



HIGH JEWELLERY DREAM

The Excellence of High Jewellery and High Horology Revealed

MEDIA KIT

UPDATE: YTD JUNE 2018



HIGH JEWELLERY DREAM



THE EXCELLENCE OF HIGH JEWELLERY AND FINE WATCHMAKING

CHANEL

HORLOGERIE

LA SFIDA



ABOUT ▾ HIGH JEWELLERY ▾ TIMEPIECES OBJETS D'ART JEWELLERY STORIES LIFESTYLE VIDEO GALLERY HJD IN ITALIAN HJD SERVICES ▾



The focus of this web platform, launched in September 2014 and unique on its kind in Italy, is on high jewellery, its unique creativity, brand heritage, artisans' savoir-faire and rare gemstones, together with the most beautiful examples of timepieces and the most fascinating historical jewels.

Based on a genuine passion, readers have immediately appreciated HJD for its professional approach and its clean, elegant image.

The readership is broad and includes visitors from the United States, Italy, France, United Kingdom and India (top 5 countries) reaching out to Asia (Hong Kong, mainland China, Thailand and Japan), Russia and South America.

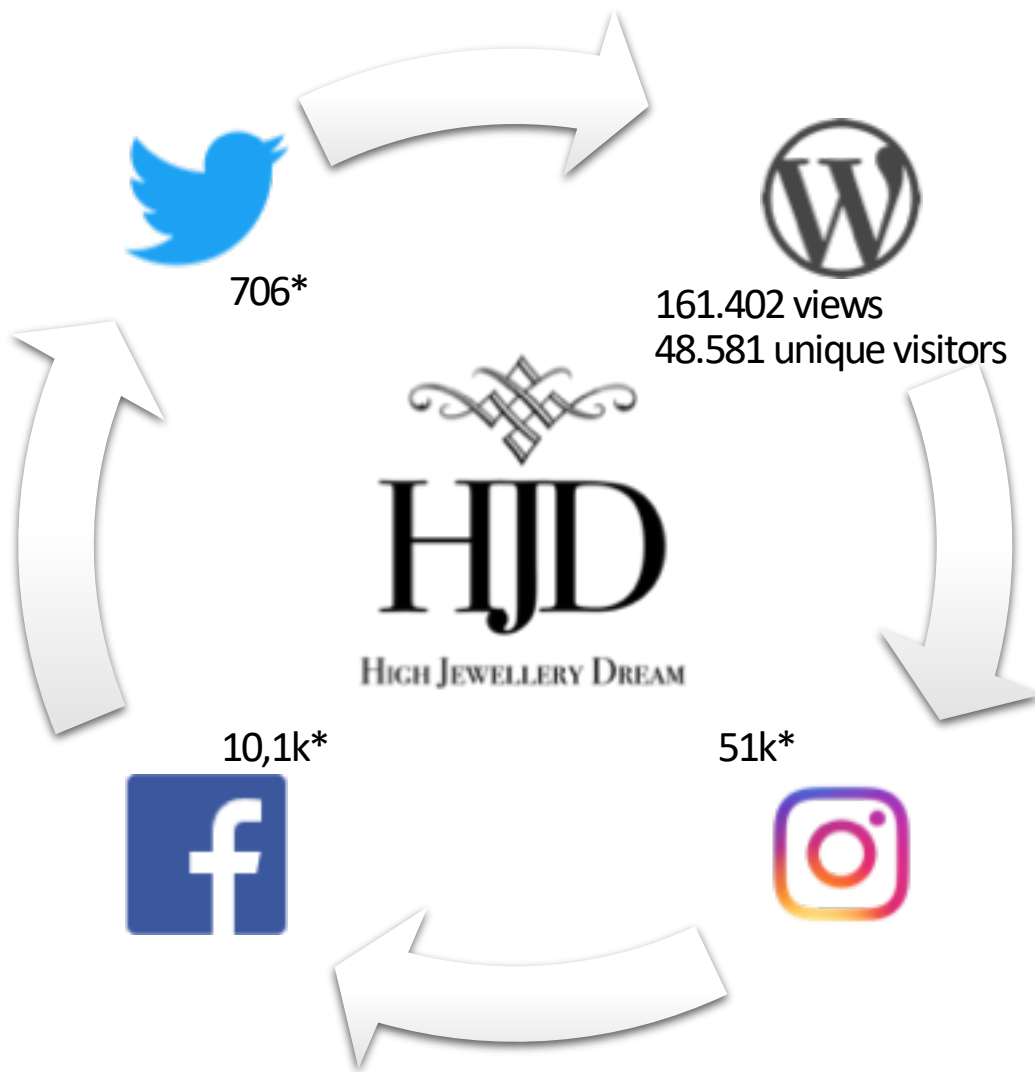
HJD is a media platform, linking the website to a very well performing Instagram account (51k followers), a Facebook page (10k page likes), a Twitter account and a mirror blog on Tumblr.



