

MEDIA DATA
2024

7
G

The Voice of the Industry
since 1898

THE CONTENT



2024

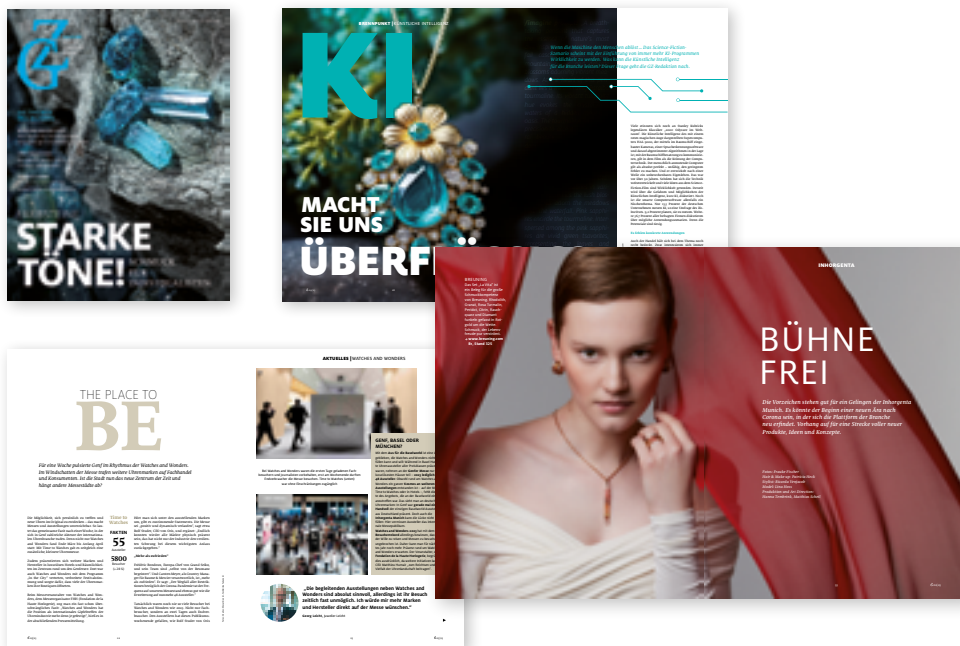
MEDIA DATA
PRINT
ONLINE
CROSSMEDIA

12

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

52

WEEKS OF THE GZ NEWSLETTER
THE WEEK AT A GLANCE



365

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

DIGITAL CAMPAIGN 2024

- Further developed as a comprehensive news and topics portal for the industry
- Faster and more up-to-date: all industry news at your fingertips
- More in-depth: special topic pages bundle the topics discussed in the industry
- More personal and controversial: more space for columns, comments and guest contributions, exclusive forum for all registered readers
- Newly introduced online subscription: all GZ content will also be available online, paying readers get access to GZ archive and other services
- Expansion of newsletter and social media activities

» GZ Online 2024:
More readers, more reach, more interactions





2024

PRINT

PLACEMENT	FORMAT (width x height in mm*)	BASIC PRICE (in euros, four 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
One-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
One-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 CROSSMEDIA

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
Newsletter banner (one-time appearance)	564 x 400 (max.)	450
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.

CONTACT PERSONS

Sales of Advertisements (Print/Online)

Alexander Steffl
 Untitled Verlag und Agentur
 GmbH & Co. KG
 Medienpark Kampnagel | Jarrestraße 2
 D-22303 Hamburg
 phone: +49 (0) 151/6280 9160
 email: a.steffl@gz-online.de

Scheduling / Advertisement Management

Manuela Rapp
 Untitled Verlag und Agentur
 GmbH & Co. KG
 Medienpark Kampnagel | Jarrestraße 2
 D-22303 Hamburg
 phone: +49 (0) 40/18 98 81-195
 email: m.rapp@gz-online.de

Editorial Department

Dr. Ulrich Schmid (editor-in-chief)
 Untitled Verlag und Agentur
 GmbH & Co. KG
 Medienpark Kampnagel | Jarrestraße 2
 D-22303 Hamburg
 phone: +49 (0) 40/18 98 81-120
 email: u.schmid@gz-online.de

THE KEY FACTS

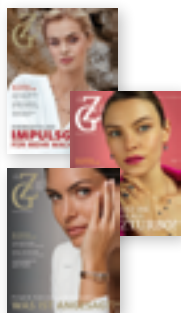


MEDIA DATA PRICE LIST

AUSTRIA



NEW



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

Print run: 2,525 copies

FOCAL POINTS

FEBRUARY

Inhorgenta Munich: The industry's leader celebrates its 50th birthday

Topic: "My second self" – practical use cases for AI

MAY

Lab diamonds: The big market overview

Smartwatches: Hype or business model?

