

The Best Magazine of Fine Watches in China

UHREN Chronos 手表

www.chronos-magazine.com

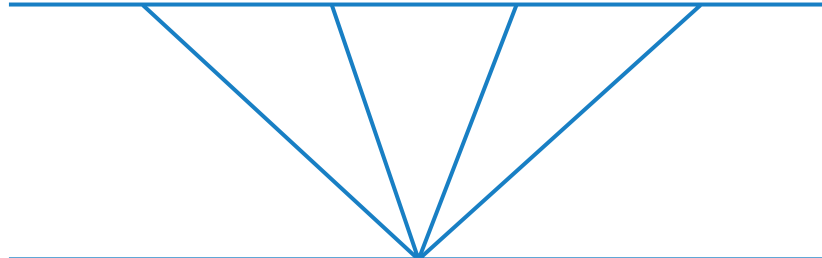
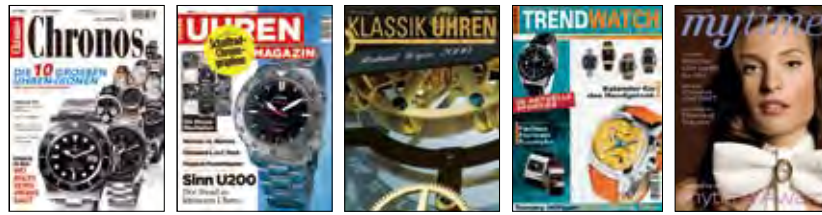
MEDIA KIT

2011



Chronos
UHREN
 MAGAZIN
 KLASSIK UHREN
 TRENDWATCH
 mytime

Top Expertise in Watches – National and International



Best of + Local Content



Editorial Staff

CHRONOS:

Rüdiger Bucher: Editor-in-chief
 Witold A. Michalczyk: Editor
 Jens Koch: Editor
 Authors: Gisbert L. Brunner, Alexander Linz,
 Dr. Lucien F. Trueb

KLASSIKUHREN: Christian Pfeiffer-Belli

UHREN-MAGAZIN:

Thomas Wanka: Editor-in-chief
 Martina Richter: Editor
 Gerhard Seelen: Editor
 Authors: Sabine Zwettler, Thomas Ernst,
 Iris Wimmer-Olbort

WATCHTIME:

Joe Thompson: Editor-in-chief
 Contributing Editors: Norma Buchanan, Anthony Leibs

ZEGARKI & BIZUTERIA, TOP CLASS

Editorial Staff: Magdalena Piekarska, Joanna Filipowicz

CHRONOS CHINA: Dr. Zhixiang Ding

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总体介绍 General Information

中国大陆市场上最好的钟表杂志！

◎ 国内外钟表专业人士和企业的广泛认可。

自创刊以后,《Chronos手表》已在国内100多家钟表零售店陈列,订户中有70多家专业钟表企业,是业内流传最广的钟表杂志。

◎ 国内钟表市场意见领导者们最推崇的杂志。

国内报纸、杂志和网站经常将《Chronos手表》的内容作为权威钟表资讯的来源加以引用,倍受意见领袖们的推崇。

◎ 赢得了几乎所有由第三方及民间举行的“最佳钟表杂志”评比。



The best watch magazine in China mainland market!

◎ Highly appraised by domestic and international watch companies and professionals.

—Since it is launched in 2005, Chronos China is displayed in more than 100 watch retailers and subscribed by over 70 professional watch companies, thus made it to be the most circulated watch magazines in the trade.

◎ The ultimate reference for opinion leaders in watch field.

—The content of Chronos China is greatly quoted by domestic newspapers, magazines and website as authoritative source of watch related information, regarded as ultimate reference for opinion leaders in watch field.

◎ Ranked as “The best watch magazine” among many online votings held by watch fans or third parties.

