

Since 1946, **l'Orafo Italiano** has been the most famous and influential bilingual magazine in the trade, both in Italy and internationally, in terms of the quality of the contents and the image. In each issue, experienced contributors and experts in the trade cover topics relevant to the world of gold and jewellery. This also includes in-depth interviews with prominent personalities, ranging from economics to marketing, communication to consumer studies, technology to the internet. Another of the magazine's strengths lies in the photographic coverage, using extremely captivating and original pictures to interpret innovations in the world of jewellery.

EDITORIAL PLAN AND FAIRS

N° 1 - January

- photos of jewellery: mini-jewellery for children

Adv booking deadline: 1/12/08
Material deadline: 9/12/08
On sale: 7/01/09
Issue present at:
 FIRST - 11/18 January - Vicenza
 MACEF - 16/19 January - Milan
 HONG KONG INTERNATIONAL JEWELLERY SHOW
 4/8 March - Hong Kong

N° 2/3 February / March

- Safety special (enclosure)

Adv booking deadline: 23/01/09
Material deadline: 30/01/09
On sale: 16/02/09
Issue present at:
 OROAREZZO
 21/24 March - Arezzo
 BASELWORLD
 26 March / 2 April - Basel

N° 4 - April

- photos of jewellery: gemstones, fashion colours, new cuts
- Preview of what's new Charm: editor's report

Adv booking deadline: 16/03/09
Material deadline: 23/03/09
On sale: 10/04/09
Issue present at:
 IL TARI' - 8/11 May
 Marcanise - Caserta

N° 5 - May

- Study of liking / awareness of gold & jewellery brands by consumers

Adv booking deadline: 7/04/09
Material deadline: 15/04/09
On sale: 6/05/09
Issue present at:
 CHARM - 16/20 May - Vicenza

N° 6 - June

- New distribution: dept. stores/hypermarkets/the internet

Adv booking deadline: 11/05/09
Material deadline: 18/05/09
On sale: 8/06/09

N° 7/8 July / August

- Photos of jewellery: yellow gold jewellery
- Study of renown of gold & jewellery brands

Adv booking deadline: 16/06/09
Material deadline: 23/06/09
On sale: 10/07/09

N° 9 - September

- 2008 figures on advertising investments by gold & jewellery companies

Adv booking deadline: 8/07/09
Material deadline: 15/07/09
On sale: 7/09/09

Issue present at:

MACEF - 4/7 September - Milan
 CHOICE - 12/16 September - Vicenza
 VALENZA GIOIELLI
 IL TARI' - 9/11 October
 Marcanise - Caserta

N° 10/11 October / November

- Machinery special (enclosed)
- Christmas preview: jewellery for end-of-year festivities

Adv booking deadline: 5/10/09
Material deadline: 12/10/09
On sale: 30/10/09
Issue present at:
 DUBAI INTERNATIONAL WEEK
 November

N° 12 - December

- Market research on retail

Adv booking deadline: 9/11/09
Material deadline: 16/11/09
On sale: 4/12/09



COLUMNS

Brand new

new products by the most famous brands.

Trends

jewellery trends: materials, design, styles and types.

Events

festivals, events and shows.

Communication

the new advertising campaigns of gold & jewellery companies.

Awards

jewellery competitions.

Design

jewellery by Italian and international designers.

Research

market research on trends in the Italian gold & jewellery sector, conducted on a panel of trade operators or consumers.

Gemmology

specialist articles on gems.

Three questions

short interview with people in the trade on topical issues.

Shops

the opening of new jewellery shops round the world. Specialist articles on décor in jewellery shops (materials, lighting, display cases etc).

Companies

profiles of gold & jewellery companies.

Technology

specialist articles on the new gold and jewellery technologies and conferences round the world.

Fairs

overview of gold & jewellery fairs and dates of future fairs.

News

news in brief from the world of gold and jewellery.

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SPECIAL INITIATIVES

December

L'Orafo International

Yearbook targeting the international market.

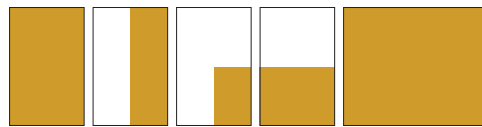
Adv booking deadline: 23/11/09

Material deadline: 1/12/09

On sale: 19/12/09

ADVERTISING FORMAT

Front cover	€ 18.000	First right-hand page	€ 4.500
Inside front cover+ foldout + first right-hand page	€ 18,000	Outside back cover	€ 6.000
Inside front cover + foldout	€ 13.500	1/2 opposite advertisers	€ 2.350
Inside front cover	€ 4.350	1/2 opp. colophon	€ 2,350
Inside back cover	€ 3.900	Full page	€ 3.500
		Double-page spread	€ 6,700
		1/2 page	€ 2.070
		1/4 page	€ 1.250



Full page 220x280 | 1/2 vert. 110x280 | 1/4 pag. 95x127 | 1/2 horiz. 220x140 | Double-page spread 440x280

TECHNICAL SPECIFICATIONS FOR PRINT MATERIAL

Formats: high-resolution (300 dpi) PDF format optimised for printing, with 3 mm bleed on each side.

Media: CD + colour proof, Fiera Milano Editore Sharepoint Server

N.B: do not send files by email. A lump-sum invoice of €50.00 will be issued for material not prepared in line with the above technical and format specifications.

PRINT-RUN

9.609 copies

CIRCULATION

8.623 copies

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- JULY / AUGUST
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- OCTOBER / NOVEMBER
- DECEMBER

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DISTRIBUTION

TARGET

