

heera zhaveraat

HZ International

Media Kit 2020

A Diamond Mechanism to Accelerate Business

...Explore the excitement of Luxury



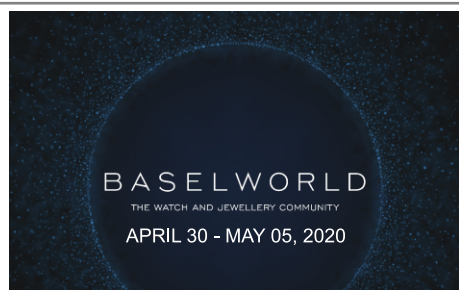
Heera Zhaveraat Means

Heera Zhaveraat intends to retain its flowering fragrance with full state honor mark, that represents and introduces Luxurious living style to community with royal pleasure treasure in between.



Mission 2020

Official Press Partner



Hosting Trade
Delegation to



Official Media Partner



JEWELLERY & GEMS SHOWS IN INDIA



Media Planning - 2020

JANUARY

IIJS Signature, UBM Kolkata Show, Vicenza Oro., Growing RETAIL SEGMENT – favorable demographics with increasing disposable incomes.

FEBRUARY

64rd Bangkok Gems & Jewelry Fair, Hong Kong Show, valentine special. Pre Baselworld 2020. Development of Brand Identity

MARCH

Baselworld 2020, HKTDC Hong Kong International Jewellery Show, Istanbul Jewelry Fair Inhorgenta Europe, Visual Merchandising, INNOVATION driven organizations make brand leaders.

APRIL

Korea International Jewellery & Watch Fair [Japan], Post Baselworld, International Gold & Jewellery Exhibition [Kuwait], Life Style Luxury, CHANGE is the BUZZ word - technology, markets, expansions and diversification globally. Shift in market dynamics and structures

MAY

JWS International Jewellery & Watch Show Abu Dhabi [UAE], Jewelry Shanghai 2020 [China], International Jewellery Kobe (IJK) [Japan], VICENZA ORO Charm [Italy], Palakiss [Italy],

JUNE

JCK Las Vegas [USA], China International Gold, Jewellery& Gem Fair, Guangzhou [China],

JULY

Singapore International Jewellery Show [Singapore], Beijing International Jewellery Fair, China [China], Malaysia Int'l Jewellery Fair [Malaysia], Bank & Finance

AUGUST

JAS 2020 [India], JCK Toronto [Canada], India International Jewellery Show [India], Japan Jewellery Fair 2018 [Japan], Malaysia International Jewellery Festival 2020 [Malaysia]

SEPTEMBER

September Hongkong Jewellery & Gem Fair (Hongkong), 65th Bangkok Gems & Jewelry Fair, Luxury Watches, Maintain COMPETITIVE ADVANTAGE, be ahead of changes in business environments.

OCTOBER

JIS Jeweller International Showcase (USA), Cubic Zirconia- youngsters 1st Choice., Industries move from being SALES DRIVEN VS. BRAND DRIVEN Diwali Festival special.

NOVEMBER

Diwali Indian Festival Special, Technology Enhancement, Labs & Machinery, Growing NEED FOR INFORMATION & SKILLED ADVISORY, especially for emerging and expanding businesses, VOD Dubai International Jewellery Show 2020 (Dubai)

DECEMBER

Jaipur Jewellery Show 2020 [India], India In Global Village, Expand the MARKET. The bigger the challenge, the higher the returns. Make businesses FUTURE READY.

Honorable Prime Minister Republic of India

Mr. Narendra Modi

launching official & Pioneer Trade Magazine of Indian Gem & Jewellery Industry

Heera Zhaveraat

during their jewellery event, India.



File Photo - 2010

Why Choose HZ International Magazine?

Since 1994 “HZ International” is well known in Luxury Industry and Life style Community in India and ASEAN Countries.,HZ has truly proved to be a “golden bridge” to reach to your targeted and valued customers and also explore new horizons of your business. HZ introduced with the objective of promoting Watches,Gems and Jewellery to the International Trade and amidst luxury community. We also assist overseas trade delegations to seek business opportunities with the world!

“HZ International” gives great chances and remarkable advantages to every client, to meet the right buyers, in right time, with right platform, which makes the deal, and get their own share in the new market. HZ will enable Brands to finalize their marketing strategy in Indian Territory and ASEAN countries

We do this by virtue of our partnership with leading organizers in the international market we continuously improve our level of services as per required market trend, as we are quality & process driven.

Luxury Trade and trends will find our Magazine a lush and lavish publication reaching out to the target audience in the classical possible way. Its a grace of our valued readers, advertisers and Co-operative well-wishers to extend their real helping hands with encouraging participation years after years, after years...