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HIGH JEWELLERY DREAM – THE PLATFORM





GOOGLE ANALYTICS: HJD STATS YTD JUNE 2018

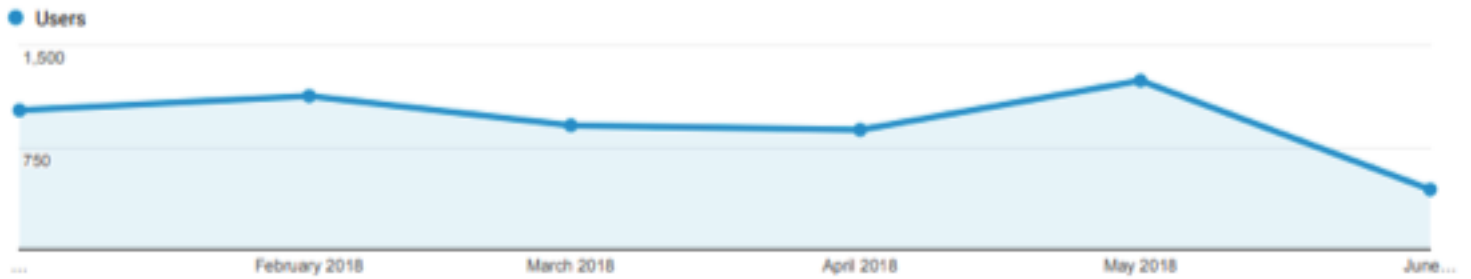


Audience Overview

All Users
100.00% Users

Jan 1, 2018 - Jun 13, 2018

Overview



New Visitor Returning Visitor



Note from Google: Users defined as the number of unique users who initiated sessions on your site or app from January 1 through current date.

Country	Users	% Users
1. United States	1,421	26.21%
2. Italy	450	8.30%
3. France	368	6.79%
4. United Kingdom	296	5.46%
5. India	229	4.22%
6. Switzerland	211	3.89%
7. Hong Kong	176	3.25%
8. Canada	134	2.47%
9. Russia	117	2.16%
10. Germany	111	2.05%



GOOGLE ANALYTICS: HJD DEMOGRAPHICS OVERVIEW

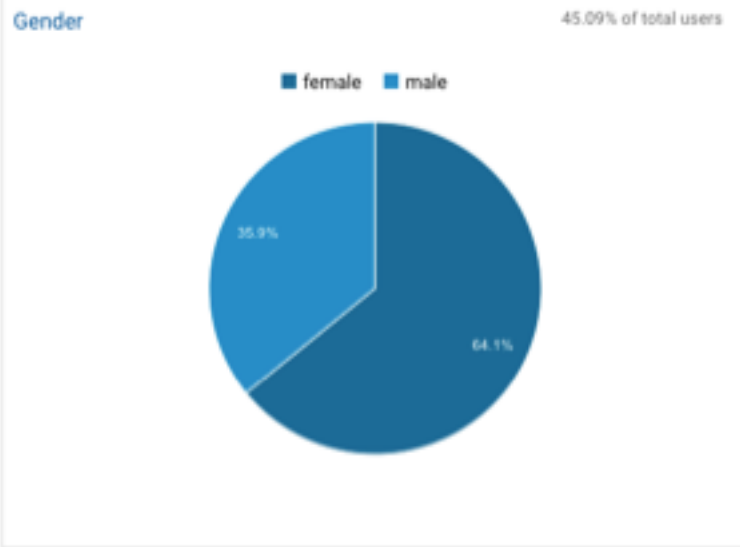
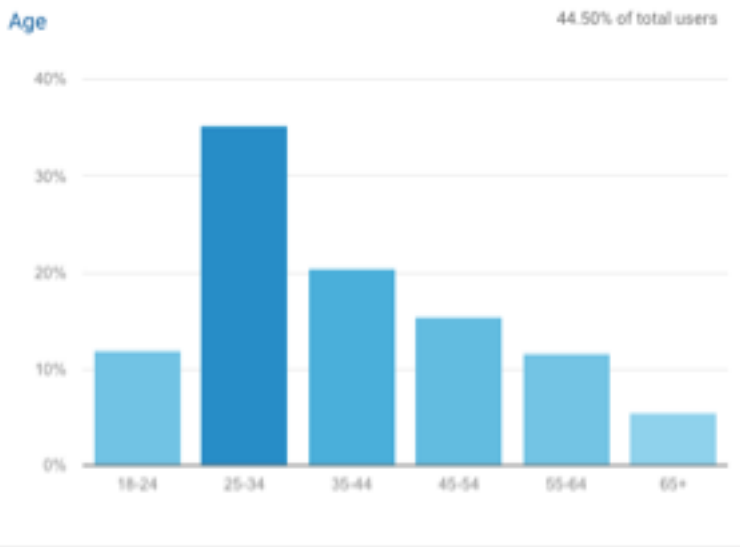


