of information for the jewellery and goldsmithing industries.



double-page display ad
470 x 295 mm

full-page display ad
235 x 295 mm

Special projects, advertorials, inserts and supplements available on request.



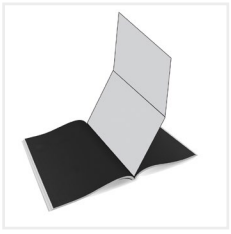
COVER

Outer cover gatefold
2 pages, 464 x 295 mm

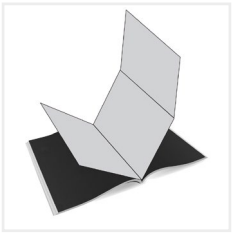
rates

DOUBLE-PAGE DISPLAY AD	€ 4.000
FULL-PAGE DISPLAY AD	€ 2.500
COVER + 4 PAGES	€ 10.000
OUTER COVER GATEFOLD	€ 6.000
INSIDE FRONT COVER + FACING PAGE	€ 6.000
INSIDE BACK COVER	€ 2.900
OUTSIDE BACK COVER	€ 5.000
4-PAGE GATEFOLD	€ 10.000
6-PAGE FOLDOUT	€ 13.000
8-PAGE WINDOW FOLDOUT	€ 15.000
3-ISSUE PACKAGE 2027	15% DISCOUNT

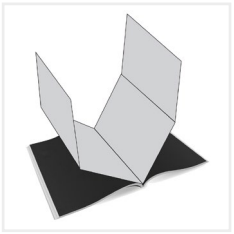
2-page insert
2 pp, full colour both sides on 250 gsm gloss-coated paper



4-page gatefold
4 pp, full colour both sides on 250 gsm gloss-coated paper



6-page foldout
6 pp, full colour both sides on 250 gsm gloss-coated paper



8-page window foldout
8 pp, full colour both sides on 250 gsm gloss-coated paper

publication schedule

	issue	display and deadline
WINTER	JANUARY	11 DECEMBER 2026
SPRING	MAY	9 APRIL 2027
AUTUMN	SEPTEMBER	9 JULY 2027

technical specifications

Printing
offset

Cover
250 gsm matt-coated paper

Inside pages
100 gsm matt-coated paper

Artwork requirements
high-resolution PDF (300 dpi), optimised for CMYK printing, with 4 mm bleed on each side and registration marks.

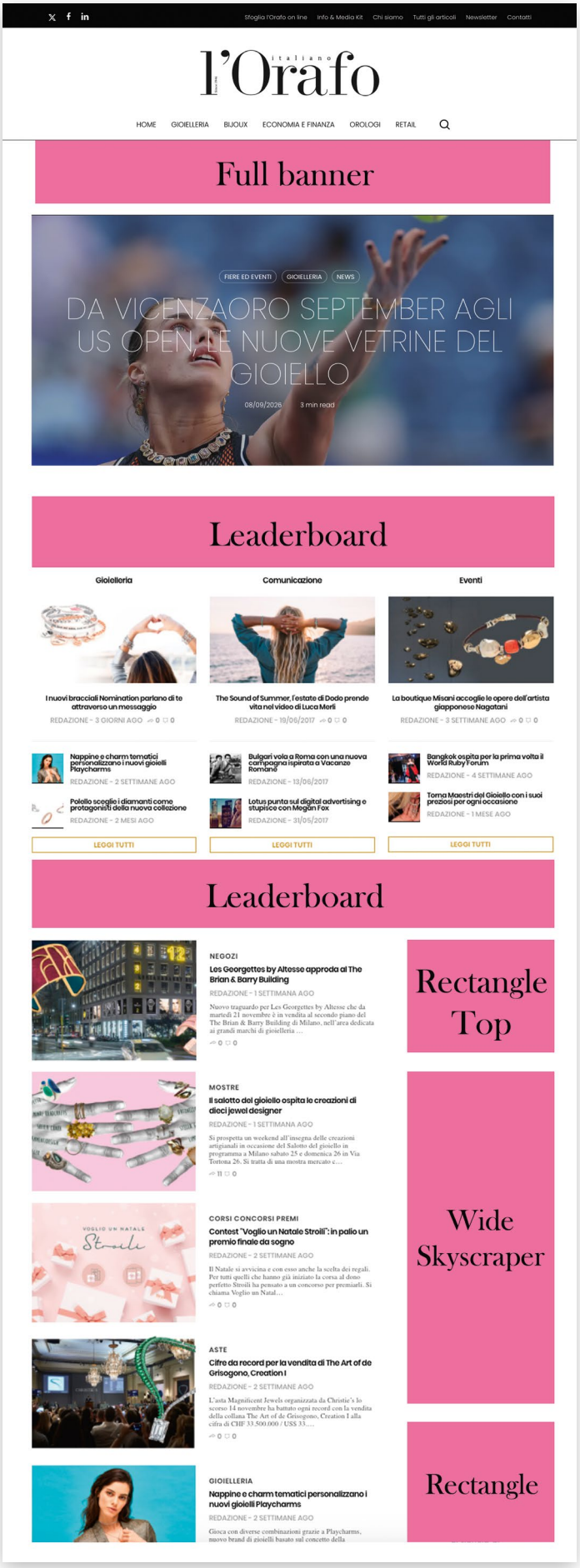
monthly RATES

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

Bookings include one month of visibility on the homepage and across all website pages, in the same position.

JPG OR GIF FILES, STATIC OR ANIMATED

Please provide the destination URL (web address) for the banner.



NEWSLETTER & DIRECT EMAIL MARKETING

NEWSLETTER BANNER / SPONSORSHIP

OVER 10,000 CONTACTS PER SEND (November 2025 average) · MINIMUM 2 SENDS/MONTH

1 PLACEMENT	5 PLACEMENTS	10 PLACEMENTS	DIRECT EMAIL MARKETING
€ 300	€ 1.200	€ 2.000	€ 1.500

BANNER SIZE 250 × 120 PIXELS (GIF/JPG, 72 DPI) · APP SPONSORSHIP ON REQUEST

NEWSLETTER READERSHIP

JEWELLERY RETAILERS	JEWELLERY COMPANIES / SUPPLY CHAIN	DISTRIBUTORS / BUYERS	TRADE FAIRS / AGENCIES
60%	25%	10%	5%

www.orafoitaliano.it

orafo@edifis.it

@lorafoitaliano

@orafo_italiano

@lOrafoItaliano

ADVERTISING ENQUIRIES AND OFFERS

dircom@edifis.it

Edifis srl
Viale Coni Zugna, 71
20144 - Milano - Italy
Tel. +39 023451230
www.edifis.it

EDIFIS