



INSIGHT LUXURY

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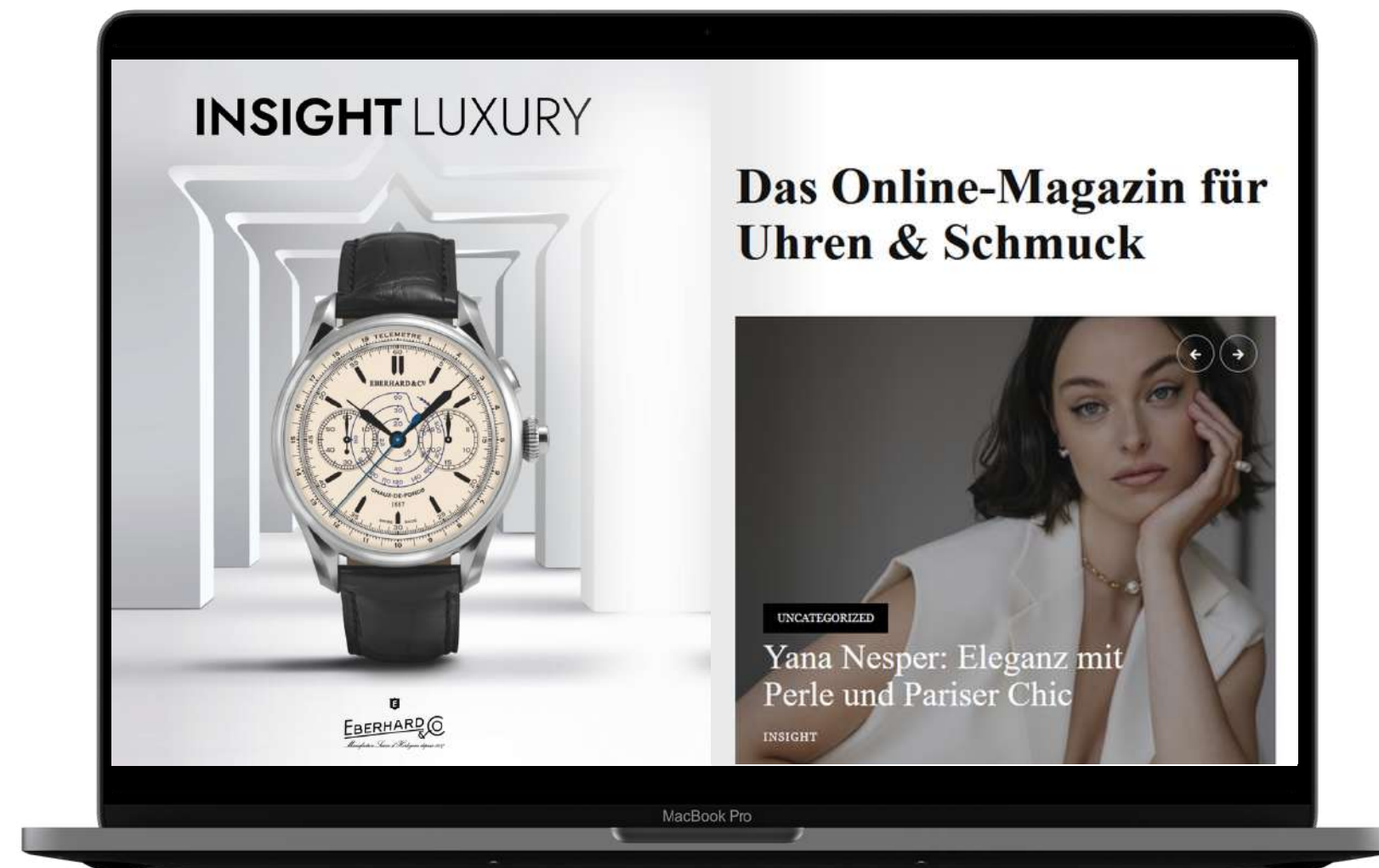
THE DIGITAL MAGAZINE FOR **WATCHES & JEWELRY**

INSIGHT LUXURY is the digital platform for watch and jewelry enthusiasts and industry professionals. Our experienced authors provide valuable insights into the world of watches and jewelry in the context of fashion and accessories, always with a clear perspective on novelties, innovations, market developments, trends, and sentiments – 100% digital, modern, and authentic.



PRECISE REACH IN THE **DIGITAL LUXURY** **WORLD**

Over 80% of readers today get their information online. INSIGHT LUXURY is 100% digital, optimized for all devices, and always up to date. Our readers expect exclusive content and in-depth analyses – right at their fingertips: online. This way, we offer brands a direct, effective approach without stray losses..



EDITORIAL & PHILOSOPHY

INSIGHT LUXURY is primarily a news medium. Reporting on current topics in a concise, relevant, informative, and always up-to-date manner.

