
The Magazine of Timeless Masterpiece

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Chronos

Prestige, authority, beyond ultimate timepieces

Chronos Korea is a high-end magazine that offers a new type of authority and prestige to people who pursue a luxurious life with a highly sophisticated taste.

Chronos Korea goes beyond the value of 'watches', a mechanical luxury, but offers diverse forms of 'time' and 'space' lived by our top-notch readers, while presenting a new vision as a specialized magazine.

In addition to its in-depth critiques and commentaries of international reputation, Chronos Korea clearly captures the value, authority and artistry of 'the highest quality watches' in its inspiring photos, thus defining a true meaning of prestige to our top class readers who want differentiated information.

Chronos Korea, with its unique selection of products, offers a new perspective on a prestige lifestyle by introducing the highest-end luxury accessories and trends that suit truly 'high-end watches'.

World renowned luxurious watch magazine 'Chronos'

'Chronos' is perched on top of the echelon of world-class watch magazines. Chronos specializes in the world's top quality wristwatches in particular out of all different kinds of watches. If compared to automobile magazines, it can be viewed as a global license magazine which covers world best luxury cars and super cars such as Bentley, Lamborghini and the likes. Chronos takes up an unrivalled place in the field of luxury watches. Chronos is a magazine of the prestige and fame that match the brand status.

Chronos, which brings us extensive expert knowledge and the latest trends about watches, was first launched in Germany and widely loved across the world, as it is distributed globally in various languages in countries like the United States, Japan, Russia and China. Especially Chronos Japan and WatchTime, the U.S. edition, are hailed as world class watch specialist magazines not only by watch zealots who are indulged in watches but among the most sophisticated readers as well. Chronos' penetrating columns on changes and trends playing out in the global market, complete with inspiring stories on timepieces and top quality photos, are making it to be among the most competitive media in the world. Now this irresistible appeal of Chronos has travelled halfway around the world and landed in Korea. Chronos Korea which will be first published here in Korea in March 2009 will carry on the established name of Chronos, creating a mechanical luxury culture centered on watches and thus positioning itself as a new standard-bearer for specialized luxury magazines.

Chronos embraces the value of sensibility

Chronos boasts a sharp and poignant tone and perspective in its analytical stories on watches that is attributable to its German background. But it is not just technical dissections that can fully account for the value of a timepiece. Instead, greater importance is placed on the combination of a 'human' value that is behind technology development and the 'sensibility' of users who are ready to embrace cutting-edge innovations.

Chronos will become a magazine which talks about a 'culture', not products, by which we mean a new 'luxury' we have never experienced before. Chronos is seeking to capture the essence of the mechanical luxury. At the center of it lie human beings.

Ebner Velag, German media group pursuing prestigious magazine



Ebner Velag, German media group pursuing prestigious magazine

Ebner Velag which publishes Chronos is a German media group with 250 years-long history.

A secret to its long heritage is its 'craftmanship' geared towards a variety of publications related to its specialty areas.

Ranging in coverage from watches to jewelry, musical instruments, glasses, printing, and a wide array of professional sport equipment, about 200 magazines and publications held by Ebner Velag are all at the top of each industry with their highest level expertise and professionalism. To this end, Ebner Velag has a specialized editorial team in various cities of Germany which edit and market a publication to fit the unique characteristics of each sector and region. Besides its headquarters in Germany, Chronos has an affiliated unit in Switzerland, a mecca for timepieces, which delivers live and up-to-date information on watches to the head office.

Ebner Velag has the ultimate expertise in the field of watches and jewelry

The philosophy of Ebner Velag publications is quite remarkable in the field of luxury watches, an 'epitome of mechanical arts'. The watch unit of the group is highly segmented, as evidenced in a string of specialized watch publications like Chronos, a luxury watch magazine, UHREN Magazine, which is a general watch magazine, My Time, a women's watch magazine, Klassik Uhren, an antique watch magazine, Schmuck Magazine, which is a jewelry magazine, on top of numerous independent editions on watches and jewelry, catapulting their status high above all other average magazines in the category.