AUGUST

Vicenzaroro, Inova & Co.: Overview of autumn trade shows

Fair trade and sustainability

OCTOBER/NOVEMBER

Luxury: The Champions League at a glance

Top sellers for the Christmas season

Best practice: Be strong together

PRINT (AUSTRIA ONLY)

PLACEMENT	FORMAT (width x height in mm*)	BASIC PRICE (in euros, four-color**)
4 full pages (gatefold cover)	Cover: 227 x 302 / Flap: 212 x 302	7,500
Cover without inside front cover	230 x 302	5,000
1 full page (inside front cover, back cover or table of contents at the right)	230 x 302	4,200
1 full page (inner section)	230 x 302	3,500
One-half page (landscape / portrait)	230 x 151 / 115 x 302	1,900
One-third page (landscape / portrait)	230 x 99 / 77 x 302	1,400
One-quarter page / single column (landscape / portrait)	230 x 76 / 55 x 302	1,100

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Untitled Verlag und Agentur
GmbH & Co. KG
Medienpark Kampnagel | Jarrestraße 2
D-22303 Hamburg

phone: +49 (0) 151/6280 9160
email: a.steffl@gz-online.de

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GmbH & Co. KG
Medienpark Kampnagel | Jarrestraße 2
D-22303 Hamburg

phone: +49 (0) 40/18 98 81-195
email: m.rapp@gz-online.de

Editorial Department

Dr. Ulrich Schmid (editor-in-chief)

Untitled Verlag und Agentur
GmbH & Co. KG
Medienpark Kampnagel | Jarrestraße 2
D-22303 Hamburg

phone: +49 (0) 40/18 98 81-120
email: u.schmid@gz-online.de



2024

JANUARY

GZ plus Wedding rings

POS, marketing, franchise concepts, syntheses. Design: current trends on the wedding ring market
Plus: Preview of Inhorgenta Wedding World
50 Years of Inhorgenta: The success-stories
Topic: "My second self" – practical use cases for AI (jewelers, goldsmiths)
Design guide: What are the trends in 2024?
Exclusive Inhorgenta Pre Daily News



FEBRUARY

Inhorgenta Munich: The industry's leader celebrates its 50th birthday
Digital: Inhorgenta live: Daily newsletter, big special on gz-online.de
Inhorgenta Daily News
 Highlights of the big trade show on Fri., Sat., Sun.



MARCH

Special: Geneva: Watches and Wonders, hotel exhibitions, jewelry shows
New arrivals (part 1): Highlights
Lab diamonds: The big market overview



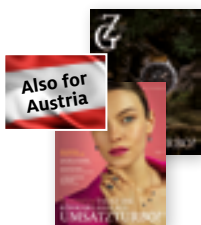
APRIL

The perfect staging: spatial and lighting concepts, events and marketing
New arrivals (part 2)
Frequency drivers 2024: What are the top sellers in the basic segment?
Is there a revival of lifestyle brands?
Digital: Watches and Wonders live: new items from champions and smaller players
GemGenève: Preview



MAY

Independent watch brands as an opportunity for jewelers
Smartwatches: Hype or business model?
Couture: Who and what sparkles in Las Vegas?
Service as a revenue driver
Business services (agencies, consultants, insurers)
Steadfast loyalty: Who is loyal to the retail trade?



JUNE

GZ plus Made in Germany

Craftsmanship and manufactories
Nearly forgotten techniques: A search for traces
 Are crafts disappearing?
 Regionality as a competitive opportunity
The colored gemstone specialists: Who offers what?
Diamond special
Special: Vicenzaoro: Highlights of the September show
Training check / employer check: Which companies offer excellent training or working conditions?
Ladies' watches as revenue drivers: Market check in conjunction with Watch Monitor



JULY

GZ plus All market data

An entire edition with surveys and all knowledge about the market in one publication
Refiners: Sustainability and digitalization – the service providers for precious metals
Fair trade and sustainability
Digital: Interactive graphics about the market



AUGUST

GZ plus Inova

Broader positioning: How can jewelers do additional business? Writing instruments, watch winders, silverware, scarves and handbags, wedding dresses ...
Autumn trade shows: Start of the Christmas business
Geneva Watch Days: Preview



SEPTEMBER

Top sellers for the Christmas season
Engagement rings: Target groups, designs, price classes
White / private label solutions: The big GZ market overview – Who offers what and at what conditions?
Preview: 40 years of Intergem
Digital: Highlights of Geneva Watch Days



OCTOBER

Luxury: The Champions League at a glance
Vintage jewelry and watches: How can jewelers profit?
Topic: The big initiative: GZ start-up grant



NOVEMBER

GZ plus Vicenzaoro

Best practice: Be strong together
Topic: Inspire young target groups!



DECEMBER

Innovation & technology: The guide
The year in review: 2024
Digital: Technology – tutorials and tests