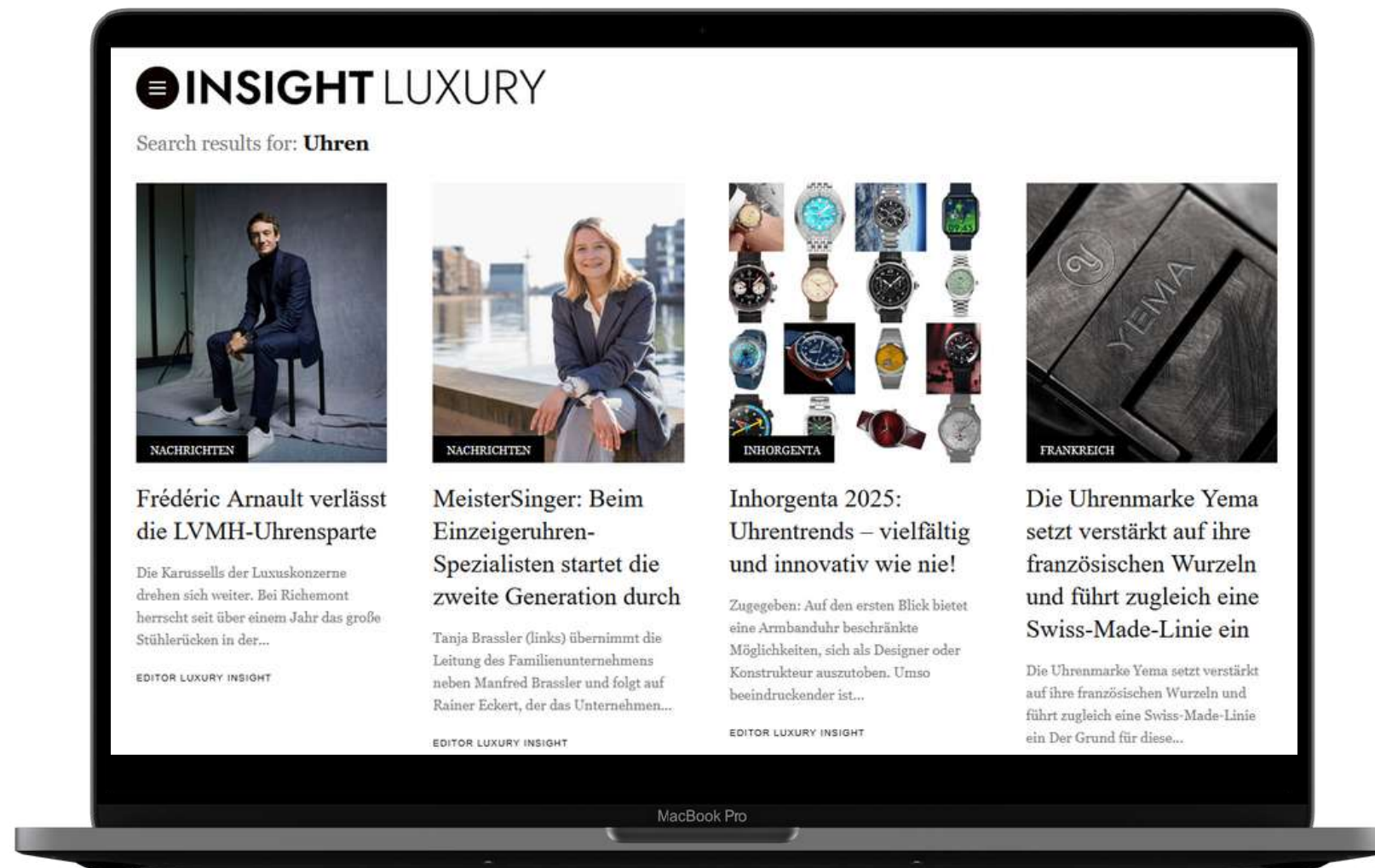
Always oriented towards the information needs of its readers: sometimes short and concise, sometimes detailed and deeply researched, sometimes in interviews or as a commentary

In addition, the editorial plan is based on season related topics, trade fairs and events, as well as current and universal topics.

INSIGHTS FOR B2B & B2C READER

INSIGHT LUXURY unites the worlds of watches and jewelry on a single platform.. Manufacturers, retailers, and customers benefit from a shared platform for exclusive content. Our topics:

- **Products** – news, reports, trends
- **Brands & manufacturers** – news, portraits, events, interviews
- **People** – founders, designers, jewelers, influencers
- **Lifestyle** – fashion, trends, celebrities, insights
- **Economy** – developments, figures, facts
- **Knowledge** – specialist knowledge, product knowledge, know-how





weekly Analytics

(June 11 2025)

Page views:

>35.428 views

Social Media:

200.010 views

Instagram, LinkedIn, TikTok, YouTube

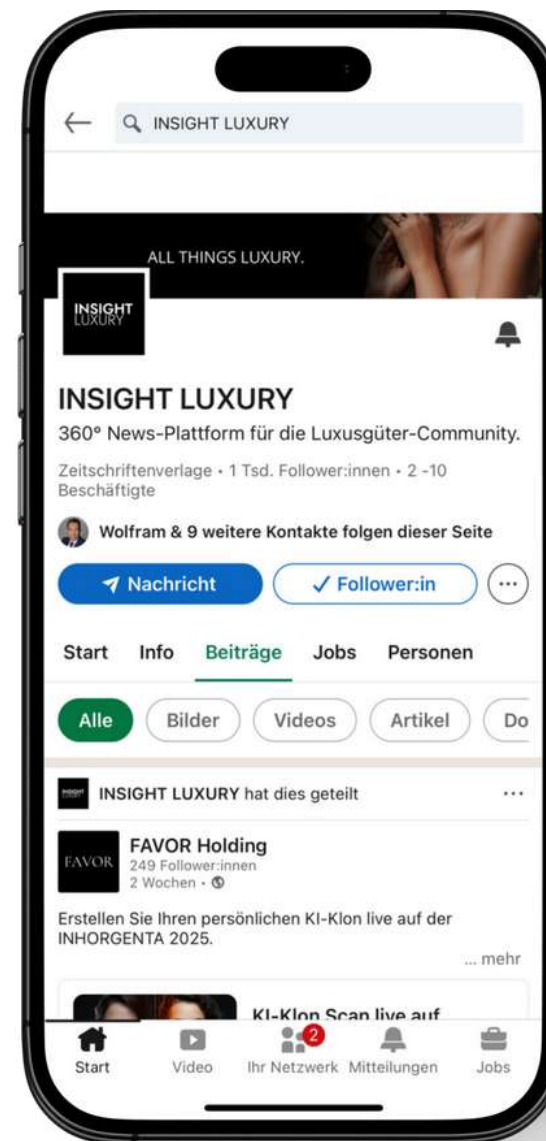
Newsletter:

4320 openings

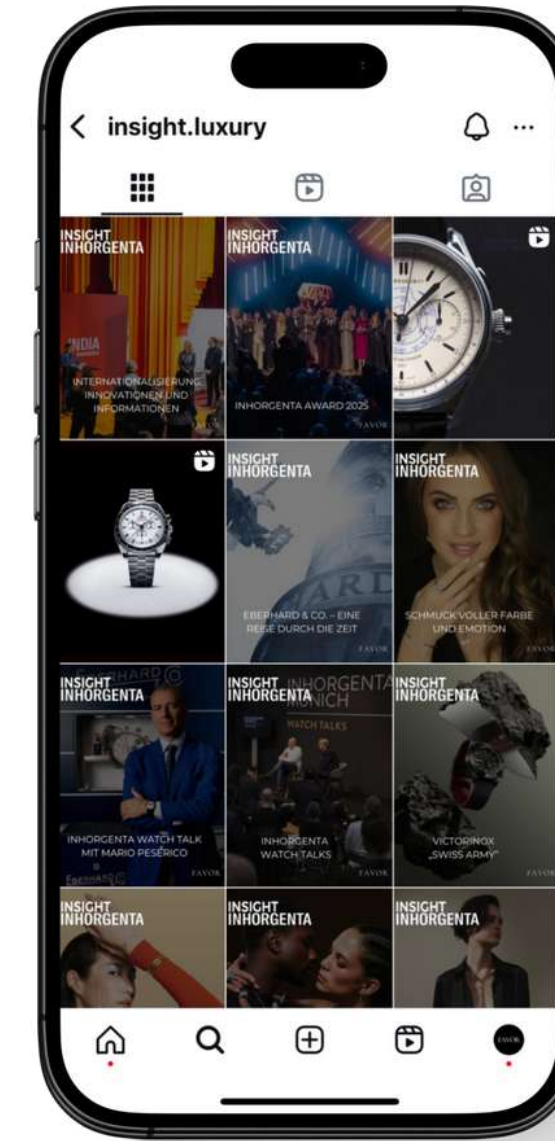
Channels of Acquisition



Newsletter



LinkedIn



Instagram



all channels



Website: <https://insight-luxury.com>



<https://www.instagram.com/insight.luxury/> &
https://www.instagram.com/insight_luxury_watches/



TikTok: https://www.tiktok.com/@insight_luxury/



LinkedIn: <https://www.linkedin.com/company/insight-luxury>



Youtube: <https://www.youtube.com/@insightluxury>



Newsletter subscription: <https://insight-luxury.com/2024/03/24/newsletter/>

join the community & follow us!

Newsletter Analytics



Newsletters weekly
ab 24.3.2025

up to 3 weekly

Audience:

3100+

Opening rate:

36,3%

Click rate:

14,5%

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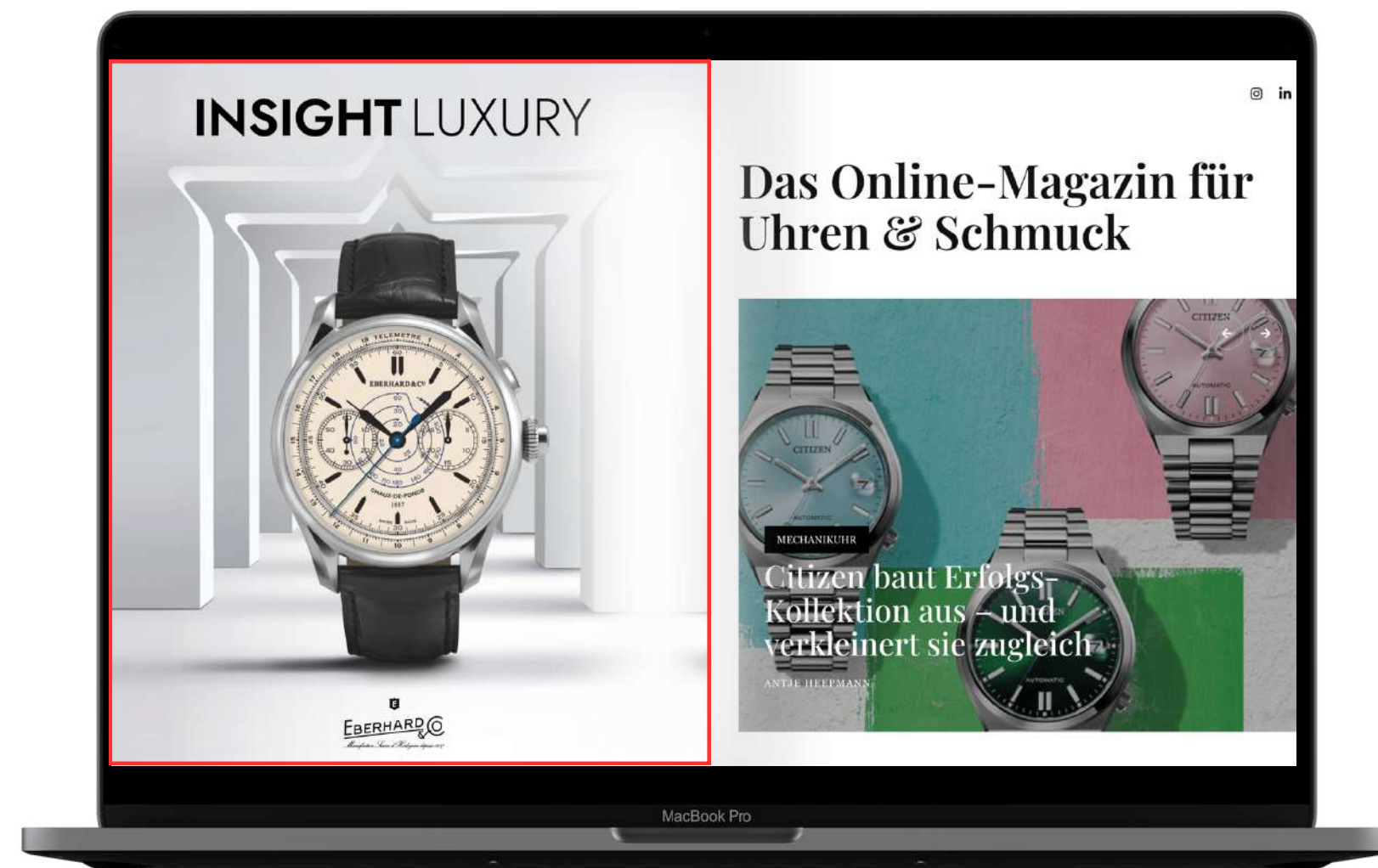
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YOUR BRAND IN INSIGHT LUXURY

Connect with your target audience precisely at the source of their information. Explore the placement opportunities in INSIGHT LUXURY.

