

HIGH JEWELLERY DREAM



HIGH JEWELLERY & FINE WATCHMAKING - BY CLAUDIA CARLETTI CAMPONESCHI

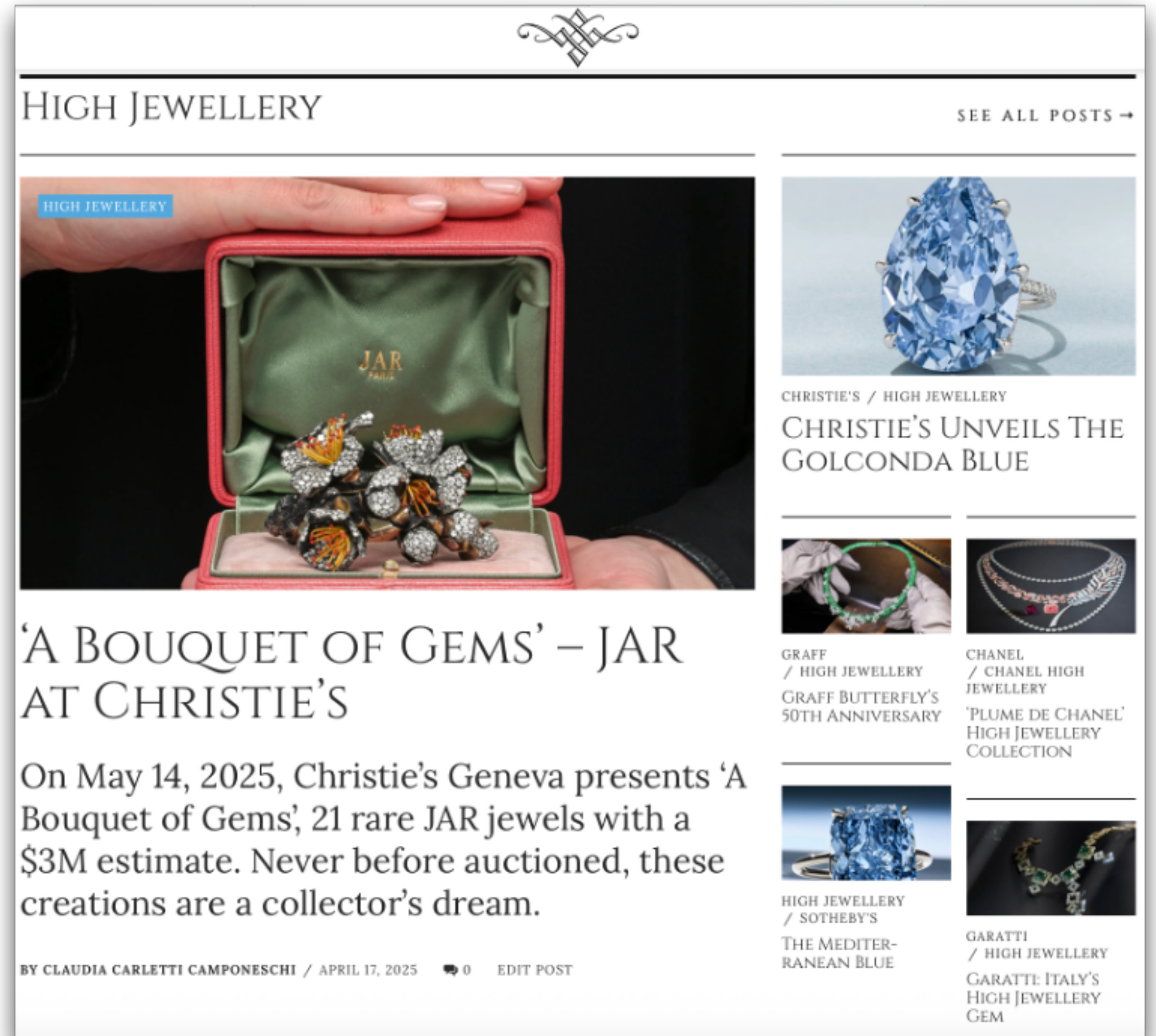
Media Kit - YTD April 2025

Introduction

HIGH JEWELLERY DREAM

Founded by jewellery historian and writer Claudia Carletti Camponeschi, *High Jewellery Dream* is an independent, internationally-read platform dedicated to high jewellery, heritage brands, and the cultural artistry behind adornment. The website offers curated content that bridges fine jewellery, history, art, and design.