All Users
100.00% Users

+ Add Segment

Jan 1, 2018 - Jun 13, 2018

Key Metric: Users



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HIGH JEWELLERY DREAM

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Instagram

Search



highjewellerydream

Edit Profile



2,891 posts

50.9k followers

2,342 following

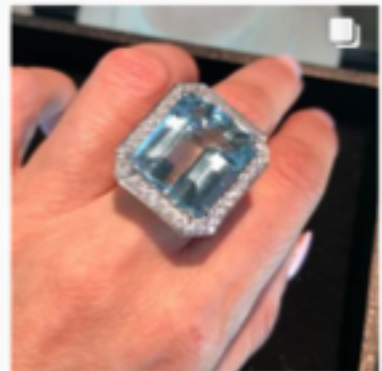
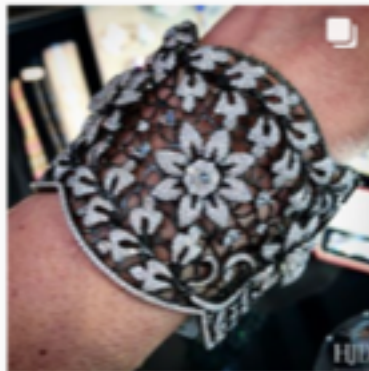
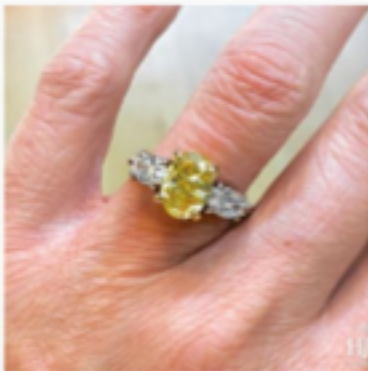
High Jewellery Dream High #Jewellery & Fine #Timepieces media platform. info@highjewellerydream.com Watermarked photos are copyrighted by [@claudiacarletti73](https://www.instagram.com/claudiacarletti73) highjewellerydream.com



