



**EDYCJA  
2012**

Rynek  
**Przegląd  
1000 modeli**

Prezentacja  
**Nowości  
ze wszystkich  
segmentów  
cenowych**

Oferta  
**Ponad 200  
znanych marek**

**TENDENCJE  
W MODZIE**  
ALFABETYCZNY I CENOWY



# ZEGARKI Chronos

## Media Info 2012

### Advertising

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### Editorial Office

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## Editorial Concept

Chronos is the only special interest magazine in Poland devoted to luxury watches. Since 2004 it is a „must read” magazine of everybody who are interested in watches and the art of watchmaking.

Three times a year Chronos is published as a magazine full of reports on events, interviews, watch tests and articles focused on everything which is interesting for watch lovers. Once a year Chronos is published as a catalogue based on presentations of watches arranged according to the price category (the first one is up to EUR 500, and the last one is more than EUR 30 000). Chronos is being sold in subscription, and it is successfully distributed at press kiosks, watch and jewellery shops.

Magazine is promoted also during main watch fairs in Geneva and Basel.

## Publishing House

Unit Wydawnictwo Informacje Branżowe Sp. z o.o.  
ul. St. Kierbedzia 4, 00-728 Warsaw, Poland  
tel: +48 22 32 01 500, fax: +48 22 32 01 550  
www.unit.com.pl, www.tradebizz.com.pl

## Circulation

Publication: quarterly  
Prinrun: 12 000 copies Chronos Magazine  
16 000 copies Chronos Catalogue

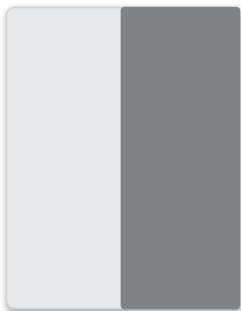
## Publication Schedule 2012

Issue	Publication Date	Deadline for Orders	Deadline for Printing Materials
Chronos magazine 1/2012	01.03.2012	03.02.2012	17.02.2012
Chronos magazine 2/2012	11.06.2012	08.05.2012	23.05.2012
Chronos catalogue 3/2012	20.09.2012	24.07.2012	22.08.2012
Chronos magazine 4/2012	26.11.2012	19.10.2012	05.11.2012

## Advertising Formats



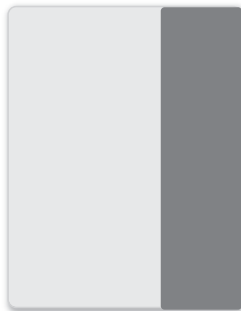
1/1 page **230 x 300 mm**  
(+ 3-5 mm bleed)



1/2 page **115 x 300 mm**  
(+ 3-5 mm bleed)



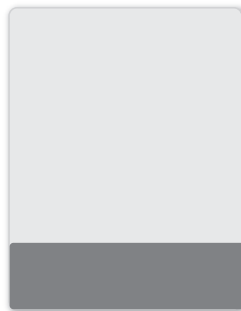
1/2 page **230 x 150 mm**  
(+ 3-5 mm bleed)



1/3 page **80 x 300 mm**  
(+ 3-5 mm bleed)



1/3 page **230 x 110 mm**  
(+ 3-5 mm bleed)



1/4 page **230 x 75 mm**  
(+ 3-5 mm bleed)

## Advertising Rates

	Chronos Magazine	Chronos Catalogue
1/1 page	<b>1 800 euro</b>	<b>2 260 euro</b>
1/2 page	<b>990 euro</b>	<b>1 400 euro</b>
1/3 page	<b>750 euro</b>	<b>880 euro</b>
1/4 page	<b>600 euro</b>	<b>690 euro</b>
<b>Covers</b>		
II	<b>2 450 euro</b>	<b>3 000 euro</b>
III	<b>2 300 euro</b>	<b>2 700 euro</b>
IV	<b>2 720 euro</b>	<b>3 120 euro</b>
<b>Discounts</b>		
2 pages		5%
4 pages		10%
8 pages		15%
Agency commission		15%

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INFORMATION ON BOUND & LOOSE INSERTS ON REQUEST

# The Whole World of Fine Watches



Poland/magazine



Poland/catalogue



Germany



Germany



USA



China



Japan



Korea