Our audience consists of discerning readers: collectors, industry professionals, and cultural enthusiasts who appreciate craftsmanship, storytelling, and the emotional value of jewellery.



The screenshot shows a social media post from 'HIGH JEWELLERY'. At the top right is a decorative logo. Below it, the text 'HIGH JEWELLERY' is displayed, followed by a link 'SEE ALL POSTS →'. The main image shows a hand holding an open red jewelry box with a green interior. Inside the box, several pieces of jewelry are displayed, including a large diamond ring and a necklace. A small blue label in the top left corner of the image reads 'HIGH JEWELLERY'. Below the image, the text reads: 'A BOUQUET OF GEMS' – JAR AT CHRISTIE'S. On May 14, 2025, Christie's Geneva presents 'A Bouquet of Gems', 21 rare JAR jewels with a \$3M estimate. Never before auctioned, these creations are a collector's dream. At the bottom left, it says 'BY CLAUDIA CARLETTI CAMPONESCHI / APRIL 17, 2025' with a heart icon and '0' next to it, and an 'EDIT POST' link. To the right of the main image are four smaller images with captions: 1. A large blue diamond ring: 'CHRISTIE'S / HIGH JEWELLERY CHRISTIE'S UNVEILS THE GOLCONDA BLUE'. 2. A necklace with a green gem: 'GRAFF / HIGH JEWELLERY GRAFF BUTTERFLY'S 50TH ANNIVERSARY'. 3. A necklace with a red gem: 'CHANEL / CHANEL HIGH JEWELLERY 'PLUME DE CHANEL' HIGH JEWELLERY COLLECTION'. 4. A necklace with a blue gem: 'HIGH JEWELLERY / SOTHEBY'S THE MEDITERRANEAN BLUE'. 5. A necklace with a green gem: 'GARATTI / HIGH JEWELLERY GARATTE: ITALY'S HIGH JEWELLERY GEM'.

