



preziosa

RIVISTA
INTERNAZIONALE
DI GIOIELLI
E BIJOUX

magazine



PEOPLE
DO NOT BUY
PRODUCTS
AND SERVICES,
BUT RELATIONSHIPS,
STORIES AND MAGIC

(SETH GODIN)

A close-up photograph of several pieces of coral jewelry. A thick necklace of large, rounded, orange coral beads is visible at the top. Below it, a matching bracelet with smaller, more irregular coral beads is shown. The jewelry is displayed against a dark, textured background, possibly a person's arm or a draped fabric.

OUR NETWORK

- ▶ MAGAZINE

- ▶ WEBSITE

- ▶ SOCIAL PROFILES*

- ▶ NEWSLETTER

- ▶ FAIRS



- ▶ JEWELRY
- ▶ ACCESSORIES
- ▶ WATCHES
- ▶ COLLECTIONS
- ▶ EDITORIALS
- ▶ PEOPLE
- ▶ FAIRS
- ▶ ECONOMY

EDITORIAL PLAN



IL TARI
Marcianise (CE) - Italia
MAY

OROAREZZO
Arezzo (AR) - Italia
MAY

GEMGENÈVE
Geneva international
gem & Jewellery Show
Ginevra
MAY

COUTURE
Las Vegas - USA
JUNE

JCK LAS VEGAS
Las Vegas - USA
JUNE

HONG KONG
Jewellery & Gem Asia
Hong Kong - Thailandia
JUNE

WHOSNEXT
Paris
JULY

01
march

02
may

VICENZAORO SEPTEMBER
Vicenza (VI) - Italia
SEPTEMBER

HOMI FASHION & JEWELS
Milano (MI) - Italia
SEPTEMBER

WHITE MILANO
Milano (MI) - Italia
SEPTEMBER

MADRIDJOYA
Madrid - Spagna
SEPTEMBER

BIJORHCA PARIS
Parigi - Francia
SEPTEMBER

BANGKOK GEMS & JEWELRY FAIR
Bangkok - Thailandia
SEPTEMBER

IL TARI
Marcianise (CE) - Italia
OCTOBER

TRINACRIAORO
Taormina (ME) - Italia
NOVEMBER

03
july

04
october

VICENZAORO SEPTEMBER
Vicenza (VI) - Italia
JANUARY

HOMI FASHION & JEWELS
Milano (MI) - Italia
JANUARY

BIJORHCA PARIS
Parigi - Francia
JANUARY

WHITE MILANO
Milano (MI) - Italia
JANUARY

AMBIENTE SHOW
Frankfurt am Mein
JANUARY

INHORGENTA MUNICH
Monaco - Germania
FEBRUARY

HONG KONG INTERNATIONAL
Jewellery Show
Diamond, Gem & Pearl Show
Hong Kong - Thailandia
JANUARY

