

Since 1997



Much more than a magazine
Your International bussiness network key

DUBAI * BAHRAIN * QATAR * KUWAIT * ISTANBUL * LOS ANEGELES

and All Imported International Jewellery Exhibitions

Gold Book Magazine
Media Planning Guide



Gold Book Magazine
Media Planning Guide

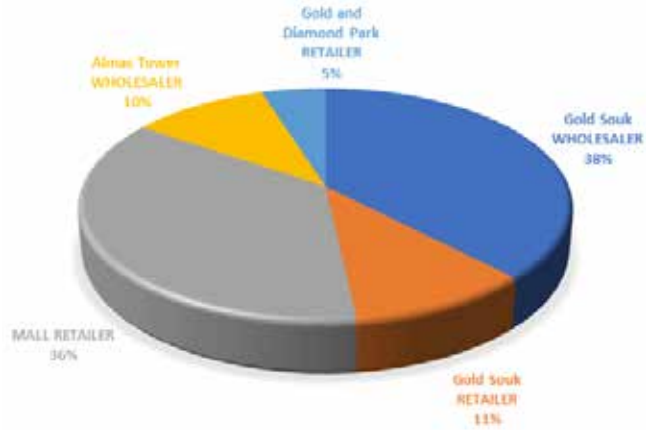
number 1

THE MOST POPULAR B2B MAGAZINE IN GULF COUNTRIES AND TURKEY

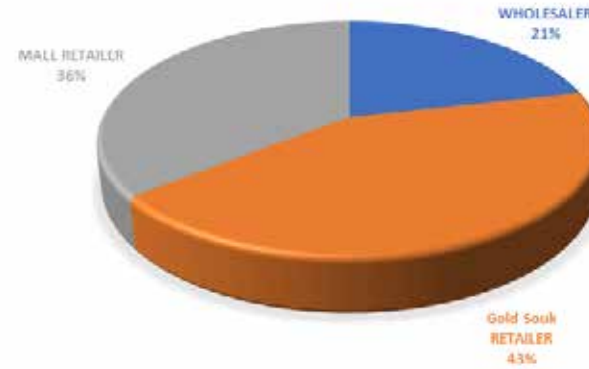
'Gbm', as a publication that has been in the jewellery industry since 1997; plays an important role in global marketing on behalf of jewellery brands. 'GBM', which affects the purchasing plans of jewelers; closely follows jewellery and fashion trends and offers inspiring content . 'Gbm', which has no other example in the world in its field of access, as the media partner of International Fair Organizations; reaches industry professionals at 14 major jewellery fairs throughout the years.

Access Charts

UAE
DUBAI - SHARJAH - ABU DHABI ACCESS CHARTS

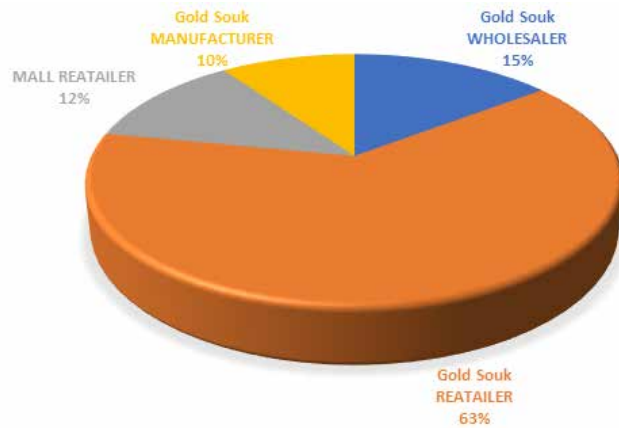


QATAR ACCESS CHART

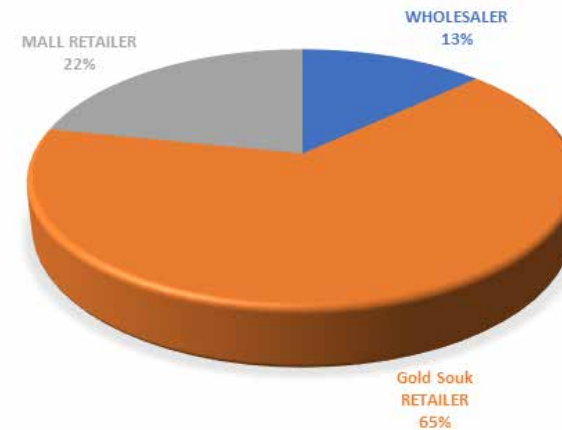


Gold Book Magazine is published 6 times a year. Print run of each issue is 7000. The annual print run is 42,000 in total.