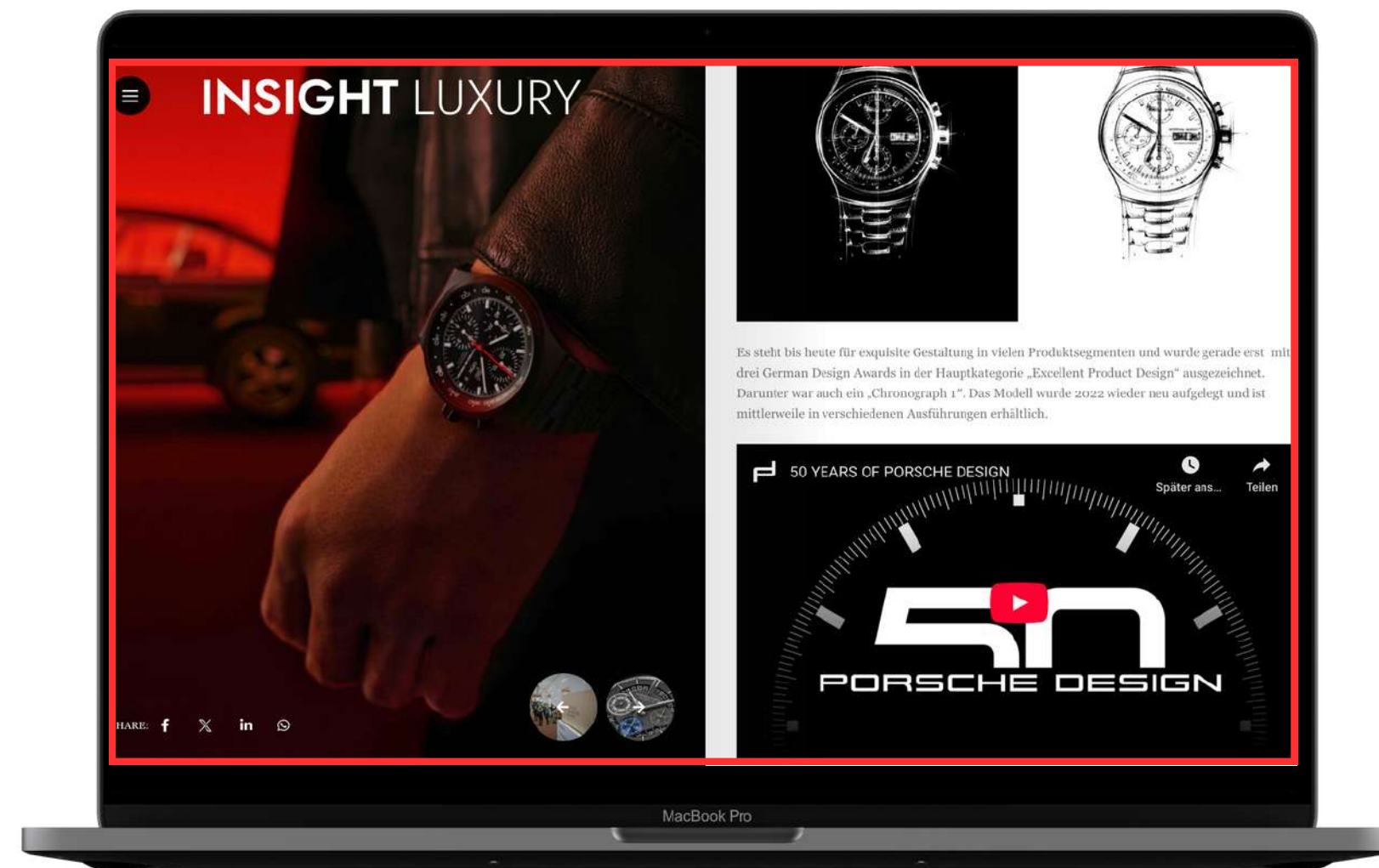
INSIGHT LUXURY



Cover/Homepage

Your product or brand showcased on the front page, with the possibility of video integration.

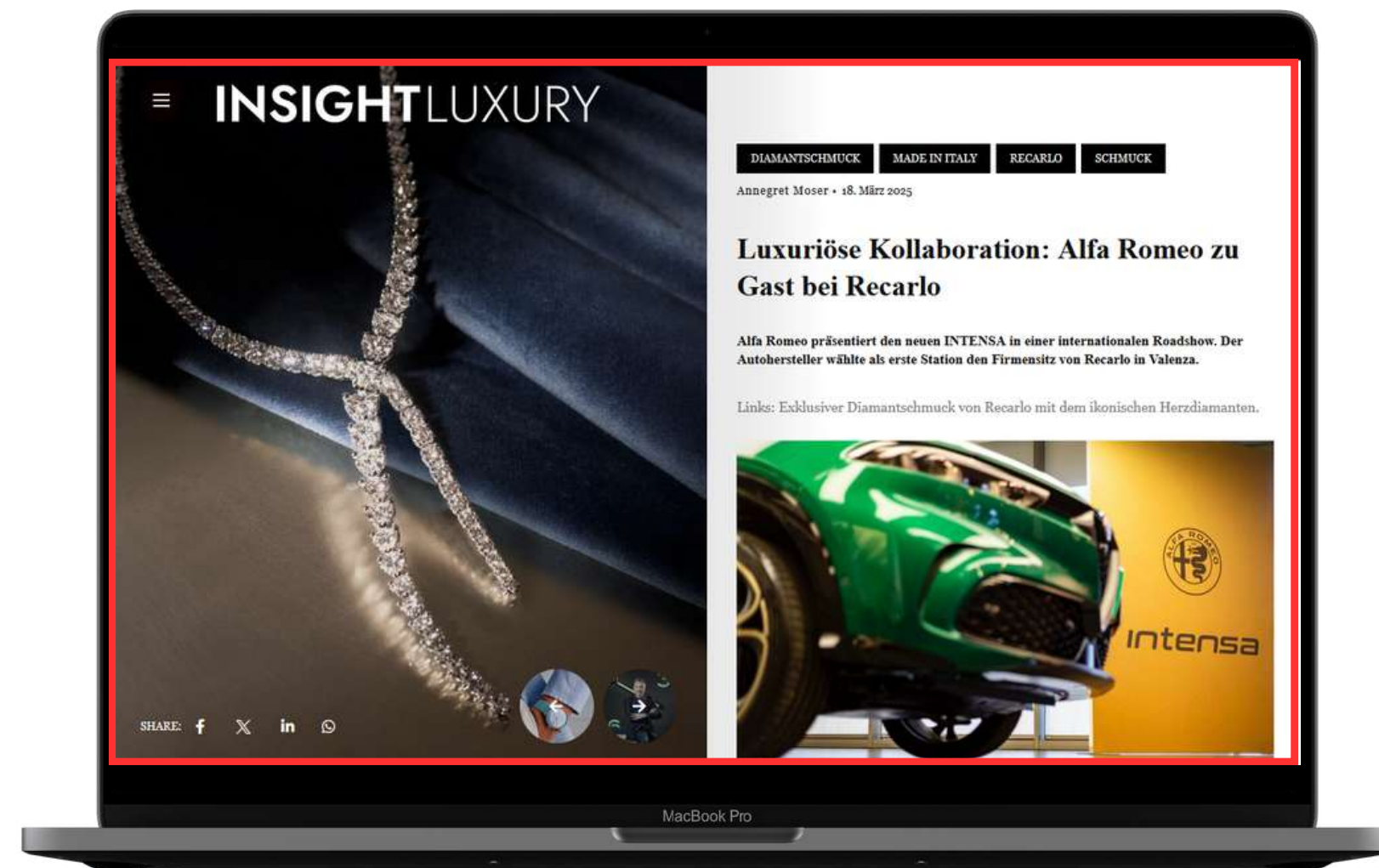
from €3,500 monthly.



1/1 page advertisement

A captivating advertisement spread in the magazine, featuring text, images or videos that resonate with your vision.

