



**MEDIA DATA
2026**

***SINCE 1898 –
THE VOICE OF
THE INDUSTRY***

12x

BACKGROUND

WHOEVER LOVES JEWELRY AND WATCHES READS GZ.

- **Inspiration meets information:**
What matters for the industry today and tomorrow.
- **Success is no coincidence:**
GZ provides opinions, analysis, and background information.
- **By experts for professionals:**
Knowledge and emotion make GZ shine.



52x

NEWSLETTER

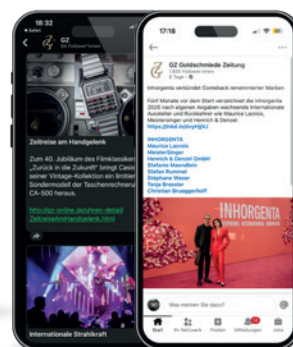
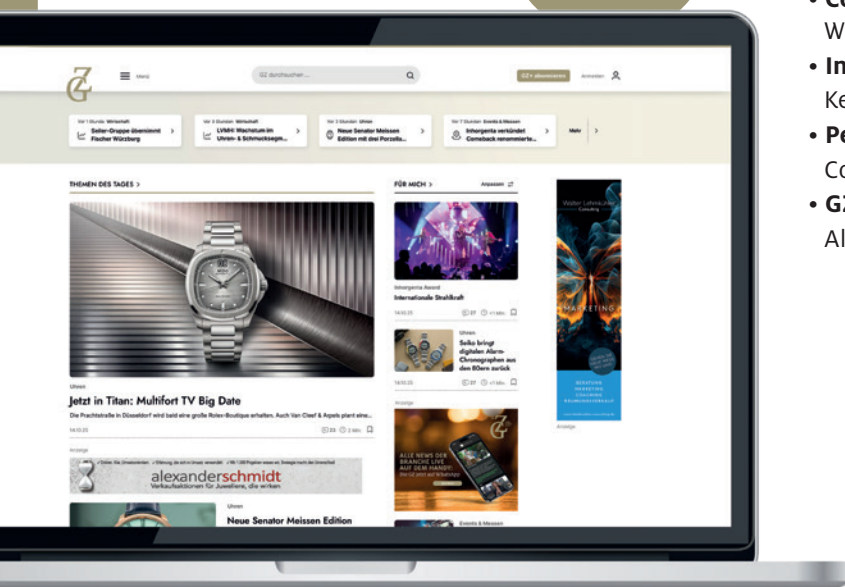
ALL
NEW

365 Days

NEWS, APP, WHATS APP, LINKEDIN

DIGITAL OFFENSIVE 2026

- **Comprehensive & up-to-date:**
What's happening in the industry can be found on GZ-Online.
- **In-depth & substantial:**
Key focuses bring together the topics that move the industry.
- **Personal & controversial:**
Columns, commentaries, and guest posts spark debate.
- **GZ everywhere:**
All GZ content is also available in the digital edition.



Also available any-time on WhatsApp and LinkedIn:
The latest and most important news from the industry!

MORE READERS, MORE REACH, MORE INTERACTION.

THE KEY FACTS

MEDIADATA PRICE LIST GERMANY

CIRCULATION

GERMANY: 5.000
AUSTRIA: 2.530

ONLINE*

ACTIVE USERS: 148.600
PAGE VIEWS: 487.500
EVENTS PER USER: 4.1

NEWSLETTER*

SUBSCRIBERS: 2767
OPEN RATE: 44,01 %
CLICK RATE: 10,50 %

*January until August 2025

PRINT

PLACEMENT	FORMAT (Width x Height in mm*)	BASE PRICE (in Euro, 4c**)
4/1 page (Cover gatefolder)	Cover: 227 x 302 / gatefold ad: 212 x 302	9.900,00
Cover without U2	230 x 302	6.600,00
8/1 page (Altar fold)	open: 880 x 302	11.200,00
1/1 page (U2, U4 or content right)	230 x 302	4.600,00
1/1 page (inside)	230 x 302	4.200,00
1/2 page (horizontal/vertical)	230 x 151 / 115 x 302	2.300,00
1/3 page (horizontal/vertical)	230 x 99 / 77 x 302	1.800,00
1/4 page / 1-column (horiz./vert.)	230 x 76 / 55 x 302	1.400,00

Other formats available on request.

* Crop size plus 5 mm bleed allowance on all sides ** Euroscale
The applicable statutory VAT rate must be added to all prices..

ONLINE

PLACEMENT	FORMAT (Width x Height in Pixel)	BASE PRICE (in Euro)
Classic (30 days)		
Skyscraper	160 x 600	1.200,00
Rectangel/Medium Rectangel	300 x 250	1.200,00
Superbanner	728 x 90	1.200,00
Ad Bundle (Running time 30 days)	formats see above	1.890,00
Content Ad	300 x 250	900,00
Special formats (Running time 1 week / 1 month)		
Popup		600,00 / 1.900,00
Layer-Ad (animated)		900,00 / 2.500,00
Outstream Video		800,00 / 2.200,00

Other formats available on request.