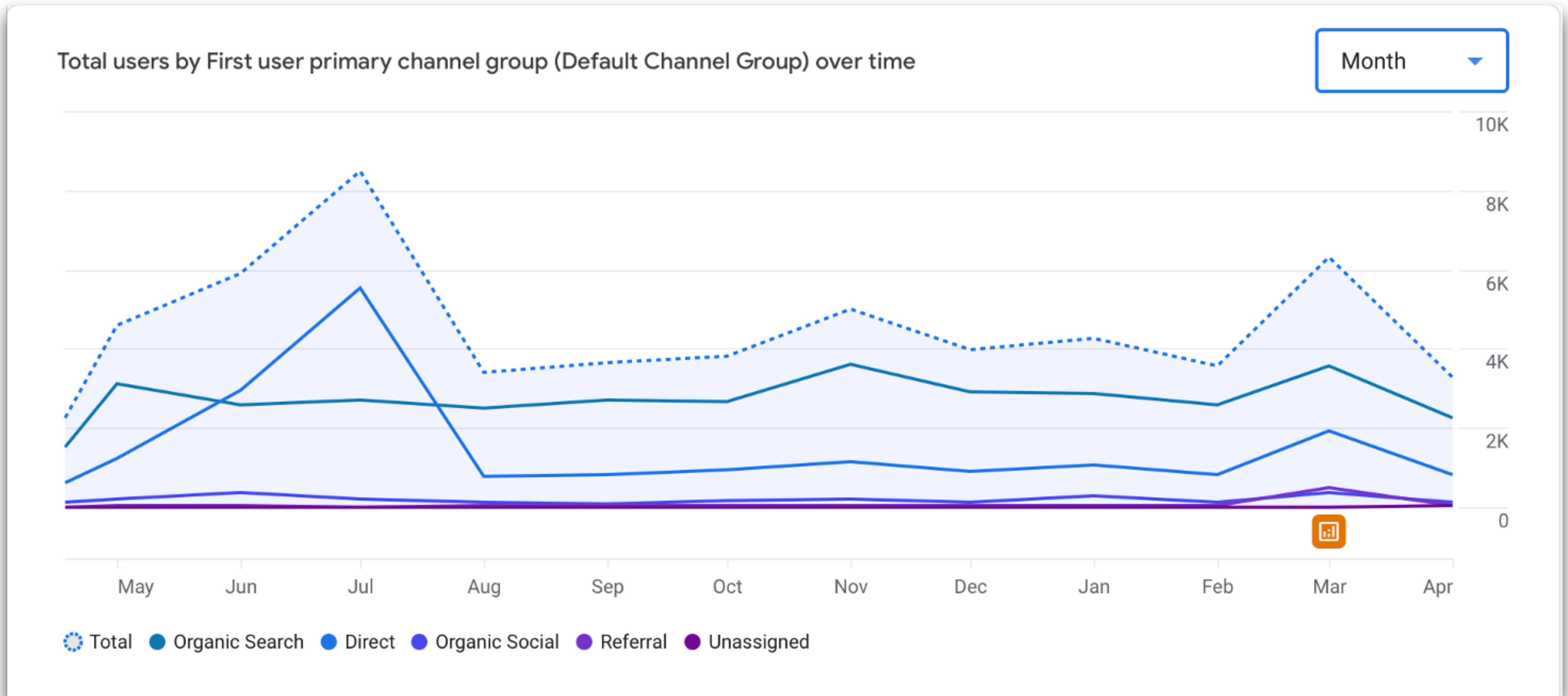
Executive Summary - Performance Trends

YTD April 2025

- **High Jewellery Dream** continues to perform well as a niche, credible presence in luxury editorial content, especially in high jewellery and cultural craftsmanship.
- The platform's metrics reflect sustained visibility, refined audience targeting, and growing brand interest, positioning it as a valuable partner for editorial and display advertising.
- The platform's metrics also reflect the 'quality over quantity' approach, valuing highly curated audience engagement over mass reach.
- As for **Instagram**, the organic growth of the account, although not massive in volume, speaks to new followers and also for the quality of this niche audience – highly engaged, and culturally invested – and it is far more valuable in the luxury sector than broad but unfocused reach.