JGTD DUBAI
Jewellery, Gem & Technology
in Dubai
JANUARY

ISTANBUL JEWELRY SHOW
Istanbul - Turchia
MARCH

TRINACRIAORO
Taormina (ME) - Italia
MARCH

05
december

EDITORIAL CALENDAR



preziosa
magazine



NEWSLETTER

15 thousand
submissions
single



WEBSITE
380 thousand
unique users
per year



MAGAZINE

25 thousand
copies per edition



CHANNEL
650 thousand
total views



FACEBOOK
95 thousand
followers



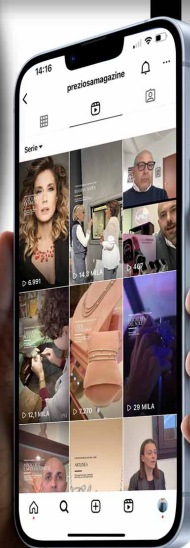
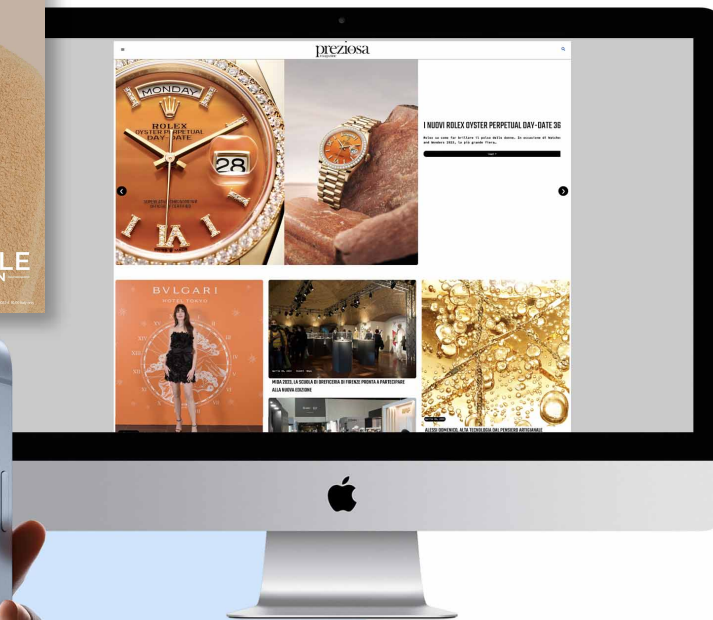
INSTAGRAM
19,3 thousand
followers



JOB PORTAL
over 400 ads



IOSONOPREZIOSA
warehouse
of thousands
of products



NETWORK



360^{thousand}
magazine
readers

120^{thousand}
copies
distributed

556^{thousand}
users
unique

1.7^{thousand}
pages
viewed

118^{thousand}
fanbase

NUMBERS

*annual average of social profiles, youtube and google analytics



56%
women

gender

men
44%

interests

jewelry
gold
economy
earrings
accessories

età

18-24	25-44	45-54	55-64+
21%	33%	27%	19%

istruzione

67% of the
audience states
to be a high school
or college graduate

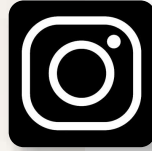
provenienza

57% mobile
39% desk
04% tablet

AUDIENCE

* average % calculated on the sum of social digital and print audience contacts.





post

coverage about 2,500 accounts reached
likes about 370

reel

coverage about 20.000 accounts reached
like about 220
views 16 thousand

stories

views over 2.500



reel

views over 20 thousand
likes over 2,000
shares 50



post

coverage about 7,000
interactions over 1,000



post

coverage over 700 accounts reached
like about 50
monthly impressions over 20.000

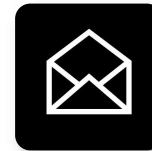
newsletter (single item)

subscribers over 1.000
views about 800



video

coverage over 6,000 accounts reached
display duration 0:35"



newsletter

single items about 15,000
opening over 70%





INTERACTIONS*

*average calculated from publications over the past three months



PROPOSAL OF DIGITAL VISIBILITY

ONE MONTH

-
- 1 still life shooting of product
 - 1 banner in homepage (2 weeks)
 - 2 web news (   )
 - 1 reel instagram - tiktok
 - 1 banner newsletter (15 times)
-









PROPOSAL OF DIGITAL VISIBILITY

ONE MONTH/**INDUSTRY**

1 EDM

1 banner in homepage (2 weeks)

2 web news (   )

1 reel instagram - reel tiktok

1 banner newsletter (15 times)





PROPOSAL OF DIGITAL VISIBILITY

ONE YEAR

1 IG LIVE*

6 still life product shots

6 months your banner on the homepage
(2 weeks)

