

MEDIA DATA
2023

7
4

*The Voice of the Industry
for 125 Years*

MEDIA DATA
PRINT
ONLINE
CROSSMEDIA

The **GZ** 125 Years World

12

52

ISSUES OF GZ – THE MONTHLY MAGAZINE
MARKET // PRODUCTS // MARKETING // EVENTS // DESIGN

WEEKS OF GZ NEWSLETTER
THE WEEK AT A GLANCE



365

DAYS DAYS OF GZ-ONLINE AND GZ-APP
ALWAYS UP TO DATE, ALWAYS RELEVANT

FOR THE ANNIVERSARY:
THE BIG ONLINE CAMPAIGN!
Daily – news, business, products,
brands, movers & shakers

On gz-online and in the
news channel of the GZ app



The **7** **GZ** *Key Facts*

MEDIA DATA
PRICE LIST
GERMANY

PRINT

PLACEMENT	FORMAT (width x height in mm*)	BASIC PRICE (in euros, 4 color**)
4 full pages (gatefold cover)	Cover: 227 x 302 / Flap: 212 x 302	9,900
Cover without inside front cover	230 x 302	6,600
8 full pages (altar fold)	Open: 880 x 302	11,200
1 full page (inside front cover, back cover or table of contents at the right)	230 x 302	4,600
1 full page (inner section)	230 x 302	4,200
Half page (landscape / portrait)	230 x 151 / 115 x 302	2,300
One-third page (landscape / portrait)	230 x 99 / 77 x 302	1,800
Quarter page / single column (landscape / portrait)	230 x 76 / 55 x 302	1,400

Additional formats on request

* Bleed format plus bleed on all sides 5 mm each ** Euroscale
All prices are subject to the applicable statutory rate of value added tax.

ONLINE AND CROSS MEDIA

PLACEMENT	FORMAT (width x height in pixels)	BASIC PRICE (in euros)
Content Ad	300 x 250	900
Skyscraper	160 x 600	1,200
Superbanner	728 x 90	1,200
Ad Bundle (Duration: 30 days)	Formats: see above	1,490
Banner in Newsletter (Duration: 30 days)	564 x 400 (max.)	450
Showroom: the digital presentation of new items		1,500
Stand-alone Newsletter		3,500

Duration: 30 days. Placement: homepage and subpages (in rotation).
We will be happy to inform you about other advertising formats and placements.

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The **AUSTRIA** **GZ** Key Facts

2023



NEW

The GZ has been the official organ of the Austrian association with its **own Austrian edition** since 2022. The GZ reaches **all jewelers throughout Austria four times a year.**

Print run: 2,525 copies

FOCAL POINTS

FEBRUARY PLANNED: FEB. 10
Inhorgenta

MAY PLANNED: MAY 11
**Smartwatches
New Arrivals**

AUGUST PLANNED: AUG. 16
**AUTUMN TRADE FAIRS
BEST PRACTICE**

OCTOBER PLANNED: OCT. 5.
**Luxury: Preciousness Sells
Vintage Jewelry and Watches**

PRINT (AUSTRIA ONLY)

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The **7** **GZ** THE ANNIVERSARY YEAR

125 YEARS OF THE GZ

Themes

2023



JANUARY PLANNED: JAN. 9

GZ plus Engagement and wedding rings

Design Guide

Watch Trends 2023

Vicenzaoro: Preview

Digital: Online calendar of trade fairs

Deadline for print data: Dec. 12



FEBRUARY PLANNED: FEB. 10

Inhorgenta Munich: New strategies, new products, new sales concepts

New arrivals: (Part I) Ideas beyond the trade fairs

Digital: Inhorgenta live

Deadline for print data: Jan. 24



MARCH PLANNED: MAR. 10

Sustainability: More than lip service

Synthetic Diamonds

City 4.0: How can inner cities be successfully reinvented?

Independent Watch Brands: Who are the new champions?

Digital: Watches and Wonders live

Deadline for print data: Feb. 21



APRIL PLANNED: APR. 5

GZ plus German Manufactories

Interior: Concepts for rooms and lighting

Sales Concepts: The jeweler as brand

Watches: Comebacks and revivals

Digital: Watches and Wonders live

E-mag – Special manufactory issue in English

Deadline for print data: Mar. 17



MAY PLANNED: MAY 11

Special Edition: THE SHOW

Diamonds: Sparkling temptations and tangible assets

All Networked: The triumphant advance of smartwatches

New arrivals: (Part II)

Print and digital:

Digital Agenda 2023: What are the benefits of appearing in online media?

Digital: THE SHOW live

Deadline for print data: Apr. 21



JUNE PLANNED: JUN. 15

GZ plus 125 Years of GZ

The Magic of Colored Gems: A journey to the world's treasures

Sales Driver: Ladies' Watches: Market check

Digital: A look in the GZ's archive

Deadline for print data: May 25



JULY PLANNED: JUL. 12

Refineries: Rethinking precious metal cycles

Brave New Digital Worlds: Networking along the value chain

Megatrend: Expandibles – the players at a glance

Digital: Refiners on video

Deadline for print data: Jun. 23



AUGUST PLANNED: AUG. 16

GZ plus Inova

Autumn Trade Fairs: Start the Christmas business

Deadline for print data: Jul. 28



SEPTEMBER PLANNED: SEP. 6

Quick Movers: The year's bestsellers

Engagement

The Renaissance of the Pearl

Preview of Intergem

Deadline for print data: Aug. 18



OCTOBER PLANNED: OCT. 5

Luxury: Preciousness sells

Vintage Jewelry and Watches: How can jewelers profit?

Does the Future Belong to Synthetics?

A controversy

Geneva Watch Days: The highlights

Digital: The best vintage shops

Deadline for print data: Sep. 15



NOVEMBER PLANNED: NOV. 6

Best Practice: Strong together

Deadline for print data: Oct. 16



DECEMBER PLANNED: DEC. 1

Innovation & Technology

Review of the Year 2023

Digital: Technology – tutorials and tests

Deadline for print data: Nov. 14