BAHRAIN ACCESS CHART



KUWAIT ACCESS CHART

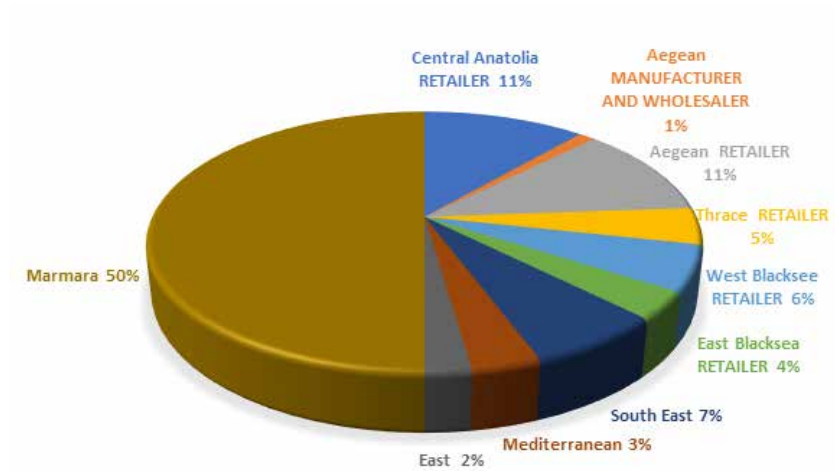


Access Charts

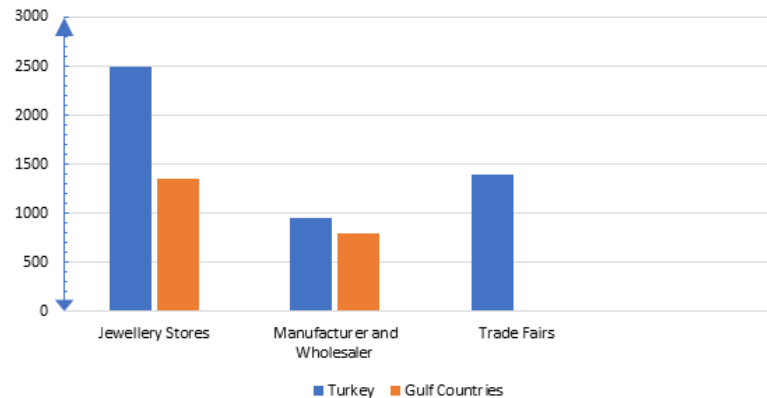
ISTANBUL ACCESS CHART



TURKEY ACCESS CHART



Print Run and Distribution Amounts
 Total Print Run 7000
 Jeweler Shops 3850
 Manufacturers and Wholesalers 1750
 Trade Fairs 1400



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Fairs where We are a Media Partner or Participant



Fairs that We have been Invited to and Visited as an Editor in the Capacity of an International Magazine



Vicenzaoro January

Doha Jewellery & Watches Exhibition

IIJS Signature India

JGT DUBAI

Hong Kong Int. Jewellery Show HKTDC

Istanbul IJS March Istanbul

Jewellery Arabia Kuwait

Oroarezzo

JCK Las Vegas Show

IIJS India

Hong Kong Jew. & Gem Fair /INFORMA

Vicenzaoro September

Istanbul IJS October Istanbul

Jewellery Arabia Bahrain



Calendar

All journals of our magazine are distributed across: Dubai, Sharjah, Abu Dhabi, Kuwait, Qatar, Bahrain, Istanbul and Los Angeles.

Also, it meets with readers in all international fairs held throughout the year and reaches an extensive circulation.

72ND Issue January - February 2023

DATE OF PUBLISHING
04.01.2024

DATE OF LAST SALE
20.12.2023

AD MATERIALS DUE
25.12.2023

FAIRS WHERE IT IS DISTRIBUTED
VicenzaOro , Hong Kong-HKTDC, IJJS
Signature India, JGT DUBAI- *DITP*,
Doha Jewellery & Watches
Exhibition

75TH Issue July - August 2023

DATE OF PUBLISHING
20.08.2024

DATE OF LAST SALE
12.08.2024

AD MATERIALS DUE
15.08.2024

FAIRS WHERE IT IS DISTRIBUTED
Vicenzaoro September
Jewellery & Gem WORLD Hong Kong

