



WATCH AROUND MEDIA KIT 2010

We will astonish you by the understatement of our magazine.

This magazine has decided to champion authentic Swiss watchmaking. And quite literally so; **Watch Around** explores Swiss horology by exceptionally skilled men and women.

The Editor-in-Chief - Jean-Philippe Arm - is one of the most well known and respected Swiss journalists in the watchmaking world. He had a dream: **Watch Around** – a publication whose purpose is to talk about the watch industry. None of the same old stuff, but rather a new look at this subject through intelligent eyes.

Watch Around is a magazine that will be appreciated by its reader's refinement.

In such, it is full of smart editorials and opinions from reputable and informed specialists abreast in the Swiss field. It offers a keen analysis of unusual ideas and topics not covered by the other publications.

FREQUENCY OF PUBLICATION:

Twice a year in the US (March and November).

CIRCULATION AND HANDLING: 10,000

Distribution is through:

- Barnes and Noble and Borders throughout the United States
- Partnership with American Watchmakers & Clockmakers Institute
- VIP: Private banking, and private consumers
- Top 200 US retailers
- Subscriptions
- Special US events including JCK
- Official distribution at SIHH and the Basel Fair
- Selective distribution throughout Europe, Asia and the Middle East
- Exclusive clubs

PRICING STRUCTURE:

- Inside Page: \$4,000
- Spread: \$6,000
- 2nd Cover – Inside front cover*: \$7,000
- 3rd Cover – Inside back cover: \$5,500
- 4th Cover – Back cover*: \$9,000
- Other – Insert, folding cover, gate folds, ... TBD

**Requires a yearly ad commitment*

ADVERTISING FORMAT:

Live/Safe Area format: 198 / 245mm (412 / 245mm spread)

Trim Size format: 220 / 285mm (440 / 285mm spread)

Add +3mm on all 4 sides for bleed.

The texts and illustrations that must not be trimmed should be placed at least 8mm inside the bleed format, including for the central part of a double spread.

MATERIALS:

CD-ROM: electronic image processing for dotscreen 70 l/cm, dotgrain 15% on 50% tint patch, the total UCR (undercolor removal) must not exceed 280%.

Materials to be sent to:

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Host is: www.watch-around.com

User: wa9us_open or wa10us_open

Password: (contact Jennifer at 724 989 5191 to obtain it)

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SUBSCRIPTIONS:

The subscriptions have started since issue IV in the US. The rates are:

- 1 year: \$21
- 2 years: \$40
- 3 years: \$57

Get a full year of WATCH AROUND
a unique timepiece publication geared specifically towards the watch enthusiast.

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\$ 21 - 1 yr (6 issues)
 \$ 40 - 2 yr (12 issues)
 \$ 57 - 3 yr (18 issues)

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Please allow 4-6 weeks for delivery of first issue of subscription.

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