Data Analytics

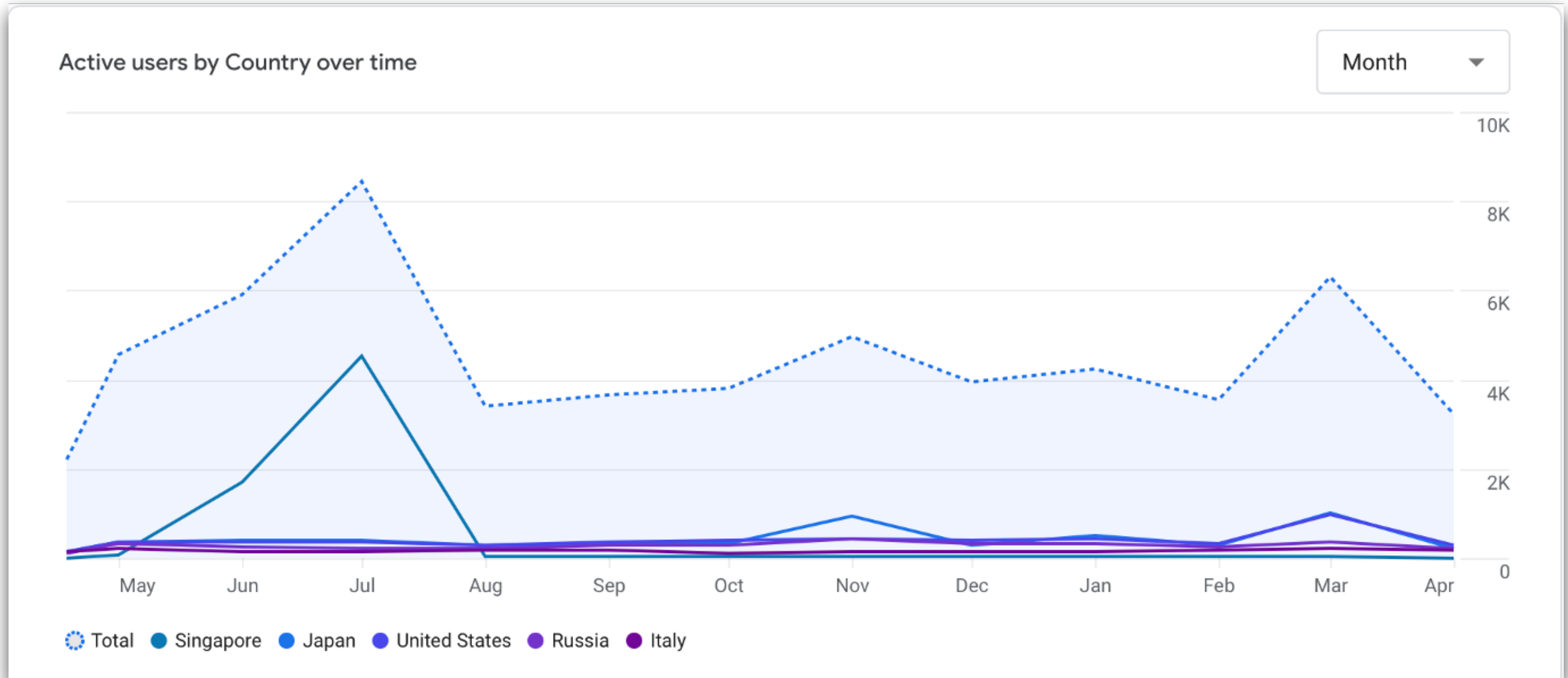
Google Analytics: HJD Stats YTD Rolling April 2025



Google Analytics: HJD Stats YTD Rolling April 2025

Plot rows		Search...	Rows per page: 10		1-7 of 7
<input type="checkbox"/>	First user prim...Channel Group) +	↓ Total users	New users	Returning users	Average engagement time per active user
<input checked="" type="checkbox"/>	Total	57,861 100% of total	57,449 100% of total	3,244 100% of total	24s Avg 0%
<input checked="" type="checkbox"/>	1 Organic Search	34,812 (60.16%)	35,064 (61.04%)	2,524 (77.81%)	29s
<input checked="" type="checkbox"/>	2 Direct	19,550 (33.79%)	19,237 (33.49%)	567 (17.48%)	10s
<input checked="" type="checkbox"/>	3 Organic Social	2,288 (3.95%)	2,283 (3.97%)	110 (3.39%)	17s
<input checked="" type="checkbox"/>	4 Referral	809 (1.4%)	808 (1.41%)	39 (1.2%)	2m 50s
<input checked="" type="checkbox"/>	5 Unassigned	80 (0.14%)	51 (0.09%)	4 (0.12%)	20s
<input type="checkbox"/>	6 Organic Video	5 (<0.01%)	5 (<0.01%)	0 (0%)	1s
<input type="checkbox"/>	7 Cross-network	1 (<0.01%)	1 (<0.01%)	0 (0%)	1m 02s