NEWSLETTER

BASE PRICE (in Euro)	FORMAT (Width x Height in Pixel)	BASE PRICE (in Euro)
Newsletter Banner (single appearance)	564 X 215 (max.)	450,00
Stand-Alone-Newsletter		3.500,00

THE KEY FACTS



MEDIADATA PRICE LIST

AUSTRIA



Since 2022, GZ has published **a dedicated Austrian edition** as the official journal of the Austrian trade association.

Four issues per year reach all jewelers across Austria.

Circulation: 2,530 copies.

EDITORIAL FOCUS PER ISSUE

FEBRUARY

Inhorgenta
Design Guide
Brand Cooperation

MAY

Lab-grown Diamonds
Retail Loyalty
Independent Watch Brands

AUGUST

Recycling
Sustainability
Vicenzaoro
Colour Stories

NOVEMBER

Premium
Best Practice
Last Order

PRINT PRICE LIST – AUSTRIA

PLACEMENT	FORMAT (Width x Height in mm*)	BASE PRICE (in Euro, 4c**)
4/1 Seite (Cover gatefolder)	Cover: 227 x 302 / gatefold ad: 212 x 302	7.500,00
Cover without U2	230 x 302	5.000,00
1/1 Seite (U2, U4 or content right)	230 x 302	4.200,00
1/1 Seite (inside)	230 x 302	3.500,00
1/2 Seite (horizontal/vertical)	230 x 151 / 115 x 302	1.900,00
1/3 Seite (horizontal/vertical)	230 x 99 / 77 x 302	1.400,00
1/4 Seite 1-column (horiz./vert.)	230 x 76 / 55 x 302	1.100,00

Other formats available on request.

* Crop size plus 5 mm bleed allowance on all sides ** Euroscale
The applicable statutory VAT rate must be added to all prices..

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**JANUARY** PD: 12.01. (Ad MD: 12.12.25)

Beyond expensive: Affordable Watches
Design-Guide: New Design Impulses

GZ plus: Wedding Rings

Exclusiv: Inhorgenta Pre Daily News

**JULY** PD: 10.07. (Ad MD: 23.06.26)

Recycling: From old becomes new
Sustainability: More than lip service
Inova Pulse: The design guide to the trade fair

GZ plus: Germans best Goldsmiths

**FEBRUARY** PD: 10.02. (Ad MD: 22.01.26)

Inhorgenta Munich: Everything about the most important trade fair | Major digital special live

**AUGUST** PD: 12.08. (Ad MD: 24.07.26)

Coloured Stones: Colour up your business
Inova Collection: Everything you need to know

GZ plus: The first 25 years. A review of a quarter-century of jewelry and watches

**MARCH** PD: 12.03. (Ad MD: 23.02.26)

Highlights, New Products, Innovations: That was Inhorgenta 2026
Watches and Wonders & Co: The world of watches and jewelry meets in Geneva
Fancy Cuts: A diamond doesn't always have to be round
How does that work? Old goldsmith techniques newly interpreted

**SEPTEMBER** PD: 07.09. (Ad MD: 19.08.26)

Top Sellers: Revenue drivers for the Christmas business
Engagement: The successful start to a long customer relationship
Special: Glashütte

**OCTOBER** PD: 05.10. (Ad MD: 16.09.26)

Premium: Luxury sells
Ladies' Watches: Segment with potential

**APRIL** PD: 07.04. (Ad MD: 17.03.26)

Lifestyle & Fashion: Fashionable ideas for jewelry and watches
Shop Fitting: Experiential spaces for more sales
Lab-Grown: Positioning, demand, outlook
Gem Genève: Dream destination for gemstone luxury

**NOVEMBER** PD: 06.11. (Ad MD: 20.10.26)

Best Practice: How the interaction succeeds
Premium Silver: The new white luxury

GZ plus: Preview of Vicenzaoro

**MAY** PD: 07.05. (Ad MD: 17.04.26)

Loyalty to Retailers: Strengths of local business
Geneva Review: The highlights of Watches and Wonders
Couture Las Vegas: Summit meeting in the desert metropolis

GZ plus: Independent Watch Brands

**DECEMBER** PD: 02.12. (Ad MD: 13.11.26)

Innovation: Manufacturing, workshop, and studio
Year in Review: That was 2026

**JUNE** PD: 11.06. (Ad MD: 22.05.26)

Basic Assortments: The key to steady business
Diver's Watches: Models with depth
Watch Winders & Co: Additional assortments enrich the business

GZ plus: Jewelry Brands.
 The big overview for the specialist trade