

l'Orafo

Since 1946

I T A L I A N O

Mediakit 2017

orafoitaliano.it

The world of jewellery in your hands

Renowned for its excellent content quality and high reputation, l'Orafo Italiano has been the best known and most influential bilingual jewellery magazine in Italy and abroad since 1946. Industry experts cover a number of topics relating to the world of jewellery: economy, marketing, communication, window dressing, market research, technology, gemmology and design.

The most popular and widely read jewellery magazine

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partners



The trade fairs covered by L'Orafo

January

VICENZAORO Winter (20-25 January)

Homi Bijoux (27-30 January)

Antwerp Diamond (29-31 January)

February

Inhorgenta (18-21 February)

March

Tarì Bijoux (10-13 March)

Istanbul Jewelry Show (16-19 March)

Baselworld (23-30 March)

May

OroArezzo (6-9 May)

Tarì Mondo Prezioso (12-15 May)

June

The Couture Show (2-6 June)

JCK Las Vegas (5-8 June)

July

Ja New York Show (23-25 July)

September

Homi Bijoux

Hong Kong Jewellery & Gem Fair (15-19 September)

VICENZAORO Fall (23-27 September)

October

Tarì Mondo Prezioso (6-9 October)

Gold in Italy Arezzo

November

VICENZAORO Dubai (15-18 November)

DON'T MISS THE
OPPORTUNITY OF AN
EXCLUSIVE
DISTRIBUTION:



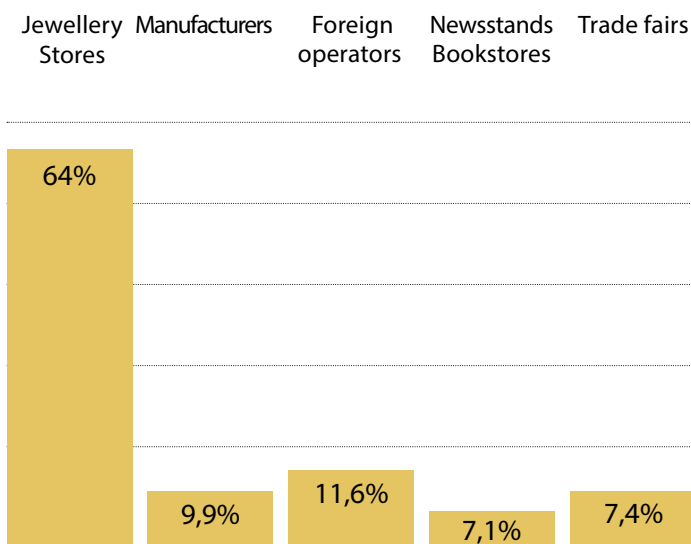
- Dubai Gold Center
- Vip Lounges of Linate, Malpensa, Firenze, Bologna, Verona and Venezia airports
- Five star hotels in Milan, Clubhouse Brera
- Hong Kong Jewellery & Gem Fair
- JCK Las Vegas, JA New York, The Couture Show
- Baselworld
- Top International jewellery buyers
- Best Italian and International retailers
- Newsstands in airports and railway stations

Print run and distribution

Print run	14.000
Jewellery stores	8.900
Manufacturers	1.400
Foreign operators	1.600
Newsstands/Bookstores/ Vip lounge	1.000
Trade fairs	1.100

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

READERSHIP - READERS



Publishing Plan

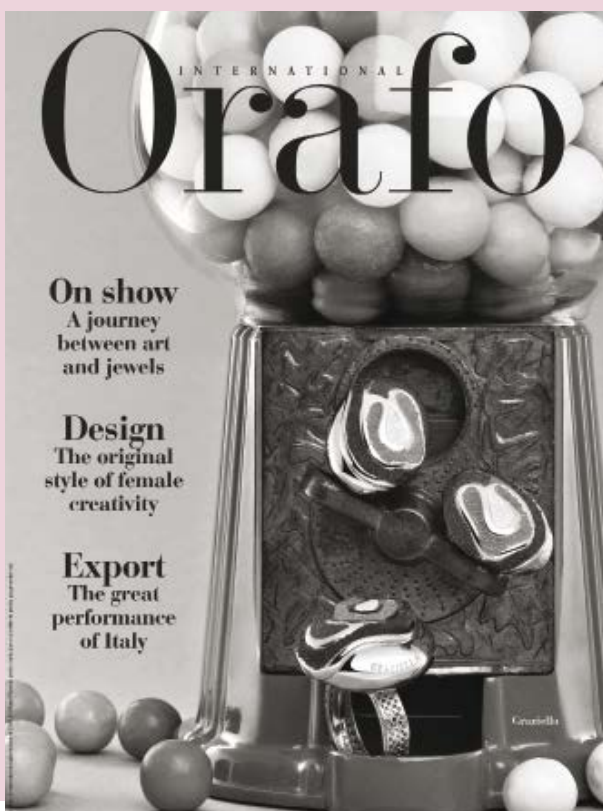
In 2017 l’Orafo Italiano will develop the most relevant subjects for the sector, examining the jewelry world from the different productive, cultural and image points of view. Several features and Close up articles will focus on rings, earrings, necklaces, bracelets and watches, highlighting the latest trends and the novelties regarding styles, materials, production and technologies. Among the unflinching issues, mention must be made of wedding jewels, men’s jewelry, features about the most trendy gems, a special article on the best jewels for end-of-the-year festivities. As always, the magazine will also comprise reports from international fairs and workshops, sector studies, periodical updatings on the precious items export, the analysis of the impact of advertising campaigns, as regards investments, recognition and likeability.

