

Prestige^{mag}

JEWELS | DIAMONDS | WATCHES | TRENDS



MEDIAKIT
2018





*Prestige Magazine is a publication of Ars Nobilis,
The Belgian Federation for Jewellery and Watches
Rue Abbé Cuyppers 3
1040 Brussels
www.arsnobilis.be*

FORMAT

W 230 mm x H 300 mm

INSERTION DATES

Quarterly

March 2018 (deadline reservation 06/02)

June 2018 (deadline reservation 08/05)

September 2018 (deadline reservation 07/08)

December 2018 (deadline reservation 06/11)

DEADLINE MATERIAL

1 week after deadline reservation

CIRCULATION

3500 copies: French and Dutch

EDITING & PRODUCTION

INK the image builders

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PROMOTION & ADVERTISING

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PRESTIGE MAGAZINE

JEWELS | DIAMONDS | WATCHES | TRENDS

Prestige Magazine is the leading trade journal by Ars Nobilis, the Belgian Federation of Jewelry and Watches (npo). You will reach first and foremost all associated jewelers and watch makers of Flanders, Wallonia, Brussels and the Grand Duchy of Luxemburg. In addition, Prestige Magazine is also sent to a select number of prominent jewelers from the Netherlands, jewelry designers, gold and silversmiths, diamond traders, jewelry and watch manufacturers plus their importers and agents.

**“ALL IN ALL, THIS COVERS THE FULL MARKET SHARE OF
QUALITY PROFESSIONALS IN THIS SECTOR.”**

Ars Nobilis represents and defends the interests of the Belgian jewelry and watch sector in retail and wholesale. In addition to publishing the quarterly trade journal, the federation organizes activities for the sector all through the year. It is the sector's spokesman with the government, consumers and professionals. In each issue Ars Nobilis' activities get highlighted and announced. It is an indispensable source of information for every professional.

“PRESTIGE MAGAZINE GOES ONLINE!”

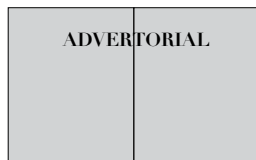
Also discover Prestige Magazine E-news, the electronic newsletter with the sector's latests updates. Released four times a year, in-between the magazine issues. The print magazine also gets a huge amount of shares through the E-news.

“EXTRA VISIBILITY GUARANTEED.”

Prestige Magazine is created by and receives advice from a team of professionals from various of the sector's branches. This way we can always guarantee accurate information, objective trends reporting and high-profile reports from the people working in the sector. On top of that, the magazine is designed with the utmost care according to a state of the art graphic concept.

**“YOUR BRAND'S PROMOTION GETS OPTIMALLY ABSORBED
BY THE ATTENTIVE READER.”**

PRINT



COVER STORY

(w)460 mm x (h)300 mm

€ 3.600,-

+ € 500,- technical cost for copy, translation and design



ADVERTISEMENT 2/1

2 pages

(w)460 mm x (h)300 mm

€ 2.970,-

ADVERTISEMENT INTRO 2/1

2 pages intro (on page 4-5)

(w)460 mm x (h)300 mm

€ 3.960,-

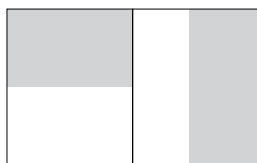


ADVERTISEMENT 1/1

1 page

(w)230 mm x (h)300 mm

€ 1.980,-



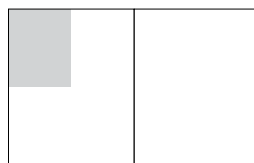
ADVERTISEMENT 1/2

1/2 page

(w)230 mm x (h)150 mm **or**

(w)115 mm x (h)300 mm

€ 1.125,-



ADVERTISEMENT 1/4

1/4 page

(w)115 mm x (h)150 mm

€ 630,-



COVER 2

(w)230 mm x (h)300 mm

€ 2.520,-

COVER 3

(w)230 mm x (h)300 mm

€ 2.520,-

COVER 4

(w)230 mm x (h)300 mm

€ 3.510,-

EXTRAS

+15% on the basic rates for all **preferred placements**

-15% on **job advertisements**

+20% on the basic rates for **advertorials**

(texts and images supplied by you, graphic design on us)

→ Please advise us for inserts, contests,... and other collaborations on request.

ONLINE

INSERTION IN THE E-NEWS PRESTIGE MAGAZINE

€ 500,- (photo, text and banner with landingpage)

BANNER WITH LANDINGPAGE

€ 250,- (468 pixels width x 68 pixels height)



*Our rates are based on ready print advertising material, unless mentioned otherwise. VAT excluded.

TECHNICAL DATA

Print material:

Ready print advertising material: Pdf, CMYK, 300 dpi
Cutting lines and 5 mm white borders on each side to be foreseen

Online material:

Banner: format gif, 72 dpi
Format banner: 468 pixels (w) x 68 pixels (h)
Mentioning the landingpage or integrate it in the gif format

To send to : prestige@inkbvba.com