Worldwide magazine Chronos

Since launched in Germany in 1991, Chronos is currently published in 6 countries, the US, Japan, Russia, China and Poland, and its home country Germany, and is a world's most prestigious luxury watch magazine.

Chronos Germany _ original version

A team of professional editorial staff and critics led by editor-in-chief Rudiger Bucher, a noted watch critic and journalist, numerically score points on each and every item such as mechanical sophistication, wearing feel, innovation, durability and design in quite a comprehensive report, and let people know the true value of high-end watches.

Particularly a 'comparison test' of competition models which stirs a hot debate in the industry as well as among readers is considered highly reliable, as the approach offers an accurate gauge as to which product is better than which in each evaluation category.

The prestige and authority enjoyed by Chronos do not come from precise evaluations only. Further reinforcing its status as No. one is up-to-date information on the latest trends, new products, companies and manufacturers transferred from Switzerland, combined with rich contents created on the basis of a vast database built up over a long time.



Chronos US _ 'Watch Time'

WatchTime, Chronos the US edition, in which Ebner group of Germany directly invested, enjoys just as much fame as its German counterpart. The prestige WatchTime enjoys in the US market, the world's largest luxury watch market, is unparalleled. Among the features worth noting are accurate evaluations and trends, along with an exquisite collection of glamorous photos that make watches stand out. The contents are sometimes described to be richer and more diverse than the original German edition. It is widely accepted here in Korea as well, as illustrated in the facts that several local watch clubs like to cite quotations from WatchTime articles and translations are made available online the moment the latest edition is released.



Chronos Japan

As the subtitle 'mechanical majesty' suggests, Chronos Japan projects awe and wonder toward precision mechanism. As it is published in Japan, a haven of specialized magazines, it even exceeds its parent German edition in terms of its offerings as diverse as seen in the range going from its own accurate test reports to hot model rankings of Japan to brand stories all set in clear-cut design layout with noticeable white space being a big part in itself. With watches going along with other accessories and cars, it is expected to grow to be an all-encompassing luxury lifestyle magazine. To the extent that Chronos Japan is a general luxury magazine not limited to watches, it has a wide array of luxury brand ads on display other than just those of watches, appealing not only to watch lovers but to other readers who like high end products.



Chronos China

In China as well where the growth of nouveau riches is quite remarkable, Chronos is gaining quite a strong recognition. As Chinese people bestow special significance upon time, ultra upper class of China now have keen interest in what kind of value is going to be put around their wrists. Chronos China which features the best information on their most coveted value is one of the fastest growing in the world.



The Magazine of Timeless Masterpiece

Chronos *Korea*

*Chronos Korea covers best items and
the quality culture that people of the upper class
can luxuriate in, that represents their social status.*

*In March 2009,
Chronos Korea sets a new standard for
professional luxury magazines.*

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Chronos



time is memorable

WATCH TESTS

Panerai Luminor 10 Days GMT and a Trio of Regulators

ROBERT PARKER

The Wine Guru on Watches

PILOTS' WATCHES

Breitling, IWC, Chronoswiss and Eight More in Aerial Combat

+PLUS

Inside the Historic *Manufacture*

CLASH OF CLASSICS : PATEK PHILPPE VS. LANGE

01



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01



Contents

Watch-mechanical luxury

It highlights the essence of a mechanical art based on world class evaluation reports, brand stories, and authentic data. It also boasts its collection of detailed and highly sensuous photos.

