



ADL

INTERNATIONAL
MAGAZINE 

**The global diamond market
in your office**

Media Kit 2011

ADL International Magazine
www.adlgroup.net

Hoveniersstraat 2 Box 240 Suite 1201
2018 Antwerpen
Belgium

Tel : +32 3 401 54 78
Fax: +32 3 401 54 79



Why choose ADL International Magazine?

ADL International Magazine is a bimonthly publication for the international diamond and jewellery industry.

Our total distribution boasts a **readership of more than 10,000** worldwide. We are located in the heart of Antwerp's diamond district in Belgium.

Our trade editorial consists of mining news, industry insights, fair news, latest jewellery trends, etc. ADL international Magazine has become a steady and reliable source of information on an international scale, with foreign correspondents in the USA, Hong Kong, Israel and India. Our goal is to cover diamond hot news and to anticipate and promote the newest developments in the sector with reports, articles, newsflashes and in depth interviews.



- › ADL International Magazine is a **100% targeted B2B** magazine.
- › The only Antwerp based **diamond and jewellery trade magazine**.
- › **Present at all the major, international trade fairs:** you will always be visible.
- › ADL will enable you to finalise your marketing strategy.
- › ADL has an **accurate price list** for the European diamond market and beyond.
- › ADL is a high quality magazine, printed by state of the art machinery.

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To whom are we distributing?

- › Jewellery retailers, luxury and lifestyle stores
- › De Beers, Rio Tinto, BHP Billiton, Alrosa, other mining companies
- › Rough diamond traders
- › Diamond manufacturers and polishing factories
- › Polished diamond traders and brokers
- › Jewellery manufacturers, importers and exporters
- › Trade controlling bodies and organisations
- › Trade fair organisers and major trade fairs
- › Training institutes and gemological laboratories
- › All business which is closely linked to the diamond
- › Machinery & tools for the diamond & jewellery sector
- › Hotels
- › Fashion designers
- › Museums
- › etc.

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Trade Shows in 2011

- January:** IIJS Signature (JAN 7-10)
Vicenza Oro (JAN 15-20)
- February:** Inhorgenta Europe (FEB 25-28)
Bangkok Gems and Jewelry Fair (FEB 25-MAR 1)
- March:** Istanbul Jewelry Show (MAR 17-21)
Baselworld (MAR 24-31)
- May:** G.L.D.A. (MAY 30- JUN 2)
Fiera di Vicenza (MAY 21-25)
- June:** JCK Las Vegas (JUNE3-6)
- August:** IIJS (DATES TO BE CONFIRMED)
- September:** Hong Kong Gems and Jewellery Fair AWE (SEP 19-23)
Hong Kong Gems and Jewellery Fair HKCEC (SEP 21-25)

Distribution ADL

- | | | |
|-------------------|-----|---|
| Europe: | 25% | Antwerp, London, Milan, Paris, Geneva, Munich,... |
| America: | 25% | New York, Los Angeles, Rio de Janeiro, Buenos Aires,... |
| Asia: | 35% | Ramat Gan, Hong Kong, Bangkok, Mumbai, Surat,... |
| Africa: | 10% | Johannesburg, Gaborone, Windhoek, Dubai,... |
| Australia: | 5% | Sydney, Melbourne, Canberra,... |

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ADL Group Print Advertisement 2011

Offline Rates:

All Rates Are Quoted In Euros

FULL PAGE	½ PAGE	¼ PAGE
Yearly Exposure (6 issues)		
1,200	800	500
Semi-Annual Exposure (3 issues)		
1,400	900	600
Only One Issue		
1,500	1000	700

PREMIUM POSITIONS (Only available for yearly advertising contracts)	
Guaranteed Location	Monthly
Back Cover	3,500
Inside Front Cover	2,500
Inside Back Cover	2,500
Opposite Inside Front Cover	2,200
Opposite Inside Back Cover	2,200

For an extra cost of 500 Euros our designers create your ad copy

Technical Specifications:

- › Advertisements should be delivered via e-mail/ CD-R in **CMYK high resolution (300 dpi) PDF file.**
- › One page: (width x height) is 210x270mm, 5mm bleed.
For ¼ page: (width x height) 105x135mm length.
For ½ page: (width x height) 210x135mm.
- › Publisher reserves the right to adjust the text in the advertisement.
- › The advertiser is responsible for all charges if space is reserved and article or ad is not received in time for publication deadline.
- › The publisher reserves the right to withdraw ad and refund fee due to technical difficulties at time of printing.

For additions or changes to advertising material contact the advertising department. Extra charges may apply.

Special advertising possibilities (banner wrap, gate folds, thicker section dividers,...) can always be imagined and inserted.

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ADL Group Online Advertisement 2011

Online Rates

Once a week **the ADL Group Newsletter is sent out to more than 19,000 readers**, with up to date news. Using web banners, for example, is the ideal way of getting your message across and proves to be a cost effective medium.

ADL GROUP WEBSITE	
Web Banners	Yearly
Banner A: Top/Bottom frame, 480x60 pixel	250
Banner B : Bottom left, 150x210 pixel	150

ADL GROUP NEWSLETTER	
Banner C: Within the newsletter, 480x60 pixel	200

Flash animation is blocked by most e-mail providers, that is why we recommend using a Gif animation.

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