USP ACHIEVEMENTS

HZ, the pioneer Diamond, Watch and Jewellery Brand promotion monthly magazine de facto

Largest Publication House for the industry's Trade Publications:

Heera Zhaveraat Group humbly claims to be one of the largest, leading and Pioneer Publication houses rendering its selfless and valued services in promotion and progress of the industry. group is a high quality lush and lavish Magazines, printed by state of the art machinery. Even today, Heera Zhaveraat has enjoyed a feel good factor in addition to be pioneer by publishing monthly issue from India, with encouraging readership and circulation within luxury community and the trade setters of all corners of the vast country.

Trade Media Partner of Dozen International Luxury Shows:

Heera Zhaveraat Group feels proud to have associated and being official Press Partner so far, with dozens of international trade and royal wedding shows too, with Special Issues on major events, shows, exhibitions say, Baselworld (Official Press Partner), Official Prime Media Partner – UBM'S all 6 Shows (to be held in India's prime metro cities), Bangkok Gems and Jewellery Fair (Permanent media partner since a decade), active participants and of highest visibility in JCK – Las Vegas-USA , IJJS-India, Hong Kong Jewellery & Watch show - HK. Such special issues are published with an exclusive & Honey-bee-like collected matter, facts figures, details & data, interview et. al.

Exclusive Management of Government's Jewellery Shows:

Heera Zhaveraat Group has earned exclusive marketing and management rights from Gujarat Government for its

Vibrant Gujarat Global Trade Summit and Sparkle Jewellery Show being organized in Gujarat, India. HZ organized effective Road Shows at USA, Hong Kong, Bangkok, Dubai, Malaysia and Germany and received enthusiastic response from luxury circles of all these cities/countries.

Excellence Awards and recognition:

The Government of Maharashtra/Gujarat and trade bodies took worthy note of our valued contributions towards promotion of the G&J Industry by felicitating and bestowing many of excellence, Trade Media awards to the HZ Group. HZ felicitated and supported by India's vibrant Diamond, watch and Jewellery Industry from GJEPC, FCCI, CII, MDMA, DEAL, IDI, GJII, MDEA, BDB, ITDCA and SGCCI like national/international bodies and NGO's.

Spectacular Fashion Shows to promote the luxury Industry:

HZ have also organized dozens of spectacular Fashion Shows to promote the Watch, Diamond and Jewellery Industry. Leading Male & Female Models, Bollywood Celebrities, Choreographers and Designers of India have participated in our shows.

World Record Holder:

Very 1st luxury trade media in Indian territory who has 5 Times Limca World record for their innovative services to the luxury industry.

EDITORIAL CONTENT

Magazine provide dealers and manufactures with the key analytical information they need to succeed in the luxury industry. Pricing, availability and market information in the Magazine provides a critical edge in the complex and competitive Watch, Diamond, Gems&Jewellery marketplace.

Our mission is to give our subscribers the best information – quickly, efficiently and consistently. We believe that knowledge is power, and we believe in sharing our knowledge with you so that you can develop your business faster and more appropriately.

Our trade editorial consists of strategic news, watch & Jewellery latest trends industry insights, fair news, business trends in the International Gems & Jewellery and Watch industries. “Heera Zhaveraat (HZ International)” has become a steady and reliable source of

information on an international scale, with foreign correspondents in the Basel, Bangkok, Hong Kong, Israel and USA. Our goal is to cover Watch, Gems and Jewellery hot news and to anticipate and promote the newest developments in the sector with reports, articles, and news flashes and in depth interviews.

We are advocating Indian views, Glory and sparkling development overseas, authentically with the help and updated reports from USA!

It also achieves notable media mileage and capacity to grab a valuable scope for the projection and publicity of the companies featured therein. It is only monthly Trade Magazine that celebrates Indian festivals.... By publishing special issues say.....Valentine special issue, Diwali special issue, Trade Mela.....!

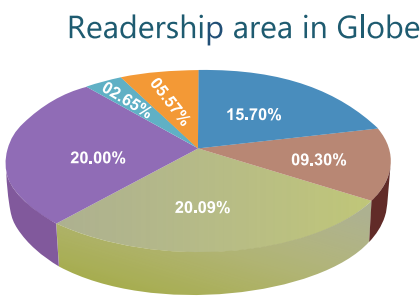


Circulation Classification

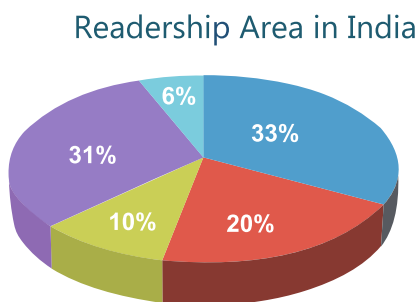
The Magazine widely circulates, beautifully modernized with prime attraction

It is our General & regular practice to print & publish extra 5000 copies & to distribute on special event, occasions, exhibition etal. our valued readers are the quality and touch of royal richness, they are known to the industry as an exclusive buyers with the test of the tradition as well as keen sense to, by ultra - mode.