Google Analytics: HJD Stats YTD Rolling April 2025



Google Analytics: HJD Stats YTD Rolling April 2025

Demographic details: Country ✓ + Last 12 months Apr 18, 2024 - Apr 18, 2025

<input type="checkbox"/>	Country +	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
<input checked="" type="checkbox"/>	Total	57,727 100% of total	57,449 100% of total	19,710 100% of total	30.23% Avg 0%	0.34 Avg 0%
<input checked="" type="checkbox"/>	1 Singapore	6,610 (11.45%)	6,584 (11.46%)	206 (1.05%)	3.1%	0.03
<input checked="" type="checkbox"/>	2 Japan	5,483 (9.5%)	5,467 (9.52%)	2,171 (11.01%)	35.21%	0.40
<input checked="" type="checkbox"/>	3 United States	5,147 (8.92%)	5,130 (8.93%)	2,448 (12.42%)	41.48%	0.48
<input checked="" type="checkbox"/>	4 Russia	3,562 (6.17%)	3,558 (6.19%)	2,200 (11.16%)	47.35%	0.62
<input checked="" type="checkbox"/>	5 Italy	2,141 (3.71%)	2,125 (3.7%)	262 (1.33%)	10.98%	0.12
<input type="checkbox"/>	6 France	2,062 (3.57%)	2,043 (3.56%)	255 (1.29%)	11.17%	0.12
<input type="checkbox"/>	7 China	1,984 (3.44%)	1,959 (3.41%)	532 (2.7%)	24.18%	0.27
<input type="checkbox"/>	8 Brazil	1,830 (3.17%)	1,833 (3.19%)	735 (3.73%)	35.51%	0.40
<input type="checkbox"/>	9 Türkiye	1,783 (3.09%)	1,784 (3.11%)	793 (4.02%)	38.85%	0.44
<input type="checkbox"/>	10 Thailand	1,628 (2.82%)	1,627 (2.83%)	1,094 (5.55%)	55.87%	0.67

Instagram: HJD Stats YTD April 2025

highjewellerydream

Weekend plans?

HIGH JEWELLERY DREAM by Claudia Carletti Camponeschi

4.279 posts 120K followers 3.205 following

Blogger
Since 2014. By @claudiacarletti73 #GIA A.J.P.
for serious enquiries and collaborations
highjewellerydream.com

HJD Club 626 members

Professional dashboard
225.9K views in the last 30 days.

Edit profile Share profile Email

Grid of jewelry images: diamond ring, jewelry box, blue diamond ring, blue diamond, tiara, diamond bracelet.