Special theme Articles threaded around a special theme that only Chronos can offer

Cover story A peek under the cover, introducing products on the cover

Heritage Brand stories derived from heritage and reputation

The Chronos report Top quality product evaluation reports which is unique to Chronos

Competition test A comparison test of competition models

Inspiration High quality collection of photos that captures a subtle fantasy, a signature Chronos feature

Masters Works of Art by masters in Chronos

Line-up The line-up of collections by theme





The Little Engine That Could

Spirit of the Diamond Ball

Watch of the Year

Technical Specifications:

- Reference: 2430
- Case: 42 mm stainless steel
- Movement: Automatic, 28,800 vph
- Water Resistance: 120 meters
- Strap: Alligator



C+LINE

Watch of the Year

Technical Specifications:

- Reference: 2430
- Case: 42 mm stainless steel
- Movement: Automatic, 28,800 vph
- Water Resistance: 120 meters
- Strap: Alligator

Basel

Spirit of the Diamond Ball

Watch of the Year

Technical Specifications:

- Reference: 2430
- Case: 42 mm stainless steel
- Movement: Automatic, 28,800 vph
- Water Resistance: 120 meters
- Strap: Alligator



Watch of the Year

Technical Specifications:

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A Legend Takes Off

Watch of the Year

Technical Specifications:

- Reference: 2430
- Case: 42 mm stainless steel
- Movement: Automatic, 28,800 vph
- Water Resistance: 120 meters
- Strap: Alligator

The grand is not over yet, Tag Heuer

Spirit of the Diamond Ball

Watch of the Year

Technical Specifications:

- Reference: 2430
- Case: 42 mm stainless steel
- Movement: Automatic, 28,800 vph
- Water Resistance: 120 meters
- Strap: Alligator



Birth of an Icon

Watch of the Year

Technical Specifications:

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Watch of the Year

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Fashion/Style

The section offers luxurious fashion and coordination choices complete with inspiring photos and a global perspective for our top class readers.

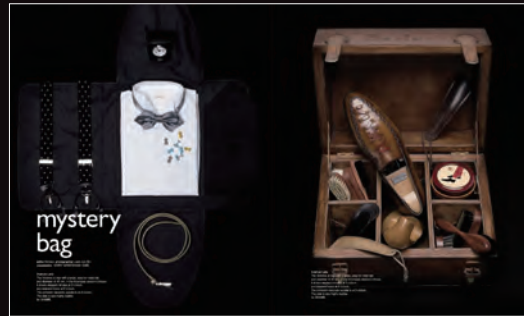
Style & details Styling mostly with small items like bags, shoes and accessories

Classic Orthodox fashion and style rules, traditional brands

Key words Style tips based on key words

Watch & fashion Watch wearing techniques that go along with different situations

Face Beauty techniques



Jewelry

Jewelry and fashion items that complete class and fashion are introduced, thereby suggesting a luxury style in its genuine meaning.

Precious collection Essence of reserved elegance that makes enchanting moments truly memorable, and precious collections unfolding by brand

Dazzling times Jewelry watch collections which are both elegant and glamorous

Fine jewelry Finest jewelry captured in a sophisticated photo collection

Dress up style Men's jewelry that add to sexiness and elegance for men

Fancy Fancy high-end jewelry



Life Style

The section offers a high class lifestyle that set this magazine apart from other existing magazines by introducing high-end automobiles, audio sets, antiques, luxury resorts and a most luxurious cultural life.

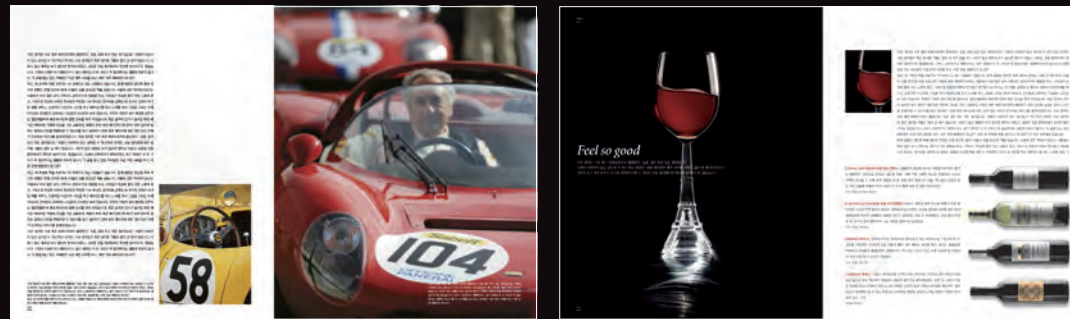
Motors Values of high end/luxury cars and latest motor information

HiFi style & electronics High end audio and high-tech electronic appliances

Hot stuff Hot stuff which satisfy trend leaders

Unique travel Hotels, travel information, cruise, yacht, train travels

Wine & gourmet Introduction of signal wine and wine column, introduction of membership clubs and restaurants



Features

It is not the information that is available to everyone, but is differentiated information about high class cultures, art, current affairs, and education, thus helping develop a sophisticated taste which suits a top class status.