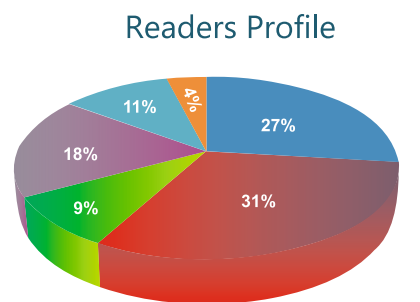
Distribution HZ International



- USA
- Europe
- Middle East
- Northern Asia
- South East Asia
- Others

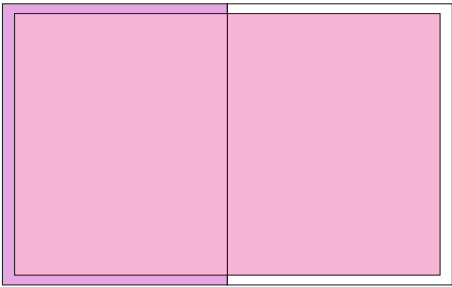


- Maharashtra, Gujarat, Madhya Pradesh
- Rajasthan, Uttar Pradesh and Delhi
- West Bengal, Orissa, Bihar
- Karnataka, Andhra Pradesh, Tamil Nadu and Kerala
- Indian Subcontinent

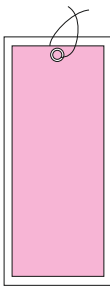


- Diamond Importers, Exporters, Sight holders, Manufacturers, polishing factories.
- Jewellery Manufactures, Wholesalers, Retailers, Designers
- Industry Professional, Trade bodies
- luxury and lifestyle stores, Trade fair organizers
- Hotels Laboratories, Libraries, Institutions, Service Providers.
- Commission Agents, Consultants, Financial Institutions and Bank .

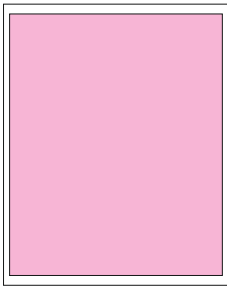
Standard AD Size and Dimensions (High X Width)



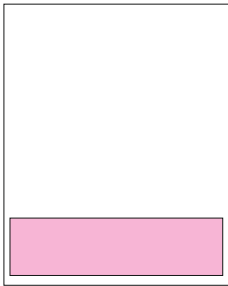
Double Spread / Gate Fold
(H) 29.70 cm x (W) 43 cm
(3mm Bleed)



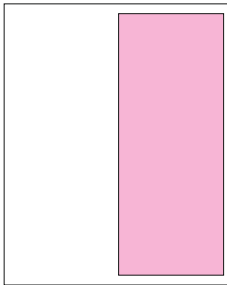
Book Mark
(H) 15 cm x (W) 10 cm
(3mm Bleed)



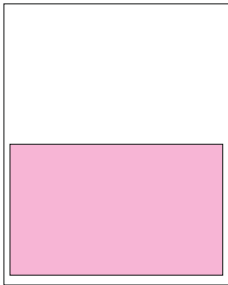
**Back Cover / Inside Back Cover
Inside Front Cover / Full Page**
(H) 29.70 cm x (W) 21.50 cm
(3mm Bleed)



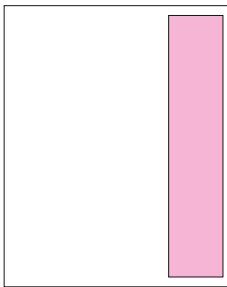
Front Cover Space
(H) 10 cm x (W) 21.50 cm
(3mm Bleed)



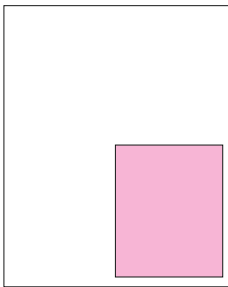
1/2 Page Vertical
(H) 29.70 cm x (W) 10.75 cm
(3mm Bleed)



1/2 Page Horizontal
(H) 14.85 cm x (W) 21.50 cm
(3mm Bleed)



Vertical Strip
(H) 29.70 cm x (W) 5.72 cm
(3mm Bleed)



Qtr. Page
(H) 14.85 cm x (W) 10.75 cm
(3mm Bleed)

ADVERTISEMENT MATERIAL SPECIFICATION PREFERRED FILE FORMAT

PDF : Must be CMYK, 300 dpi, and all fonts and images embedded. Bleed and crop marks must be offset 12 points so as not to invade the live or bleed areas.