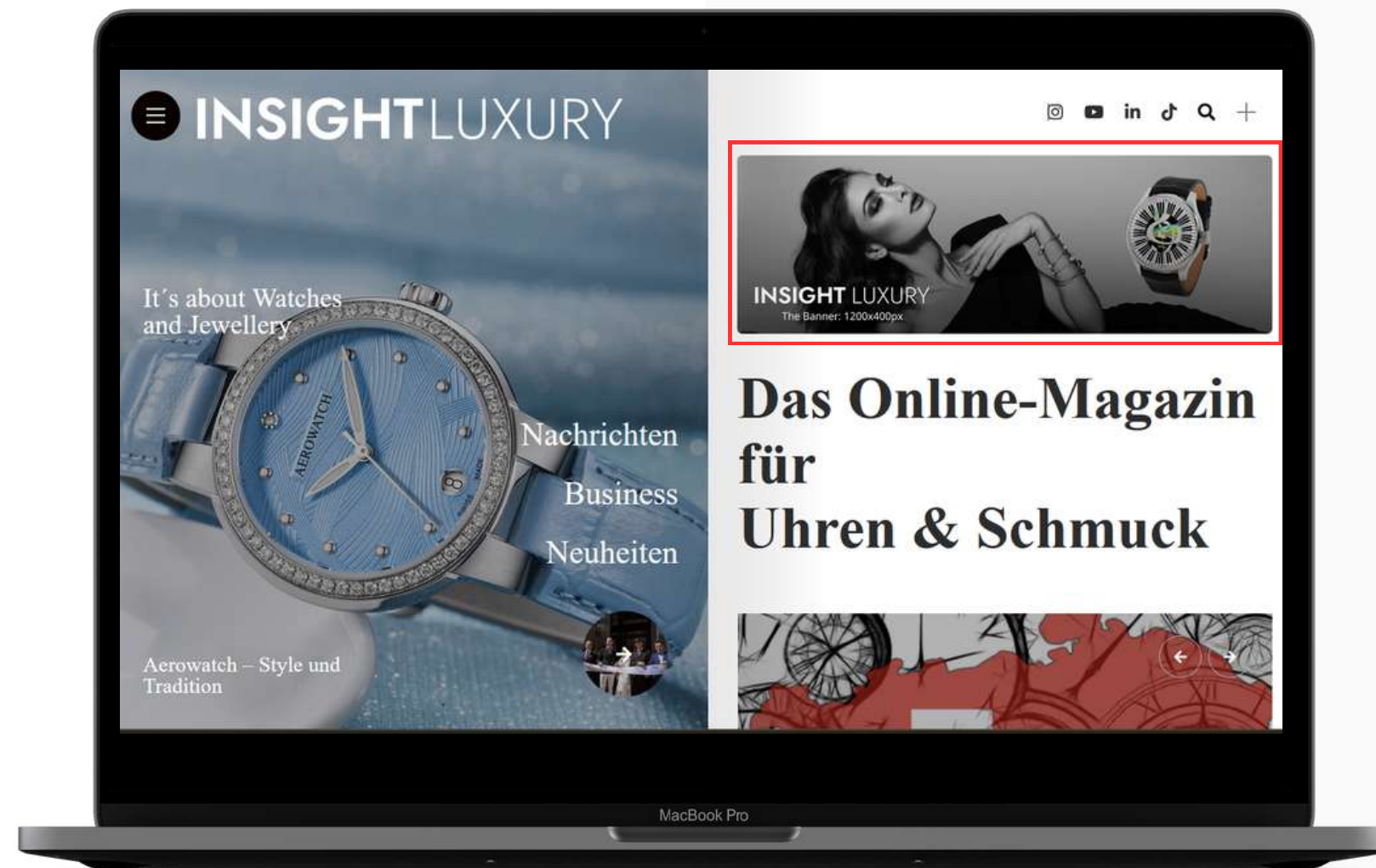
from 3,000 € monthly.



1/1 page advertorial

Your story on an individual page adorned with images, videos, and text.