Followers

Last 90 days

Jan 19 - Apr 18

120,411 Followers
+0.9% vs Jan 18

Growth

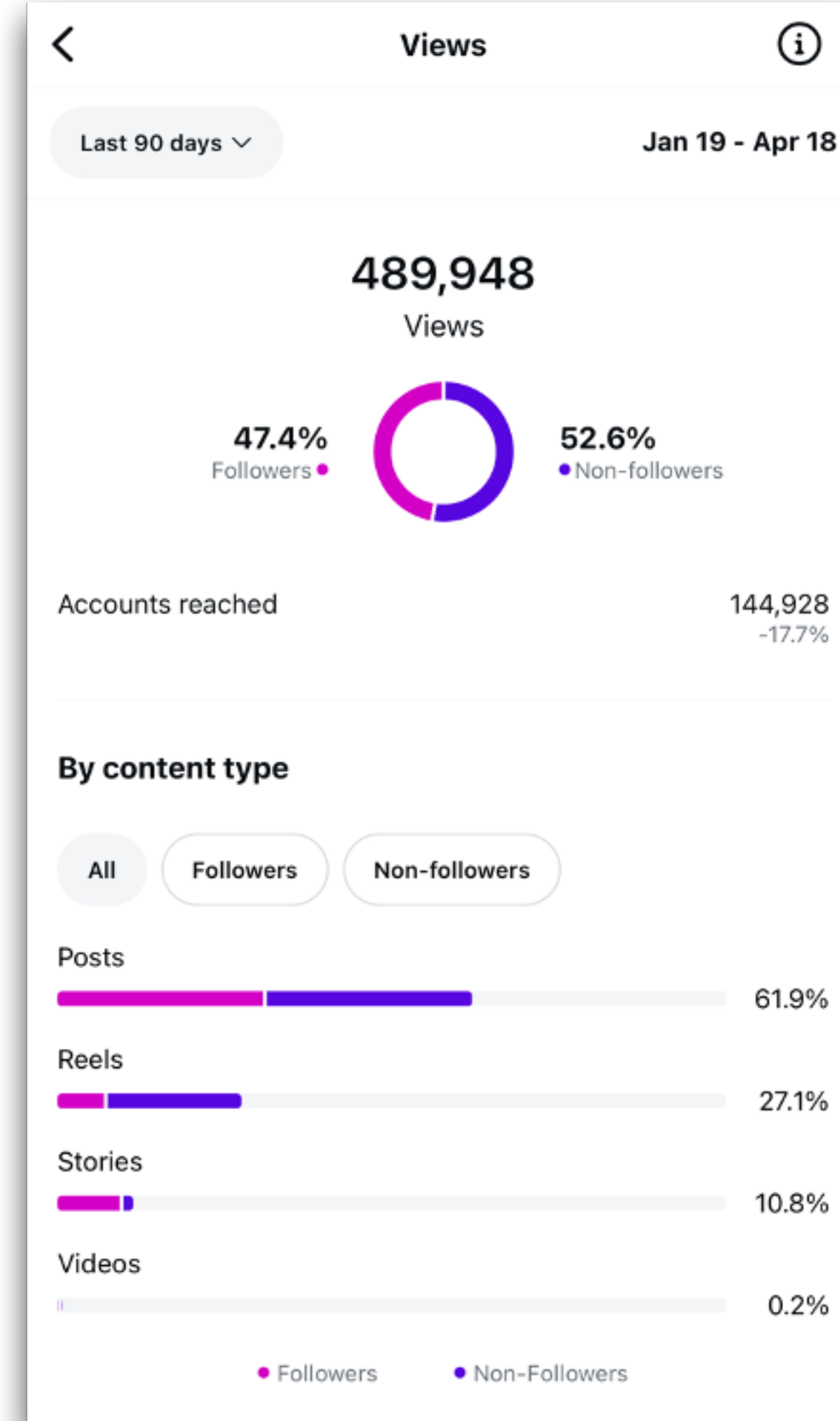
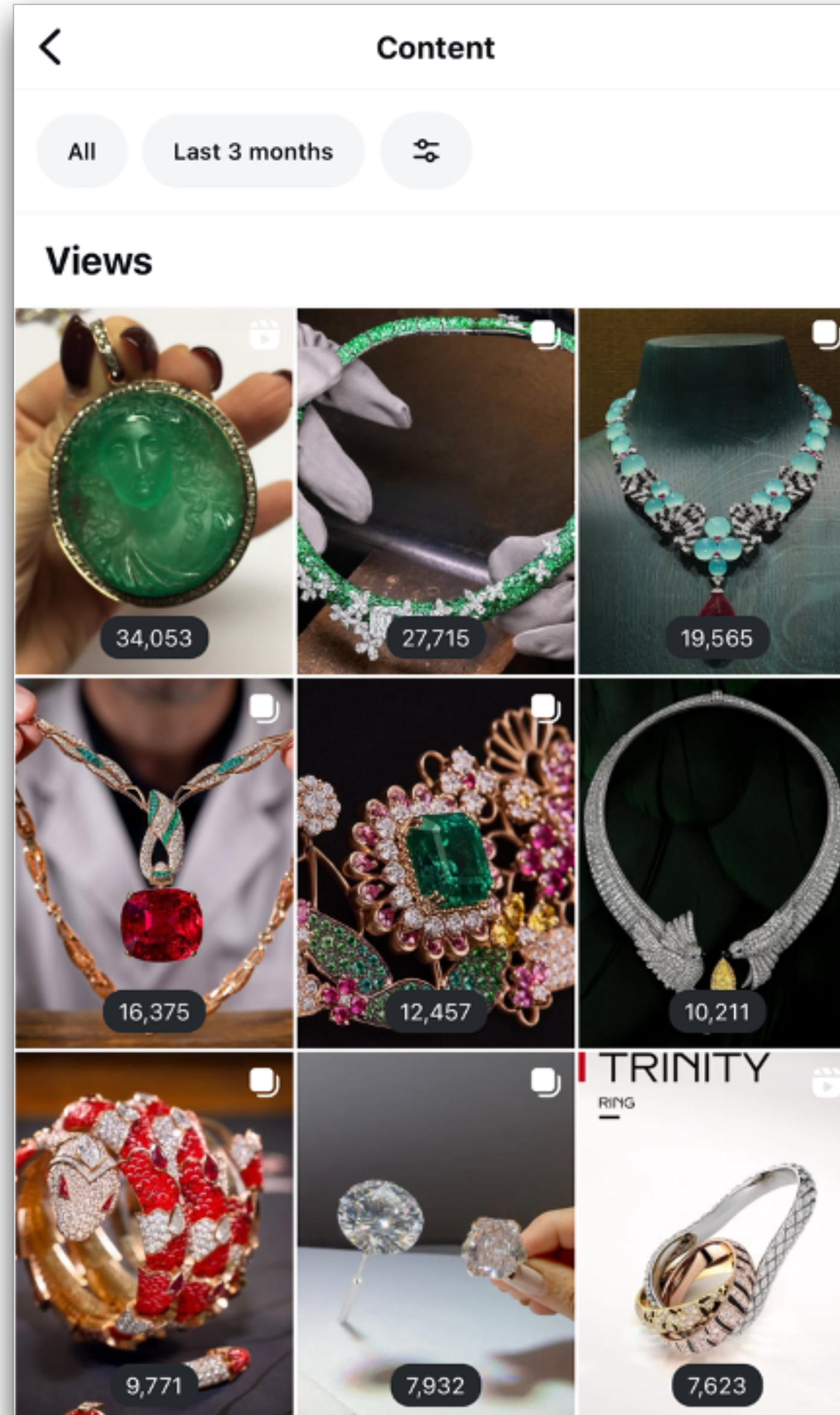
Overall	1028
Follows	2697
Unfollows	1669