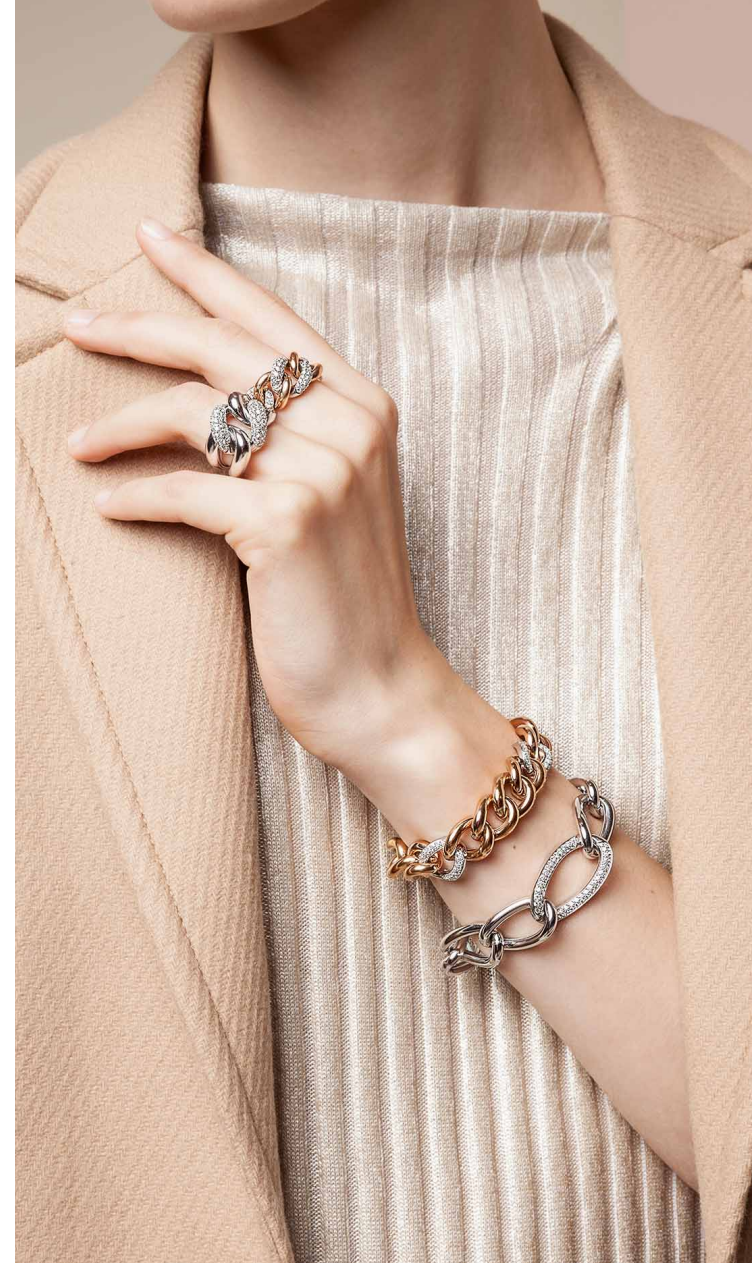
11 web news (   )

6 reel instagram - tiktok

6 stories instagram

6 months your banner in newsletter
(15 mailings per month)

*interview live







PROPOSAL OF DIGITAL VISIBILITY

ONE YEAR/**INDUSTRY**

1 IG LIVE*

6 EDM

6 banner in homepage (2 weeks)

11 web news (   )

6 reel instagram - tiktok

6 stories instagram

6 months your banner in newsletter
(15 mailings per month)


*interview live





PROPOSAL OF DIGITAL VISIBILITY

FAIR

2 web news 1 pre / 1 post fierà (   )

1 reel instagram - tiktok

1 interview at the fair

3 stories instagram



Advertising materials must be provided in the following formats.
.PDF and/or .TIFF and/or .JPG
high resolution (300 dpi)

Dimensions:

single page

b 21.5 cm x h 28 cm
(with 5mm bleed on each side)

double page

b 43 cm x h 33 cm
(with 5mm abundance per side)

Inside

Size	cm 21,5x28
Foliation	128/144/160/172 pages
Print	flat 4+4
Paper*	FSC 100 gr
Finishing	primer varnish

Cover

Paper*	FSC 200 gr
Finishing	primer varnish

Assembling

Milled paperback

Packaging

Cellophanatura

Frequency

Bimonthly	March
	May
	July
	October
	December

* Preziosa Magazine is printed on FSC-certified paper to protect the environment because wood raw materials come from sustainable and controlled sources

DATA SHEET





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magazine

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