73RD Issue March - April 2023

DATE OF PUBLISHING
03.04.2024

DATE OF LAST SALE
20.03.2024

AD MATERIALS DUE
29.03.2024

FAIRS WHERE IT IS DISTRIBUTED
IJS İstanbul, Jewellery Arabia -
Kuwait, Oroarezzo

76TH Issue September - October 2023

DATE OF PUBLISHING
25.09.2024

DATE OF LAST SALE
10.09.2024

AD MATERIALS DUE
18.09.2024

FAIRS WHERE IT IS DISTRIBUTED
IJS Istanbul Jew. Show

74TH Issue May - June 2023

DATE OF PUBLISHING
21.05.2024

DATE OF LAST SALE
13.05.2024

AD MATERIALS DUE
16.05.2024

FAIRS WHERE IT IS DISTRIBUTE
JCK Las Vegas Show, Jewel-
lery & Gem ASIA Hong Kong,
IJJP India Premiere,

77ST Issue November - December 2023

DATE OF PUBLISHING
04.11.2024

DATE OF LAST SALE
21.10.2024

AD MATERIALS DUE
25.10.2024

FAIRS WHERE IT IS DISTRIBUTED
Jewellery Arabia -Bahrain, JGT DUBAI-
DITP, IJJS India Signature, Jewellery
Antalya

www.goldbookmagazine.com



www.goldbookmagazine.com attracts the attention of the visitors with sharing of content created regularly every day. With its innovated face, up-to-date content, and image quality, GBM online is as effective as a printed magazine.

Our website has received 120 thousand visitors in total from 2910 cities in 171 countries in a year. All of them is organic reaches

COUNTRY RANKING BY VISITORS

USA
TURKEY
INDIA
UK
ITALY
NORWAY
CHINA
GERMANY
FRANCE

CITY RANKING BY VISITORS

ISTANBUL
NEW YORK
ASHBURN
LONDON
MUMBAI
PARIS
DUBAI
LOS ANGELOS
BANGKOK

WhatsApp and Telegram

We reach our readers over 11000 registered in our CRM system through WhatsApp.

The digital version of GBM, which consists of special PDF document, meets our readers via WhatsApp.

Thanks to this document we send, the readers can reach the mobile phones, websites, or social media accounts of the advertisers by using the links on the document.

If you are not on our Whatsapp sending list, use the QR code below...



gbm
Gold Book Magazine

**GBM
MAGAZINE**
is ON YOUR PHONE!

If you want to reach the upcoming issues of our magazine via WhatsApp, it is enough to scan the QR code with your mobile phone's camera.



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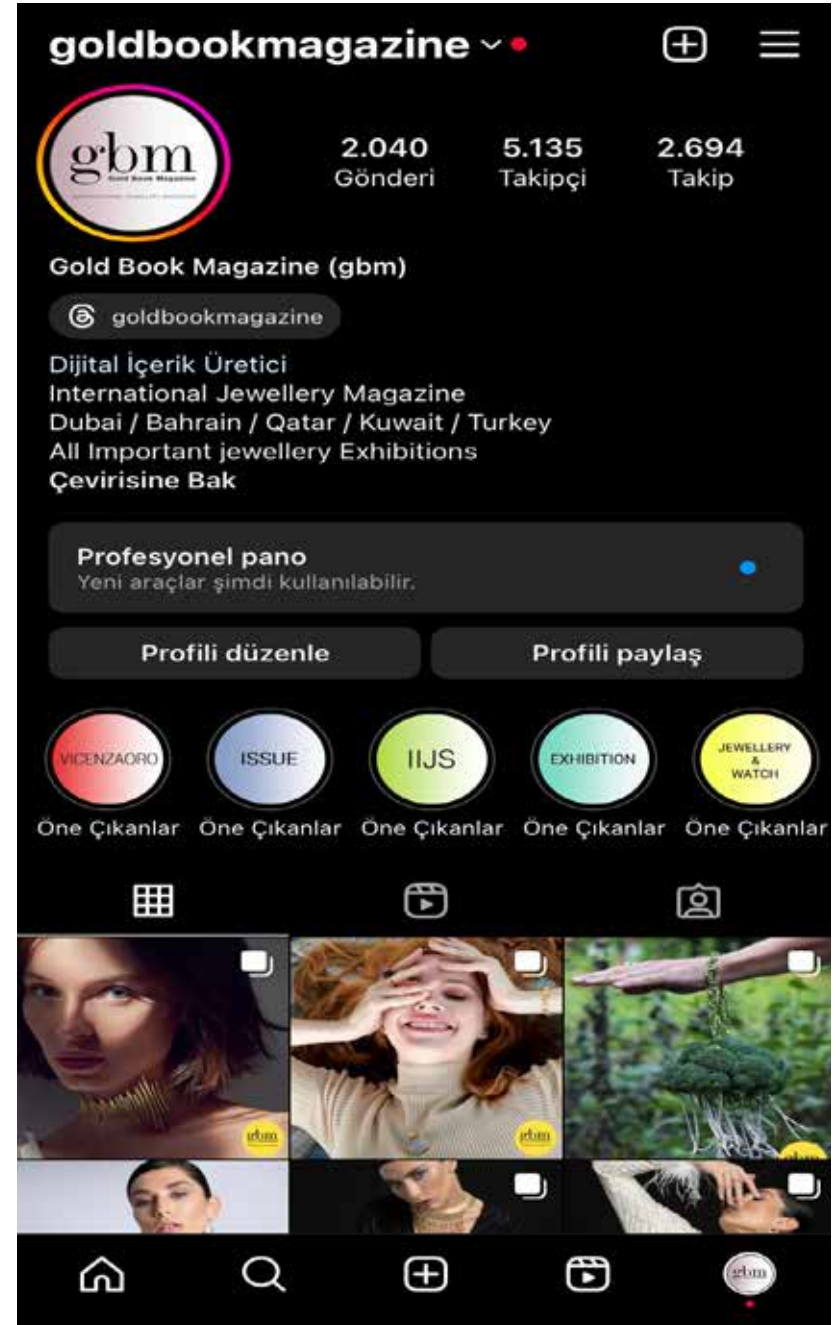
[@ goldbookmagazine.com](https://www.instagram.com/goldbookmagazine)