总体介绍 General Information

基本理念

- ◎ 向国内钟表爱好者、收藏家、买家、业内人士奉献的一份、严谨的专业钟表杂志。
- ◎ 来自于国际著名的钟表杂志集团。

杂志

- ◎ 双月刊, 每期至少176页, 售价30元。
- ◎ 目标读者: 钟表爱好者、收藏家、买家、业内人士。
- ◎ 高质量的内容、设计、印刷和装订。
- ◎ 国内编辑制作, 全球发行, 在国内以进口杂志形式发行。



团队

- ◎ 在德国: 包括Chronos / Watch Time/ Uhren-Magazin/ www.watchbizz.com的编辑、市场、销售、制作、发行等所有部门的全体人员。
- ◎ 国内的编辑、市场、销售、制作、发行由丁之向先生负责。丁先生在合资出版业经验丰富(曾和德国、法国著名出版公司合作成功地在国内推出多份杂志), 而且本人也是钟表爱好者(曾著有数本钟表专著)。

The Concept

- ◎ A serious and professional watch magazine for local watch enthusiasts, collectors, buyers, professionals.
- ◎ A part of world's leading watch magazine network.

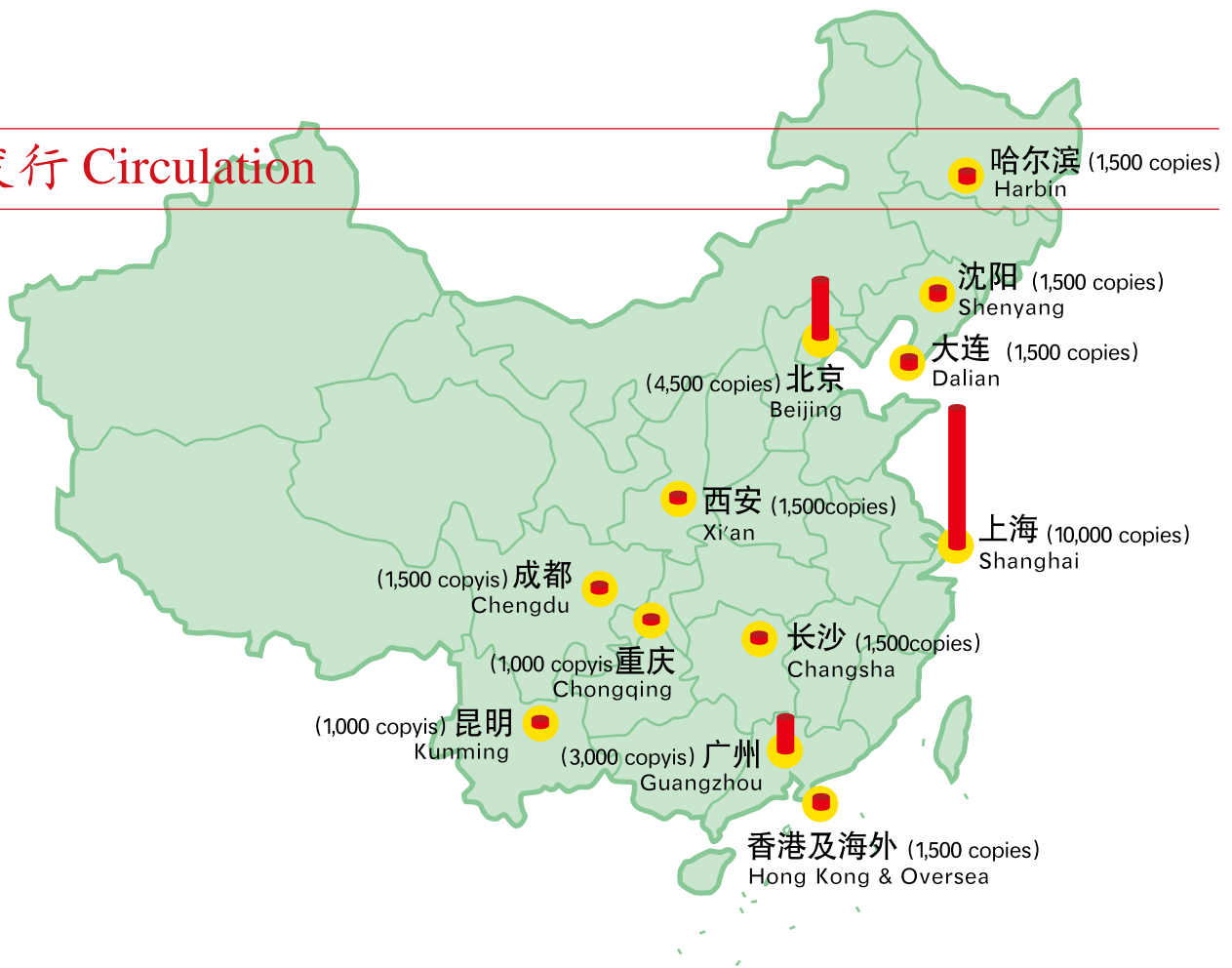
The Magazine

- ◎ Cover price 30.00 yuan, total pagination over 176 pages, bimonthly.
- ◎ Target readers: watch enthusiasts, collectors, buyers, professionals.
- ◎ Top quality content, art design, printing and binding.
- ◎ Local production, distribute worldwide, domestic distribution as imported magazine.

The Team

- ◎ Germany: Whole editorial, marketing, sales, production, circulation team for Chronos / Watch Time/ Uhren-Magazin/ www.watchbizz.com
