



preziosa

RIVISTA
INTERNAZIONALE
DI GIOIELLI
E BOUTIQUE

magazine



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

(SETH GODIN)



OUR NETWORK

- ▶ MAGAZINE

- ▶ WEBSITE

- ▶ SOCIAL PROFILES*

- ▶ NEWSLETTER

- ▶ FAIRS



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

EDITORIAL PLAN



ISTANBUL JEWELRY SHOW

Istanbul - Turchia
APRIL

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
JUNE

01

march

02

may

03

july

04

october

05

december

WHOSNEXT

Paris
SEPTEMBER

VICENZAORO SEPTEMBER

Vicenza (VI) - Italia
SEPTEMBER

MILANO FASHION&JEWELS

Milano (MI) - Italia
SEPTEMBER

IL TARI

Marcianise (CE) - Italia
OCTOBER

JGTD DUBAI

Jewellery, Gem & Technology
in Dubai
NOVEMBER

VICENZAORO SEPTEMBER

Vicenza (VI) - Italia
JANUARY

INHORGENTA MUNICH

Monaco - Germania
FEBRUARY

HONG KONG INTERNATIONAL

Jewellery Show
Diamond, Gem & Pearl Show
Hong Kong - Thailandia
FEBRUARY

MILANO FASHION&JEWELS

Milano (MI) - Italia
FEBRUARY

WHITE MILANO

Milano (MI) - Italia
FEBRUARY

TRINACRIAORO

Taormina (ME) - Italia
MARCH

EDITORIAL CALENDAR



NETWORK



360^{thousand}

magazine
readers

50^{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



gender

56%
women

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

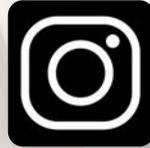
provenienza

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



DIGITAL VISIBILITY

ONE MONTH

-
- 1 post
 - 1 banner homepage (2 weeks)
 - 2 web news (   )
 - 1 reel instagram - tiktok
 - 1 banner newsletter (15 times)
 - 1 EDM
-





DIGITAL VISIBILITY

ONE YEAR

-
- 1 IG LIVE*

 - 8 post

 - 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)

 - 3 dedicated DEM
-



*interview live



DIGITAL VISIBILITY

FAIR

2 web news 1 pre / 1 post fiera (   )

1 reel instagram - tiktok

1 interview at the fair

3 stories instagram



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
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Packaging	Cellophanatura
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Frequency	Bimonthly	March
		May
		July
		October
		December

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)

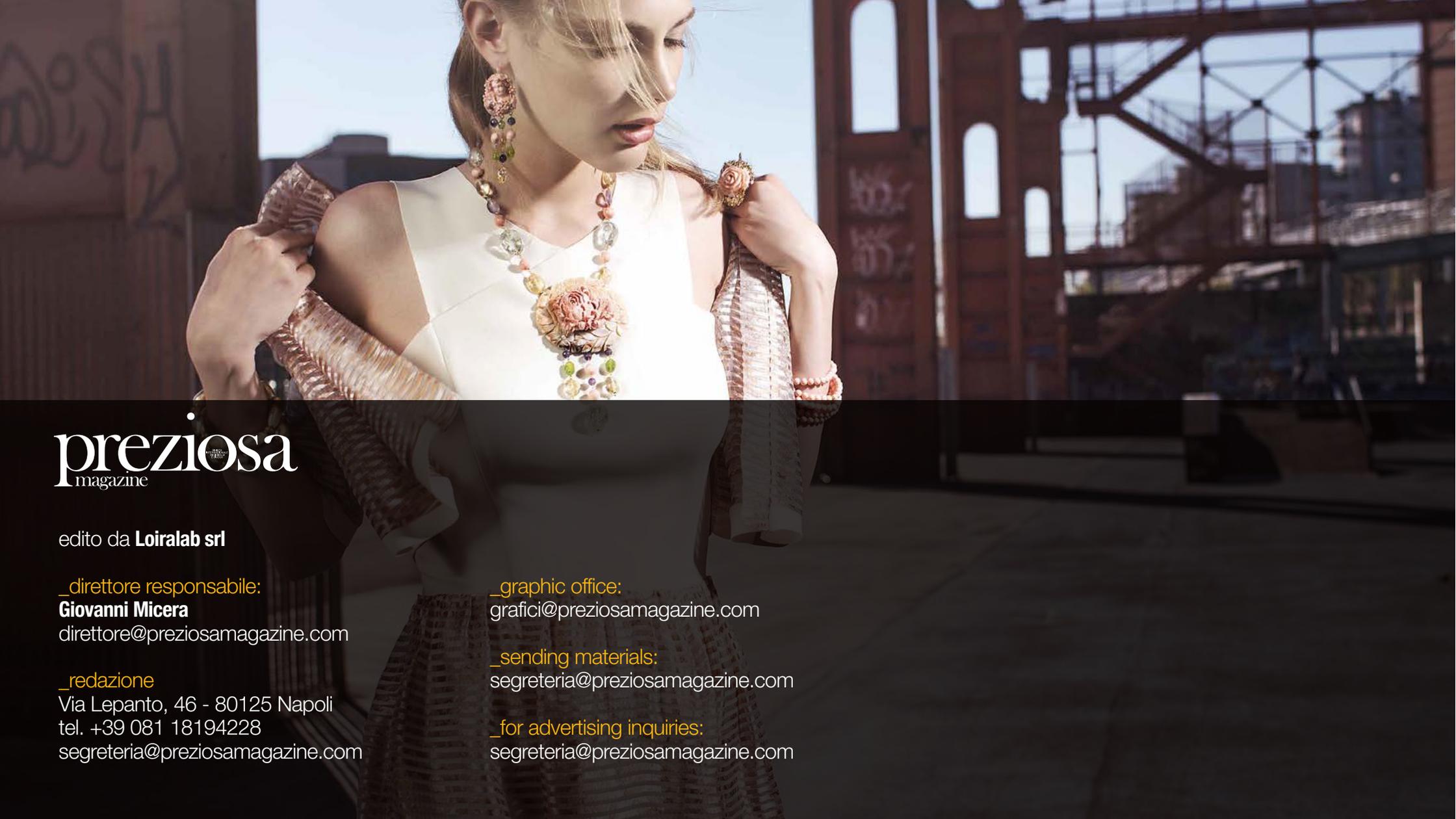
double page

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

* 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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