Regular Features

- Jewellery
- Watches
- Product flash news
- Trends
- Business success stories
- Interviews
- Surveys
- Communication
- Trade fairs
- Marketing
- Standards and Laws
- Economics
- Gems
- Technology
- Courses and Training
- Events and Conferences
- Exhibitions and Contests
- Stores
- Ethics

- January
Release: January 13
ADV deadline: December 20, 2016
- February - March
Release: March 2
ADV deadline: February 6
- April
Release: April 10
ADV deadline: March 15
- May - June
Release: May 10
ADV deadline: April 15
- July - August
Release: July 10
ADV deadline: June 15
- September
Release: August 28
ADV deadline: July 14
- October – November
Release: October 12
ADV deadline: September 20
- December
Release: November 23
ADV deadline: October 30
- January 2018
Release: January 16, 2018
ADV deadline: December 16, 2017

Deadline for delivering editorial material:
3 weeks before advertising material deadline.



2 L'ORAFIO INTERNATIONAL

l’Orafo International

L’Orafo International 2018 - b2b publications drafted entirely in English and dedicated to Italian companies exporting their products worldwide - will be released in June and December 2017. Come in 10,000 copies intended for foreign buyers, distributed at major national and international jewellery exhibitions, via the web and through l’Orafo’s App.

Release: June 12, 2017
ADV deadline: May 19, 2017

Release: December 29, 2017
ADV deadline: November 30, 2017

ADV Price list

Full page	€ 3.500
Double page	€ 6.000
1/2 page	€ 2.000
1st cover + 4 pages	€ 13.000
2nd cover + 1st page	€ 8.000
3rd cover	€ 3.900
4th cover	€ 6.000
Duino	€ 6.000
Quartino battente	€ 10.000
Sestino	€ 13.000
Ottavo a finestra	€ 15.000

Specifications

Printing: offset

Cover: 250 g matt coated paper

Inside: 100 g matt coated paper

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

Media: CD + certified colour proof.

Online Price list

Banner/sponsorship newsletter

Over 8,200 contacts per newsletter (average in October 2016), min. 2 newsletters/month:

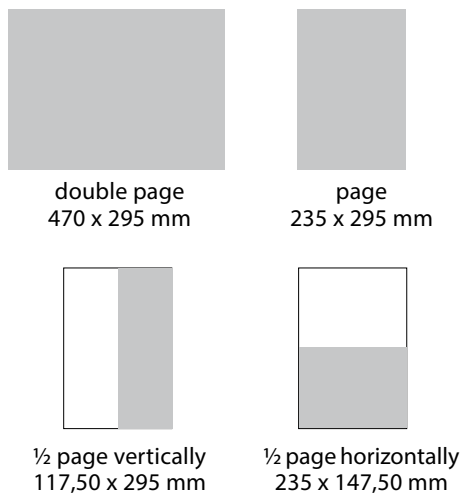
1 publication	€ 300
5 publications	€ 1.200
10 publications	€ 2.000
DEM	€ 1.500

Banner size 250x120 pixel (gif/jpg 72 dpi)

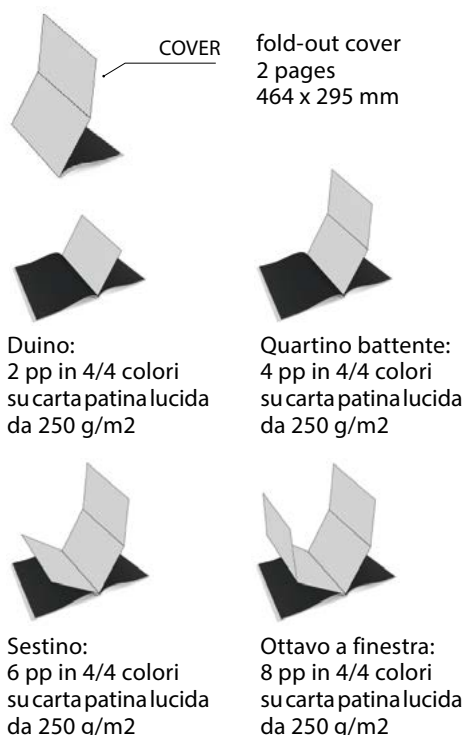
App sponsorship on request

Readership newsletter

74% jewellery stores 14% jewellery manufacturers 9% distributors/buyer 3% Trade fairs/Agencies



Special initiatives, advertorials, inserts, attachments on demand.



Web Price List - orafaitaliano.it



Price list 2017

Monthly prices

Full banner	728 x 90 € 1.000
Rectangle TOP	280 x 100 € 600
Wide Skyscraper	280 x 600 € 900
Rectangle	280 x 100 € 450
Leaderboard	728 x 90 € 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.

Specifications: JPG or GIF (simple or animated files)

Send a banner URL (web address)

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