- ◎ Local coordination including editorial, sales, marketing, circulation is in charged by Mr. Zhixiang Ding who is not only very experienced in J-V publishing business (worked with leading German, French publishing companies on launching different international titles with great success.) but also is a serious watch enthusiast himself (has written some guide books for Chinese watch enthusiasts).

发行 Circulation



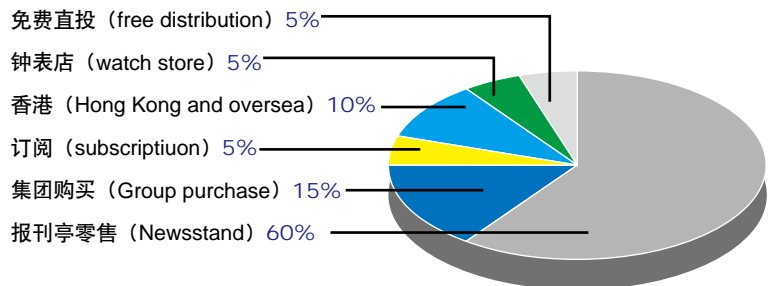
◎ 我们的发行量为30,000本，读者可达120,000人次。发行由我们自己专业人员控制，主要由以下四部分组成：

- 1, 报刊亭零售。以上海、北京、广州及周边地区，选择性投放东北（大连、沈阳、哈尔滨等）和华中（重庆、成都等）。
- 2, 在全国范围内选择专业钟表店展示及寄售。
- 3, 有限的选择免费直投（重要航线、贵宾候机室、高档会所、高尔夫俱乐部、汽车俱乐部等）。
- 4, 在香港及海外通过部分书报商零售以及通过钟表俱乐部直投。

◎ The distribution is 30,000 copies nationwide, reach 120,000 readers. We have our own circulation team to control the distribution, it will be consisted by 4 major parts:

- 1, Newsstand sale which covers basicly Shanghai, Beijing, Guangzhou and surrounding area, selective distribute to Northeast (Dalian, Shenyang , Harbin etc.) and Center Part (Chongqing, Chengdu etc.)
- 2, Display and consignment sell through selective watch stores nationwide.
- 3, Limited free distribution to selective places (first class lounge, luxury residential area, inside airline, golf club, Auto Club etc)
- 4, Selective distribution in Hong Kong and oversea through book dealers and watch clubs.