Social Media

@goldbookmagazine

Our Instagram account on which we regularly share posts and stories every day continuous its organic growth.





Advertisement Fee and Measures

	TWO PAGE MUTUAL	1 PAGE	FRONT	BACK COVER	FRONT COVER INSIDE	BACK COVER INSIDE
6X	2800 USD	1500 USD	--	4000 USD	3500 USD	3000 USD
3X	3000 USD	1600 USD	--	4500 USD	4000 USD	3500 USD
1X	3250 USD	1750 USD	6000 USD	5000 USD	4500 USD	3800 USD

SPERATOR PAGE: 4500 usd / edition using double side

ADVERTORIAL CONTENT: 4000 usd / edition min 3 page preparing by GBM

GBM sizes

Bleed Size	41x27 cm	21x27 cm	We carry out front cover art work	21x27 cm	41x27 cm	41x27 cm
Trim Size	40x26 cm	20x26 cm		20x26 cm	40x26 cm	40x26 cm

INSERTS

INSERT
MAX. 70 gr

TURKEY	2 USD / Adet
OUT OF TURKEY	5 USD / Adet
ALL MAGAZINES	3 USD / Adet

All prices do not include subject to VAT.
Advertisers are responsible for the content of the ad.



GBM ONLINE

HOME PAGE BANNER FIELDS
Advertising Fees and Measurements

WWW.GOLDBOOKMAGAZINE.COM

Your international power, with its attractive content, followed by the sector professionals of more than 150 countries across the world...

AD SPACE	MEASURE- MENT	FORMAT	PRICE		
			WEEKLY	MONTHLY	6 MONTHS
A	255x330	JPG, PNG, GIF	250USD	900USD	2000USD
B	255x330	JPG, PNG, GIF	230USD	800USD	1600USD
C	1100x150	JPG, PNG, GIF	200USD	700USD	1600USD
D	255x330	JPG, PNG, GIF	160USD	550USD	1400USD
E	255x330	JPG, PNG, GIF	125USD	400USD	1000USD
F	255x330	JPG, PNG, GIF	125USD	400USD	1000USD

You can send your advertisement documents to grafik@kartaltanim.com after the purchase process of the ad space is completed.

Please remember to attach the information below to your e-mail.

Advertiser
Start and end dates of the campaign
URL to click





E-Bulletin Banner Fields Fee

E-BULLETIN BANNER FIELDS

WITH GOLD BOOK MAGAZINE E-BULLETIN LET US HAVE YOUR MESSAGE REACH TO 20,000 SECTOR PROFESSIONALS

GBM e-BULLETIN is an effective channel through which you can directly reach your target market...