OTHER FORM

CDR (Corel 12 & Corel 13) format. Ads must be in four-color format (CMYK). Resolution must be 300 dpi & Text in Curve mode. If resolution is lower than this, HZ International will not be responsible for the printed quality of the image. (Images above 300 dpi will not improve image quality in print, it will only make the file larger). Include all fonts and images.

COLOR

Do not submit RGB or PMS colors. Ads must be CMYK Color reproduction cannot be guaranteed if total area density exceeds 280% Ads with excessive use of dark color may print with heavy dot gain, resulting in a darker outcome than represented on the original proof. Avoid color builds for black body copy, use 100% black instead. Do not save image files with embedded color management profiles.

BLEED

Our bleed dimensions include 0.125" on all sides for bleeds ads. Please allow a 0.25" type safety area in from trim on all sides.

PLEASE NOTE

We cannot design or redesign ads-in-house. However, we are able to set you up with a designer for a fee. Please contact HZ International for details. One week's notice is advisable.

ADS MAY BE SUBMITTED BY

Email (upto 15MB) :

To prevent file corruption, always use stuffit, Zip format include in the subject line of your email the following tagline.

"Name of Advertiser/Publication/Issue Date"

Mail : Please send Cds in hard cases to avoid damage to disc.



HZ Daily eNews Bureau

1 Top Leaderboard

2 Top MPU

3 Side Panel Box

4 Bottom Leaderboard

HZ Daily eNews Bureau is a daily email (Monday to Saturday) consisting of the top diamond and jewelry industry stories, the latest industry reports.

This is reaching to worldwide out of 85000 top decision makers daily at their fingertips. It's quite popular amidst trade people. You will also go through for mass marketing and brand awareness this is very easiest and economical way to reach your targeted customers. It includes your PR activity as and when requires at our HZ daily e-News section during the contract period.

Subscribers
85,990

Average total opens
21,530

Sr. No.	Space Unit	₹ Per Month	US\$	Size (Pixels)
1	Top Leader Board	80,000	1400	700 (w) x 100 (h)
2	Top MPU	50,000	1000	578 (w) x 100 (h)
3	Side Panel Box	40,000	900	158 (w) x 163 (h)
4	Bottom Leader Board	70,000	1100	800 (w) x 100 (h)
5	Mobile Bottom Board	50,000	1000	158 (w) x 163 (h)

Note : Ads requiring composition and conversions :
One week prior to order date.

Bottom Leaderboard 5

HZ Mobile App



The HZ audience online

Heera Zhaveraat online presence provides News & Market Information relating to the Diamond & Jewellery Industry, Event & Exhibitions. We also provide a wide variety of advertising opportunities through heerazhaveraat.com

Monthly Page views

65,000+

63.50%

of HZ subscribers visits heerazhaveraat.com

77.50%

of HZ subscribers who visits heerazhaveraat.com for news and product news.

21.93%

of HZ subscribers visit heerazhaveraat.com for International Exhibition Reports.

Top
Leaderboard



2
Panel Box
Middle 1

3
Panel Box
Middle 2

4
Bottom
Leaderboard

5
Side
Panel Box

Sr. No.	Space Unit	₹ Per Month	US\$	Size (Pixels)
1	Top Leader Board	70,000	1400	578 (w) x 100 (h)
2	Panel Box Middle 1	60,000	1000	578 (w) x 100 (h)
3	Panel Box Middle 2	50,000	900	578 (w) x 100 (h)
4	Bottom Leader Board	50,000	900	578 (w) x 100 (h)
5	Side Panel Box	40,000	800	158 (w) x 163 (h)

Advertisement Rates

Magazine

Space Unit	₹(In Lacs)	US\$
Front Cover (Gate Fold)	4.00	9000
Front Cover Space	2.50	6000
Back Cover	3.50	8000
Inside Front Cover	3.25	7000
Inside Back Cover	3.00	6500
Full Page	1.00	2250
Double Page Spread	2.00	4500
1/2 Page Vertical	0.75	1500
1/2 Page Horizontal	0.75	1500
Vertical Strip	0.40	800
Quarter Page	0.40	800
Book Mark	2.00	4000



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HZ International Monthly Magazine
HZ Daily E-Newsletter | HZ TV Online News Channel
Events & Management