发行比例 Circulation Breakdown

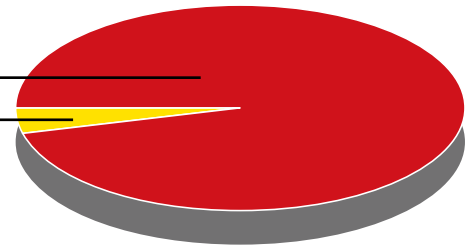


发行 Circulation

读者构成 Readerships

男性(Male) 96%

女性(Female) 4%



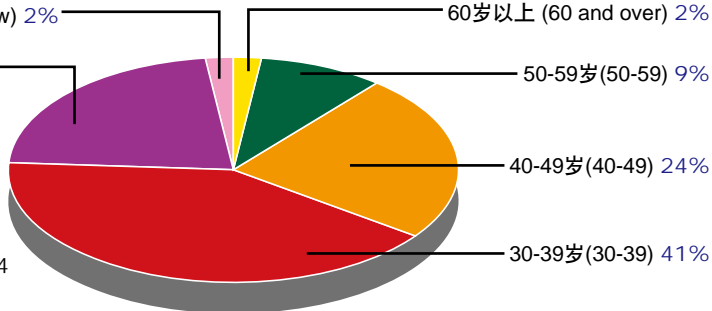
性别 Sex

20岁以下(20 and below) 2%

20-29岁(20-29) 22%

平均年龄34岁

Age: Average at 34

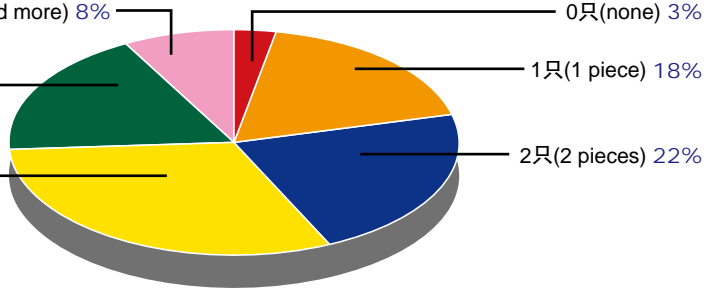


年龄 Age

5只及以上(5 pieces and more) 8%

4只(4 pieces) 18%

3只(3 pieces) 31%

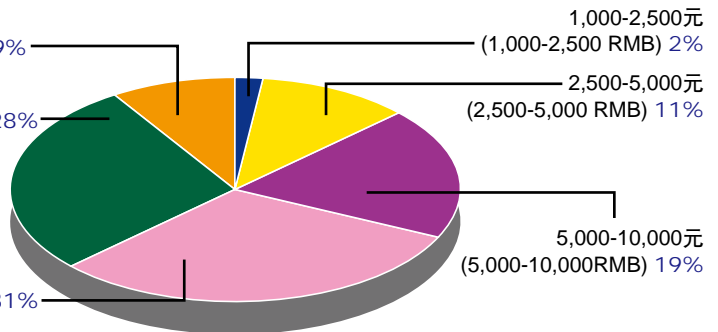


拥有5000元以上的手表数目
owned watches cost over 5000 yuan

50,000元以上
(50,000RMB & more) 9%

25,000-50,000元
(25,000-50,000RMB) 28%

10,000-25,000元
(10,000-25,000RMB) 31%



计划购买手表的价格
plan for next watch (price in RMB)

栏目介绍 Inside Magazine



◎ COVER STORY 封面故事

◎ INFORMATION 缤纷表情

Editorial 编者按
Readers' Voice 表迷论坛
Watch China 神州表坛
Watch World 环球表讯

◎ PRODUCTS & TESTS 产品和测试

First Glimpses 先睹为快
Technical Marvels 创新技术
First Tests 初试
In-depth Tests 深度测试
Compare Tests 对比测试
Compare & Analyze 类比分析

