

ISSUE 07/2026

INSIGHT BUSINESS

NEU: YEMA NAVYGRAF PEARL

Markanter Diver mit Perlmutt-
Zifferblatt und maritimem
Charakter.

EINE NEUE GENERATION

Wie junge Perspektiven traditionelle
Retail-Strukturen neu prägen und
weiterentwickeln.

RETAIL IM KI-WANDEL

Wie sich Vertrieb, Kundenverhalten
und Positionierung im Markt mit KI
verändern.



YEMA Navygraf Pearl CIMA 20

Market insights that matter.

Intro

INSIGHT BUSINESS is the B2B-focused magazine of the INSIGHT LUXURY media platform, specifically tailored to **professionals within the watch and jewelry industry.**

At its core are relevant market topics, developments, and key questions that directly impact the retail landscape. The publication provides a clear editorial framework for content with substance—beyond traditional product staging and with a consistent focus on the business context of the industry.



A curated readership.

Audience

INSIGHT BUSINESS reaches a clearly defined B2B audience of jewelers, specialist retailers, and decision-makers within the industry.

With a **circulation of 3,000 copies**, the magazine is distributed via postal delivery to verified recipients (mainly in the DACH-region) who are actively involved in purchasing, assortment planning, and strategic direction. This creates a highly focused environment for partners seeking **targeted visibility within the retail landscape** – from industry-specific service providers to brands with a clear expansion focus.



Insightful & focused to the point.

Editorial

The editorial approach of INSIGHT BUSINESS is built on analysis, context, and relevance.

Key topics such as market developments, sales strategies, consumer behavior, and structural shifts are examined through a clear retail perspective. Complemented by interviews and industry voices, this creates a content framework that provides orientation and supports decision-making – insightful, precise, and to the point.



INSIGHT BUSINESS in numbers.

3.000

Premium print circulation, distributed via postal delivery to the subscriber base.

2.500

Print subscribers, consisting of verified premium jewelers and industry professionals.

3.750

Newsletter subscribers via the INSIGHT newsletter, with two distributions per week.

40.000+

Projected online reach of INSIGHT BUSINESS articles, based on historical traffic analytics.

General Rate Card.

PRINT-PLACEMENTS

Cover	Opening Spread	U4	U3	1/1 Ad	1/2 Ad	Article-Preview
Reserved	4.500€	4.000€	3.000€	1.500€	1.000€	1.250€
All formats can be combined with digital campaigns.						

*All prices are exclusive of VAT at the applicable statutory rate.

General Rate Card.

INSIGHT BUSINESS LIMITED SPECIAL OFFER

INSIGHT BUSINESS PACKAGE	Description	Price*
1x Print Advertisement (Full Page)	Full-page ad, freely customizable**	Included
1x Editorial Online Article	Published on INSIGHT LUXURY	Included
1x Newsletter Placement	Placement within the INSIGHT BUSINESS newsletter at a chosen timing	Included
Package Price		2.999€
Special Offer	Valid for bookings until June 31, 2026	2.299€

*All prices are exclusive of VAT at the applicable statutory rate.

**Special placements (cover, opening spread, U3, U4, etc.) are excluded.

Data Sheet.

Circulation & Publication Date	
Circulation	3.000
Publication Date (for mailing distribution)	from July 28, 2026
Distribution & Delivery	
Mailing	approx. 2,500 verified contacts across the DACH region (85% Germany)
Target Groups	
Mailing Audience	Selected and verified premium jewelers, specialist retailers, and industry contacts in Germany
Format / Scope / Production Quality	
Format	210 × 280 mm (magazine format)
Extent	tbc
Quality	Premium paper, binding depending on page count

A word from our publisher.

For us, INSIGHT BUSINESS is more than a publication – it is a platform for relevant market topics, where industry developments, perspectives, and key players take center stage.

With this format, we create a clear framework for content that directly impacts the industry and its participants, providing valuable orientation. We warmly invite you to become part of this edition.



WOLFRAM BEKKER, PUBLISHER



All Publications - Publishing Schedule

RELEVANCE DETERMINES FREQUENCY

INSIGHT-LUXURY is a platform that connects retailers, industry, collectors and consumers within a shared communication ecosystem.

The Spotlight Editions follow the defining moments of the industry.

Each edition creates unique touchpoints and audience opportunities that are part of the broader communication strategy, generating visibility across the most relevant events and market moments of the year.

Issue	Release Date	Audience	Circulation	Distribution	Language Versions
INSIGHT BUSINESS	Juli 2026	B2B	3.000	Postal distribution	DE
INSIGHT INOVA	Sept. 2026	B2B	3.500	On-site + postal distribution	DE
INSIGHT LUXURY Spotlight - Autumn Edition (incl. Geneva Watch Days, Vicenzaoro, Milan Watch Week)	Sept. 2026	B2B + B2C	4.500	On-site + postal distribution (3,750)	DE + EN
Christmas Special	Okt. 2026	B2C	3.500	Postal distribution	DE
INSIGHT BUSINESS (VO)	Jan. 2027	B2B + B2C	3.500	On-site + postal distribution (3,250)	DE + EN
INSIGHT INHORGENTA	Feb. 2027	B2B + B2C	5.500	On-site + postal distribution (3,250)	DE

*All information is non-binding and subject to possible changes.

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