People Interviews with high profile people

Scenes People interviews with focus on space

Culture view News on art & culture including books, dances, classical music and performances

Place Galleries, show rooms, shops, overseas places introducing famous architectures and spaces

Issues Economic, current affairs-related and other social issues



Marketing Strategy

Chronos Korea endeavors diverse innovative marketing targeting top class readers

Chronos Korea will provide readers a chance to experience a well-structured marketing strategy about a variety of high-end products including watches.

With abundant knowledge as to who its readers are, the marketing of Chronos Korea will join hands with the best brands in its continuing quest to identify their readers' living environment, life, values, shopping pattern, leisure and behavioral patterns.

It moves beyond a simple act of promotion toward a marketing campaign based on a product & brand strategy, content strategy, ad strategy, and sales & distribution strategy that are supported by the correctly studied behavioral patterns of the readers.

This type of marketing and distribution strategy will enable us to conduct the most effective campaign to the utmost benefit of advertisers as well as readers.

The campaign jointly conducted by Chronos Korea and brands will go beyond a simple promotion or product sponsorship, but is more of a joint operation that both sides execute together throughout the full cycle of precise target and demand forecasting, detailed scenario development, and accurate results tracking & reporting, which will certainly contribute to enhancing brand satisfaction greatly. Furthermore, this sort of an effective campaign will also allow working-level staff responsible for managing brands to create a results report easily.

Chronos Korea is not poised to adopt a mass marketing but to adopt a pinpoint marketing in which we go after a target readers group, guiding them with a clear sense of goal, and still we want to be loved by experts and the general public as well.

The readers of Chronos Korea will soon be known to be a world class specialized group of opinion leaders never found in any other media so far.

Why don't you turn the top notch readers of Chronos Korea into your customers with your own VVIP business?

Distribution

*Where the leaders of Korea stands,
there is Chronos Korea*

Chronos Korea is not a mass media seeking to build a broad readership base.

*Readers of Chronos Korea are the ones who know the 'value and class of genuine watches'
out of the opinion leaders of our society, but who mostly have never experienced
a mass media which is readily accessible to all of us.*

*Chronos Korea will be the one and only magazine for them who are not familiar to those mass media publications.
They also have a refined consumption mindset which compels them to purchase a product
of genuine value without hesitating a moment.*

*For our most valuable readers, Chronos Korea will conduct a targeted distribution in a very careful and accurate fashion.
First of all, a thorough analysis will be carried out to identify target models and the magazine
will be distributed along the exact living and behavioural patterns of these target models.*

*The magazine will not be tossed at places where there might or might not be our readers,
but instead sales and distribution will be executed to target those who was precisely predicted to be our
readers to make sure that the selected readers can access Chronos Korea without feeling any bitterness.*

*If you are already a VVIP, you don't have to worry about
where you can find Chronos Korea. If you can find and read Chronos Korea, that is a testament to the fact that you are a VVIP.
For an exposure to young generation who enjoy a luxury life and fashion-conscious people,
sales at average book store will also be available in parallel, which is expected to bring about handsome amount of sales.*

Distribution channel

DB & SALES :
Distributed through high profile figures,
Sigongsa, a publishing house,
and allied companies's DB Average
bookstore sales/
paid subscription membership