◎ FEATURES 专题

Special Feature 专题特写
Saga 传奇故事
Interview 人物专访
Brand Story 品牌特辑
Trends 钟表时尚

◎ CHRONOPHILES 表迷必读

Making a Masterpiece 图说制表
Collectors Forum 藏家论坛
Knowhow 钟表知识
AHCI 独立制表人
New Brands 表坛新军
Auctions 拍卖场
Watch Review 行业评论

《购表指南专辑》 Buying Guide Special

出版: 2011年11月25日
Publish on November 25th
发行: 35,000本
Print run 35,000
免费赠送订户
Free Distribution to Subscribers
零售价: 30元
Retail at RMB 30.00



Chronos China的主要特点

Main Characters of Chronos China

- 1, Chronos China是目前第一本由同一国际集团制作、经营的品牌钟表杂志, 而非常见的仅限于内容的版权合作。
- 2, 作为Chronos/Uhren的传统, 钟表的测试将是最重要的内容。我们按照自己的方法, 采用自己的设备测试, 并按自己的标准评分或以星号表示结果。对重要的文章, 我们自己摄制图片。
- 3, 我们拥有最具经验的专家和作者, 我们制作更多的独家深度报道。

1, Chronos China is the very first Chinese version of a brand watch magazine which is also published and managed by the same German company instead of copyright trading which is quite commune in the market..

2, As a tradition of Chronos/Uhren, products tests will be the main character of the contents for Chronos China. We test different products by applying our own standard, then we give either points or stars to show the results. For some important articles, we shoot pictures for the products instead of using press photos from companies.

3, We have more in-depth feature stories since we have gathered a lot of watch specialists and researchers, our editorial team is the most experienced in the field.

关于本地化

在2010年, 我们平均有35%的本地内容, 集中报道国内市场讯息和新闻。该比例在2011年将扩大到40%, 涉及专题、测试等各个栏目。我们将着重报道国内市场有售的产品, 这也是我们将编辑和制作安排在国内的原因, 我们的目标是成为一份真正的**中国的钟表杂志**, 而不是**中文的钟表杂志**。

About localization

In 2010, we have average 35% local content, mainly about local news and market information. This percentage will be slightly increased to 40% in 2011 since we intend to do more local content gradually. From feature stories to product tests, our focus will aim on products available on the local market. This the exact the reason why we have our editorial locally, we want to make a real **Chinese watch magazine** not a **watch magazine in Chinese**.

活动介绍 Activities Information



和《Chronos手表》一起走遍中国

《Chronos手表》每年在全国范围内主办各种规模的钟表论坛、讲座。仅2010年,《Chronos手表》在北京、上海、沈阳、大连、哈尔滨、郑州、青岛、南京、杭州、成都、重庆、长沙、昆明等地为高端客户及表迷举办讲座(不包括应钟表品牌之邀的讲座及小型表友聚会)近二十场,听众超过5,000人,合作品牌包括奔驰汽车、上海通用汽车、兰博基尼、荷兰银行等。为支持及配合本刊的热心支持者,本刊特邀了部分广告客户在讲座现场展示产品,参与和听众的交流。

Travel all over China with Chronos China

Every year, Chronos China holds a serial of watch conferences and forums all over China. In 2010, more than 5,000 high-end consumers and watch enthusiasts have attended around 20 watch conferences running by Chronos China in Beijing, Shanghai, Shenyang, Dalian, Haerbing, Zhenzhou, Qingdao, Nanjing, Hangzhou, Chengdu, Chongqing, Changsha, Kunming etc. cooperate brands including Mercedes-Benz, Shanghai General Motors, Lamborgihni, ABN AMRO etc. For better supporting and cooperating to our advertising clients, some watch brands have been invited to present their products within the conferences fields and to communicate directly with high potential customers.