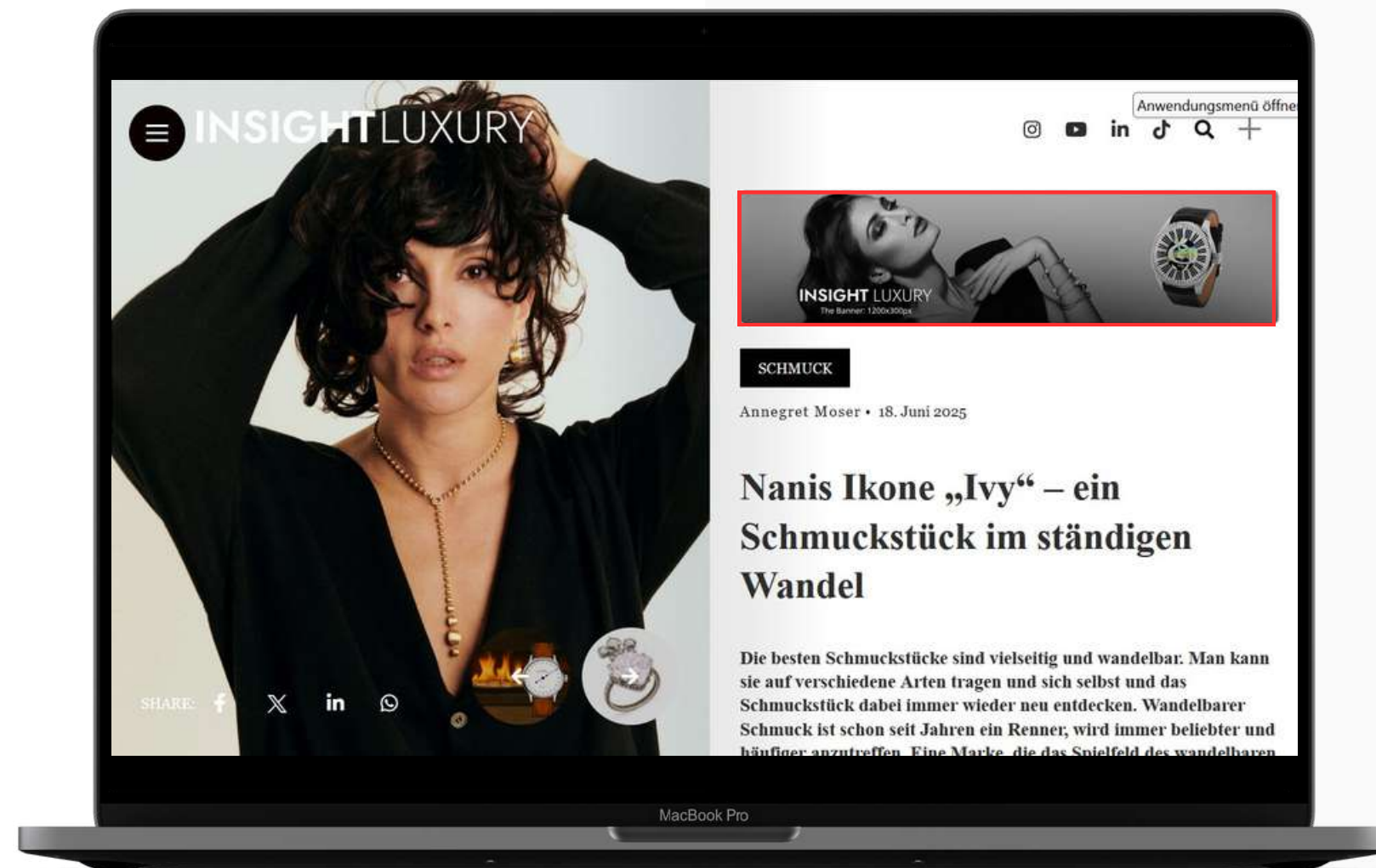
from €2,500 monthly.



Banner on homepage

Your message as a banner within a page Image, gallery and video possible

From 1,500 € mo.