Follower details

Overall Follows Unfollows

Line chart showing follower growth from Jan 19 to Apr 13. The y-axis ranges from -61 to 61. The line shows a fluctuating upward trend.

Instagram: HJD Stats YTD April 2025



Media Collaborations, past and present



CHANEL

CHRISTIE'S

Bonhams

Media Rates

HJD: Advertising Rates - Website

Ad Package	Duration	Rate (€)	Includes
Full Display Package	1 month	4,800 €	Masthead, sidebar, mobile banner (all devices)
	2 weeks	2,000 €	
Homepage Banner Only	1 month	1,200 €	Premium visibility
Sidebar Banner Only	1 month	900 €	Rotates with relevant content
Mobile Banner Only	1 month	800 €	Optimized for smartphone audience

Note: brand exclusivity is granted during the campaign period. Packages are modular, depending on client's needs.

HJD: Editorial Opportunities - Website & Social Media

Offer (including but not limited to)	Rate (€)	Details
Sponsored Article	€700–€1,000	Includes long-term site visibility + shared across social channels
Brand Profile or Interview	800 €	Custom editorial feature + shared across social channels
Instagram Post (Main Feed)	400 €	1 image, @mention, hashtag integration, story-style caption
Instagram Post Gallery (Main Feed)	550 €	Multiple images post, @mention, hashtag integration, story-style caption
Instagram Story	200 €	With brand tagging, swipe-up (if applicable), and editorial styling

Thank You

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HIGH JEWELLERY DREAM

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