<i>Living Spaces</i>	<i>Upscale residential districts in Southern Han River of Seoul (ultra luxurious villas and residential & commercial complex buildings) Major hotel fitness centers/ luxurious membership fitness centers in Southern Han River</i>
<i>Occupational Spaces</i>	<i>Doctors' associations /practitioners' associations/ lawyers' associations/ patent attorneys' associations / All kinds of academic institutions and organizations /other professional trade associations & interest groups and social networking groups/ larger pharmaceutical firms</i>
<i>Hobby / Travel Spaces</i>	<i>Yacht & boat clubs/ key golf courses/ airlines /top class esthetic shop / auction</i>
<i>Shopping Spaces</i>	<i>Dealer shops specialized in watches and jewelry/ targeted marketing actively leveraging DB of watch and jewelry dealers / Operation of Chronos clubs aimed at dealer shops/ duty free shops and department stores / luxury MD / premium import vehicles</i>
<i>Financial Spaces</i>	<i>Financial Spaces</i>

Special Event



2009, Jan. participation in SIHH

2009 January preparatory launching issue of Chronos Korea will be invited to and unveiled at SIHH(Salon International de la Haute Horlogerie Geneve), a Private/Luxury watch exhibition, where an exclusive group of 18 high-end watch brands put their products on display, so buyers from these brands only are invited, not open to the general public.



Launch of the first edition at BaselWorld in March, 2009

A separate booth will be assigned to us, allowing us to launch the first edition of Chronos Korea in front of all major players in the global watch industry at the BaselWorld (International Watch and Jewelry Show), the world's top watch/jewelry exhibition, where approximately 2000 brands take part.



2009, Sep. Watch and Jewelry Show Korea scheduled

Korea is not immune to keen interest in high-end watches that is raging on worldwide. Chronos Korea is scheduled to hold a watch/jewelry exhibition of its genuine meaning in Korea by leveraging Chronos' global network to give a chance not only to VIPs but also to the general public to experience the true value of high-end timepieces and jewelry. Sigongsa Co. proudly states that it is well-equipped to host a luxury watch fair, as it has best knowhow in successfully organizing 'Home and Table Deco Fair' and various other design fairs over the years under the auspices of <Casa Living>, a high class living magazine. 'Watch and Jewelry Show Korea' will be the first and best of its kind in Korea whose collection to be displayed encompasses from watches/jewelry to luxury wedding gift sets.

overview <Watch and Jewelry Show Korea>_plan

Timing : 2009, Sep. 24~27

Venue : Sheraton Walkerhill Hotel Aston House

Participating companies : approx. 40 companies

Detailed schedule : 24th (media), 25th (VIP), 26~27th (regular paid audience)

Overview Chronos Korea

<i>Title</i>	<i>Chronos Korea</i>
<i>Publication Frequency</i>	<i>Bimonthly / 6 times a year</i>
<i>Launching edition</i>	<i>Mar. Apr. issue of 2009</i>
<i>Size</i>	<i>5×7 (230×300mm)</i>
<i>Number of Issue</i>	<i>36,000 copies(first issue 50,000 copies)</i>
<i>Page composition</i>	<i>Articles 200pages, advertisements 50pages(Total approx. 250pages)</i>
<i>Paper</i>	<i>art paper 120g</i>
<i>Printing type</i>	<i>All color/partial coating 5colors</i>
<i>Printing company</i>	<i>AP Korea</i>
<i>Article Deadline</i>	<i>15th of even number months</i>
<i>Advertising Deadline</i>	<i>20th of even number months</i>
<i>Price</i>	<i>15,000 won per issue</i>
<i>Publisher</i>	<i>Jae-kuk Jun</i>
<i>Publishing house</i>	<i>Sigongsa Co.</i>

Overseas Chronos

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AD Rates and Contact

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5 th double pages spread BTOC	₩	9,000,000
6 th double pages spread BTOC	₩	8,000,000
7 th double pages spread BTOC	₩	7,000,000
single page facing TOC	₩	8,000,000
single page facing masthead	₩	6,000,000
single page facing column	₩	4,000,000

Premium position

front cover	₩	30,000,000
back cover	₩	30,000,000
inside back cover	₩	8,000,000
gate folder	₩	25,000,000

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Chronos Korea 2009 Media Kit

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