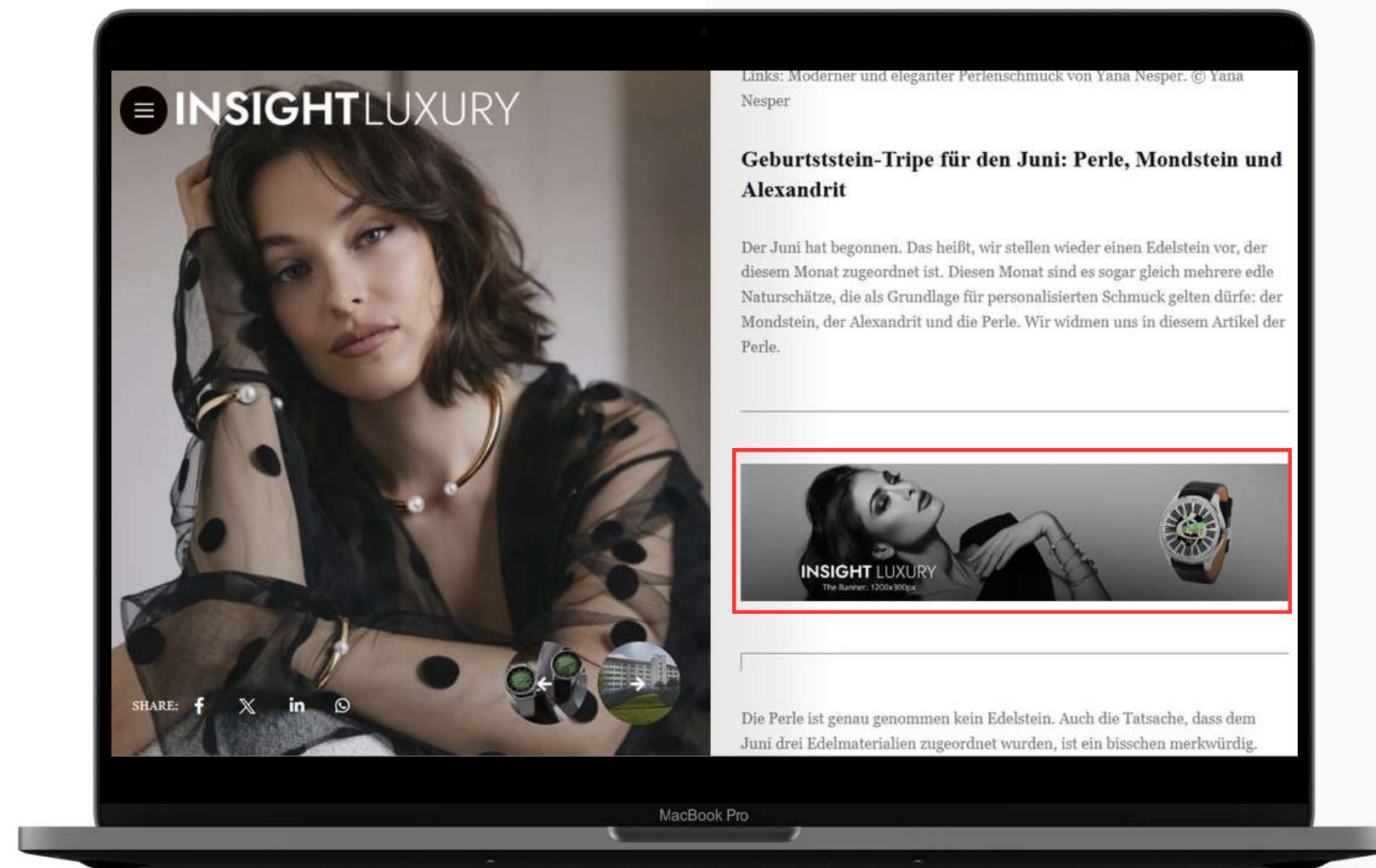


Top - Banner in all Posts

Your message as a banner within a page

Top ranking in all posts

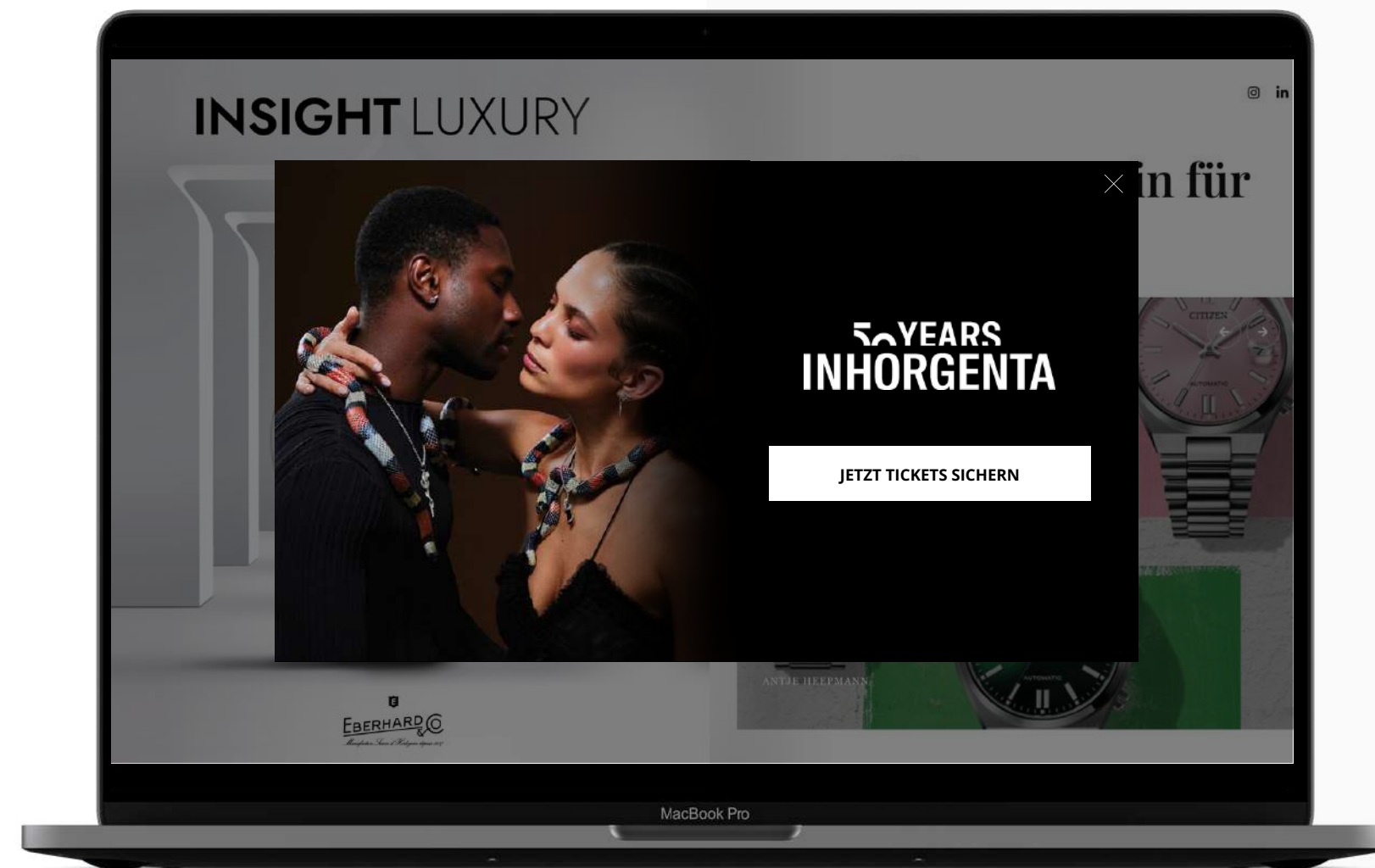
2,000 €/week



Banner in article

Your message as a banner within a page Image, gallery and video possible

from 2,000 € mo.



Pop-up ad

Your ad as a popup Different sizes and shapes possible on different pages

From 500 €/week



Social Media Video-Ads

We create AI-leveraged social media video
Content about your brand / product

Ab 850 €/Video

Social Ads campaign with this content

500 €/campaign, plus advertising budget



Newsletter - Banner

Place your banner in our regular newsletter (at least twice a week) with 3000+ subscribers

Large banner (1200x400px) 750 €/month

Small banner (1200x300px) 500 €/month

Top-Banner

plus 250 € per month

Lower Banner

no extra charge



Stand-alone Newsletter

A newsletter with only your brand content.

2000 €/Newsletter



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