Christie's

POSTS

SAVED





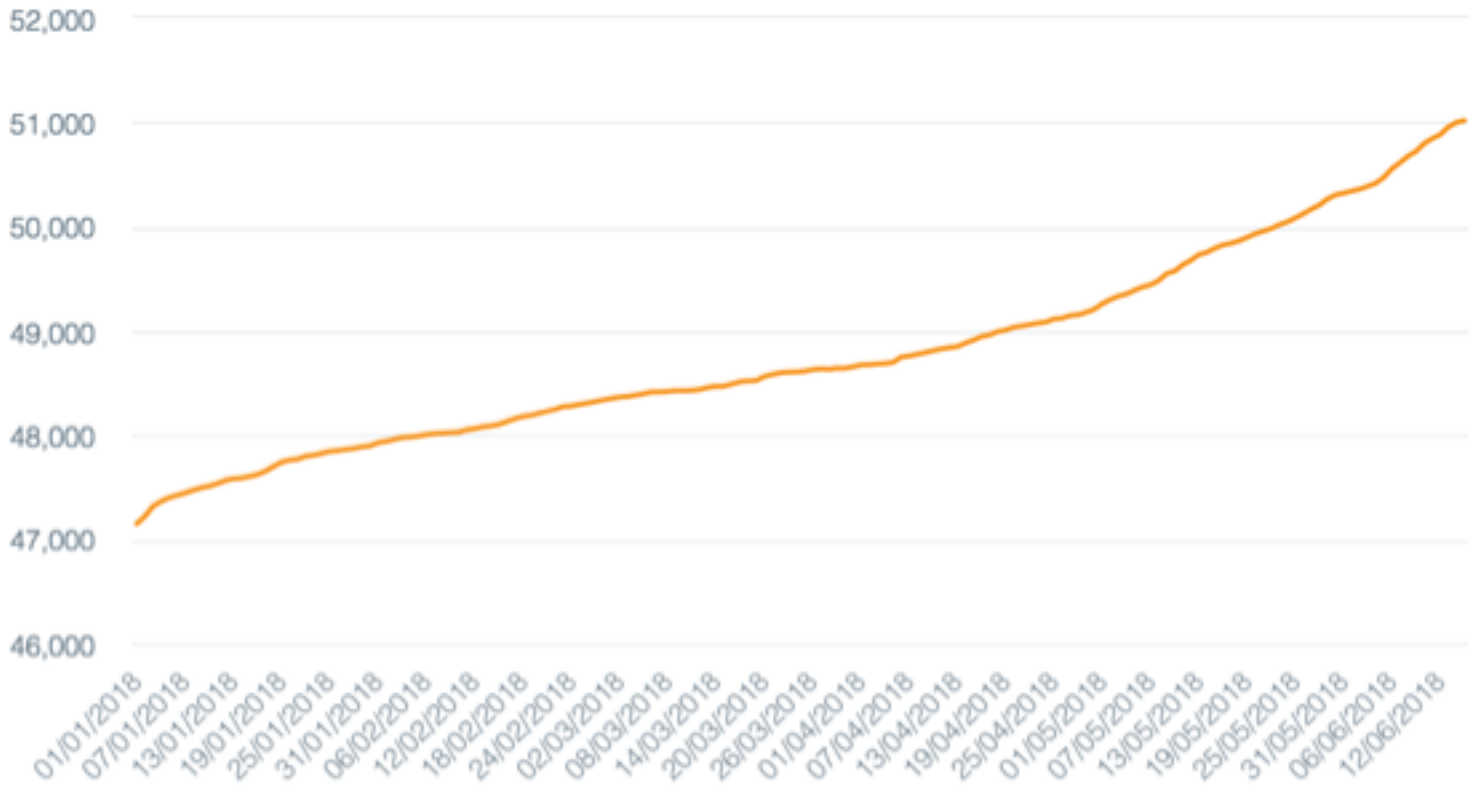
INSTAGRAM: HIGH JEWELLERY DREAM STATS



Overview 01 Jan 2018 - 15 Jun 2018

Total followers 51k	Followers evolution +3.9k	Impressions 1.6M 23.70%	Reach 891.5k 22.13%	Average engagement rate by post 0.84% -6%
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Follower growth

