

# l'Orafo

Since 1946

I T A L I A N O

Mediakit 2017

[orafoitaliano.it](http://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

ENTER THE SITE  
[orafoitaliano.it](http://orafoitaliano.it)

BROWSE IT  
ONLINE



DOWNLOAD THE APP

[android/apple/mac/pc](#)



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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**  
Hong Kong International Jewellery Show (2-6 March)  
Tari Bijoux (10-13 March)  
Istanbul Jewelry Show (16-19 March)  
Baselworld (23-30 March)
- May**  
OroArezzo (6-9 May)  
Tari 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**  
Tari Mondo Prezioso (6-9 October)  
Gold in Italy Arezzo
- November**  
VICENZAORO Dubai (15-18 November)

**DON'T MISS THE OPPORTUNITY OF AN EXCLUSIVE DISTRIBUTION:**



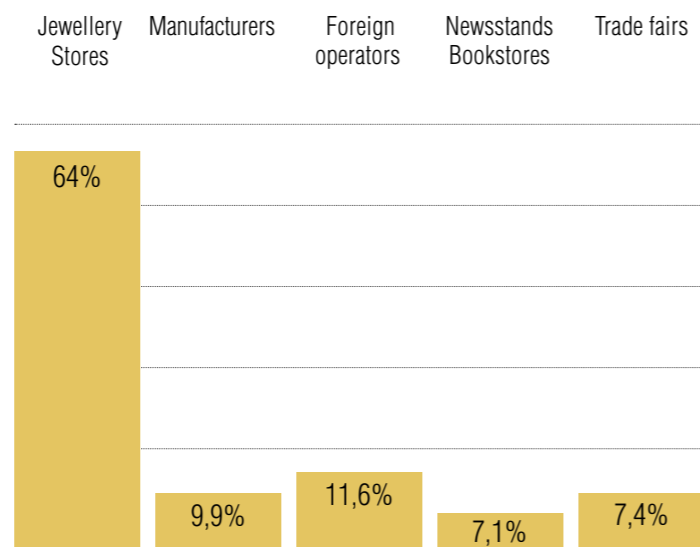
- Dubai Gold Center
- Vip Lounges of Linate, Malpensa, Bologna, Verona, Firenze, Venezia and Napoli airports
- "Hudson News" newsstands of Linate, Malpensa and Milano Centrale railway station
- Five star hotels in Milan
- Clubhouse Brera
- Hong Kong Jewellery & Gem Fair
- JCK Las Vegas, JA New York
-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

Print run and distribution

<b>Print run</b>	<b>14.000</b>
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 unfailing 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 updates 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

RELEASE DATES

- 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.



**1 L'ORAFO INTERNATIONAL**

**l'Orafo International**

L'Orafo International 2018 - b2b publication drafted entirely in English and dedicated to Italian companies exporting their products worldwide - will be released in 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: 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

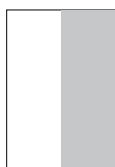
74% jewellery stores 14% jewellery manufacturers  
9% distributors/buyer  
3% Trade fairs/Agencies



double page  
470 x 295 mm



page  
235 x 295 mm

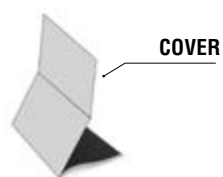


½ page vertically  
117,50 x 295 mm



½ page horizontally  
235 x 147,50 mm

### Special initiatives, advertorials, inserts, attachments on demand.



COVER

**fold-out cover**  
2 pages  
464 x 295 mm



**Duino:**  
2 pp in 4/4 colori  
su carta patina lucida  
da 250 g/m<sup>2</sup>



**Quartino battente:**  
4 pp in 4/4 colori  
su carta patina lucida  
da 250 g/m<sup>2</sup>



**Sestino:**  
6 pp in 4/4 colori  
su carta patina lucida  
da 250 g/m<sup>2</sup>



**Ottavo a finestra:**  
8 pp in 4/4 colori  
su carta patina lucida  
da 250 g/m<sup>2</sup>

## Web Price List - orafaitaliano.it

The screenshot displays the website interface with several advertising placements highlighted in pink boxes. At the top, a 'Full banner' is shown above a main image of four men holding a '2016' award. Below this, a 'Leaderboard' is positioned above a grid of articles. Further down, three types of rectangular ads are shown: 'Rectangle Top' above an article, 'Wide Skyscraper' spanning the width of the page, and another 'Rectangle' below 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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