The statistics of our e-bulletins which are sent to 20,000 addresses 3 times a week regularly are as follows:

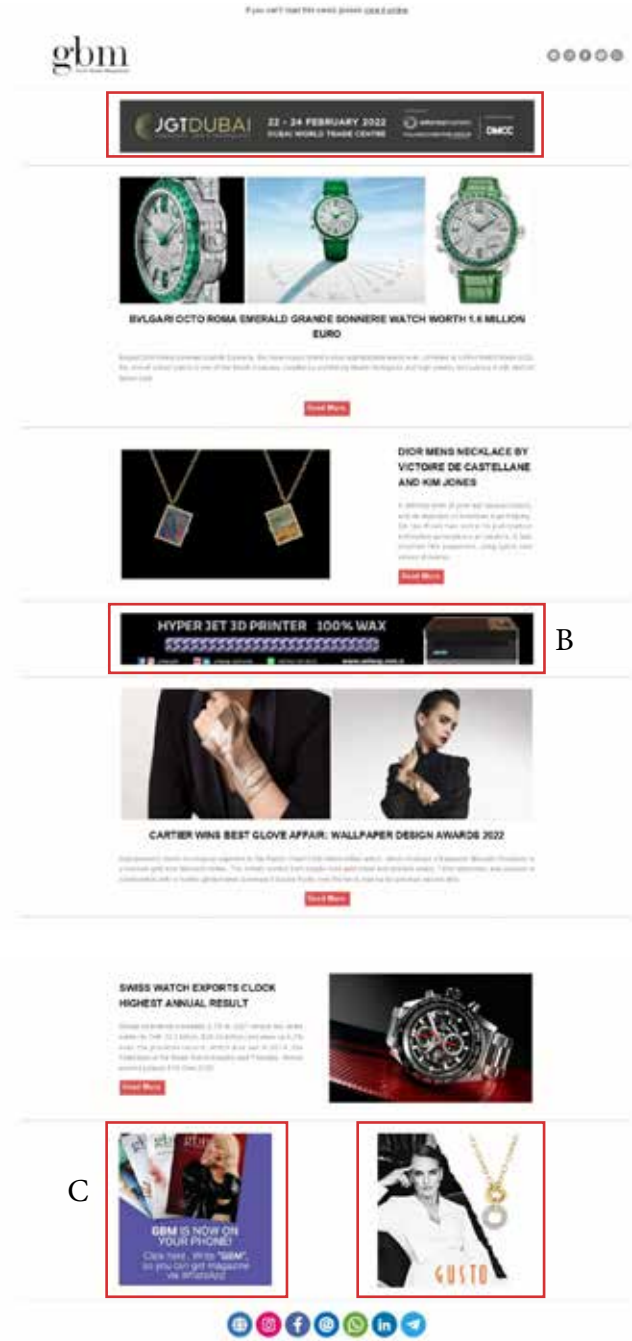
The rate of delivery 97,3% The Rate of Opening 22% The Rate of Clicking %4.5

AD SPACE	MEASURE- MENT	FORMAT	PRICE		
			1time	10 times Publish	20 times Publish
A	970x250	JPG, PNG, GIF	\$400	\$2800	\$4000
B	970x250	JPG, PNG, GIF	\$300	\$2100	\$3000
C	350x250	JPG, PNG, GIF	\$150	\$1050	\$1500

You can send your advertisement documents to grafik@kartaltanitim.com after the purchase process of the ad space is completed.

Please remember to attach the information below to your e-mail.

- Client name
- Start and end dates of the campaign
- URL adress to click





E-BULLETIN AND SOCIAL MEDIA SHARING

EDM (e-mail sending) Just for one company

.....20.000 Items..... 1500 USD.....

Bulletin's content belongs to the customer and its design belongs to us.

SOCIAL MEDIA SHARING

2 sharing in a month 300 USD.....

5 Sharing in a month 900 USD.....

Prices are the fees for the publication of the ready documents.
Please get a price for the artwork.





For Reservation

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Yenibosna Merkez, 29 Ekim Cd.
vizyonpark ofis plaza no 9, 34197
Bahçelievler/İstanbul/Türkiye
Tel: +90 536 354 78 28
Mobile +90 530 068 56 32
info@goldbookmagazine.com
www.goldbookmagazine.com

International marketing and Sales
Murat Başsoy
murat@goldbookmagazine.com
Mobile [+90 555 974 79 40](tel:+905559747940)



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