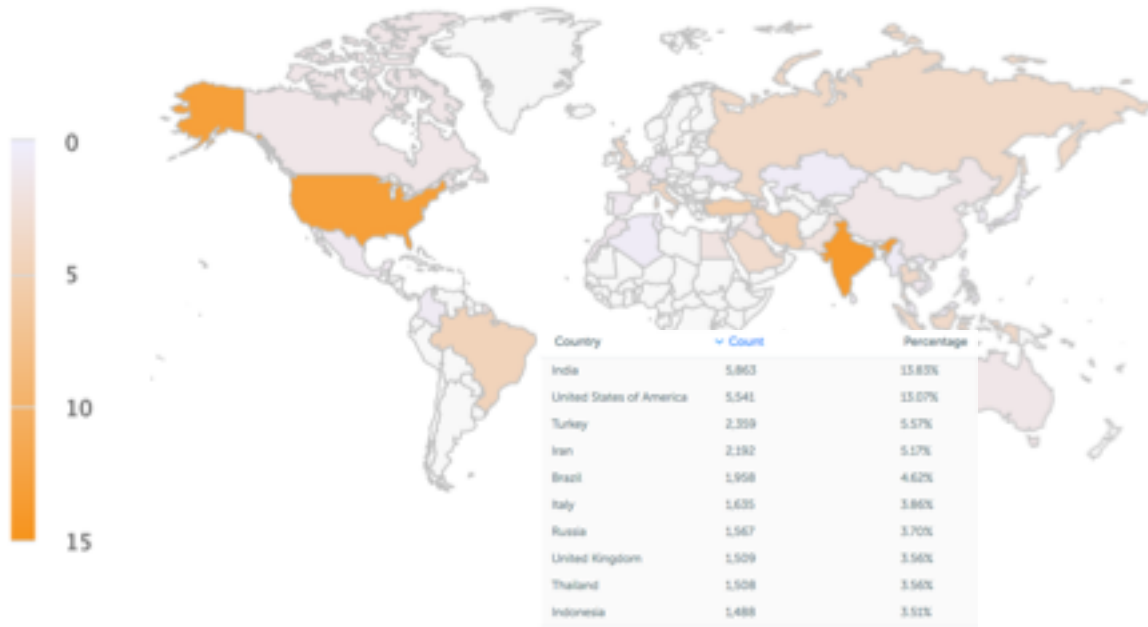




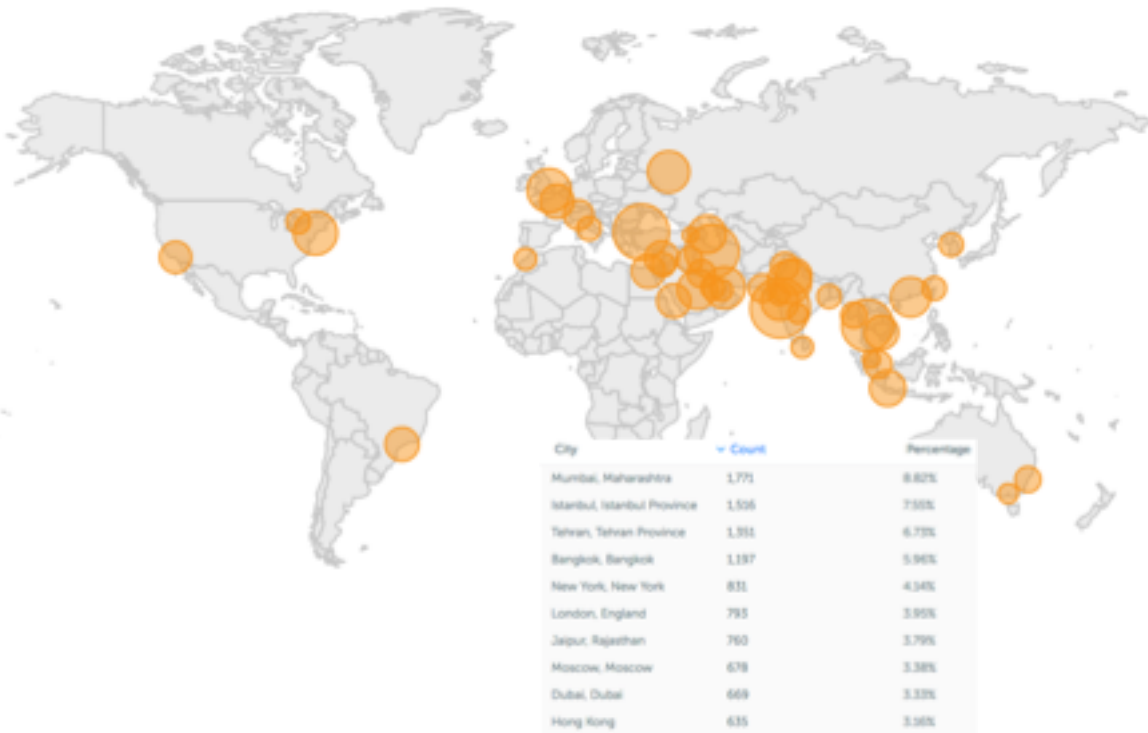
INSTAGRAM: HIGH JEWELLERY DREAM FOLLOWERS GEOGRAPHY



Top countries



Top cities





FACEBOOK: HIGH JEWELLERY DREAM STATS





GOOGLE: HIGH JEWELLERY DREAM RANKING IN GOOGLE'S 1ST PAGE



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