广告 Advertising

Advertising Rate 广告价格

Position 位置	USD 美元	RMB 人民币
Front Cover Gatefold 封面拉页	18,000	144,000
Inside Front Cover Spread 封二跨页	16,000	128,000
Inside Front Cover 封二	10,000	80,000
Double Page Spread Preceding Editorial 编者按前跨页	14,000	112,000
Full Page Facing Editorial 编者按旁页	8,000	64,000
Full Page Facing Contents 目录旁页	7,000	56,000
Full Page Facing Masthead 版权页旁页	7,000	56,000
Inside Back Cover 封三	8,000	64,000
Outside Back Cover 封底	15,000	120,000
Regular Positions 普通版位		
	USD 美元	RMB 人民币
Double Page Spread 内页跨页	12,000	96,000
1st Rop 第一常规单页	6,600	52,800
2nd Rop 第二常规单页	6,300	50,400
Full Page 内页	6,000	48,000
Half Page 1/2内页	4,500	36,000
1/3 Page 1/3内页	3,800	30,400
Front Cover Flap 封面折条	15,000	120,000
Poster 海报插页	8,000	64,000

《购表指南专辑》广告价格同上

Technical Data 技术数据

	Bleed Size (mm)	Trimmed Size (mm)
Double Page Spread 跨页	285 X 438	275 X 428
Full Page 全页	285 X 224	275 X 214
Half Page (Vert.) 半页 (竖)	285 X 117	275 X 107
Half Page (Hor.) 半页 (横)	147 X 224	137 X 214
1/3 Page (Vert.) 1/3页 (竖)	285 X 82	275 X 72
Front Cover Flap (封面折条)	285 X 70	275 X 60
Post (海报插页)	390 X 530	380 X 520

Film positives must be accompanied by progressive proofs and digital files as backup.
菲林正片必须伴有单色打样和数码文件以备用。

Screen Ruling: 200 lines /inch.

网线: 200线/英寸

广告 Advertising

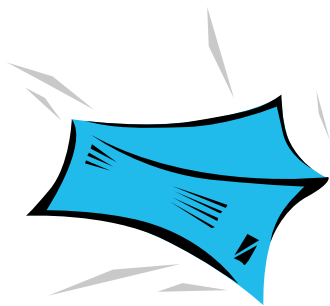
Regular Issues 常规期刊 Time Schedule 出版时间表

Issue of the year	Publish Date	Advertising Deadline
No.1, SIHH Preview	February 15	January 15
No.2, Basel Preview & SIHH Review	April 15	March 15
No.3, Basel Review	June 15	May 15
No.4, Sports Watch Special	August 15	July 15
No.5, Compare & Confront	October 15	September 15
No.6, Final Issue	December 15	November 15



Annual Buying Guide Special 年度特别增刊 Time Schedule 出版时间表

	Publish Date	Advertising Deadline
Buying Guide Special	November 25	October 25



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英雄所见 Great Minds think alike

自从2005年创刊以来,《Chronos手表》深得钟表行业中众多主流品牌的鼎力支持,验证了这样一句古今中外共有的谚语:英雄所见略同。在此特别感谢这些和我们携手共进的品牌!

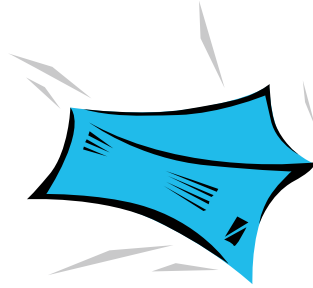
Since we launched Chronos China in 2005, we are so proud to have many important brands supporting us from very beginning, showing exactly the implied meaning of the proverb: **Great minds think alike**. Here we present our sincere gratitude to these brands which have devoted into the development of Chronos China.

以下按品牌首字母顺序排列:



英雄所见略同
Great minds think alike
Les grands esprits se rencontrent.

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