

WatchTime MEDIA INFORMATION 2012

EFFECTIVE JANUARY 2012 – RATE CARD NO. 13

The image is a collage showcasing WatchTime's multi-platform presence. On the left, a smartphone displays the 'WatchTime BUYER'S GUIDE' app. In the center, a tablet shows the 'WatchTime October 2011' website with a large watch image. To the right, a magazine cover for 'WatchTime' features the headline '40 NEW WATCHES FROM BASELWORLD' and lists 'TESTS & REVIEWS' for various models like the Zenith Captain Grande, Date Moonphase, Cartier Calibre de Cartier, and Ulysse Nardin's Watch Masterminds. A large, detailed image of a Patek Philippe watch is overlaid on the magazine. In the background, another magazine cover for 'WatchTime SPECIAL EDITION BUYER'S GUIDE 2011' is visible, along with a grid of various watch models. At the bottom right, a tablet displays a 'WatchTime' article about Omega watch design.

CIRCULATION/DISTRIBUTION AD RATES/ON-SALE DATES DIMENSIONS & SPECS IPAD EDITION BUYER'S GUIDE WEB SITE/NEWSLETTER CONTACT



About WatchTime Magazine:

America's No. 1 watch magazine is now the leader in both traditional and new media. *WatchTime* carries your message to watch collectors and aficionados through its powerful, expanded multi-media network. Now in its 12th year, *WatchTime* magazine is the flagship of the *WatchTime* franchise. *WatchTime's* independent, critical writing and reporting, best exemplified in its in-depth watch tests and analytical articles, have made it America's best-selling watch magazine.

End of November a Kindle Fire version will be available as well.

Circulation and Distribution

WatchTime is distributed mainly throughout the United States with a special focus on all major U.S. metro areas and major Canadian cities.

Since its launch in 1999 *WatchTime* has constantly expanded its distribution to high-end newsstands in airport terminals, commuter terminals, office buildings, and book stores, to provide the best and broadest exposure within the watch magazine segment. *WatchTime* is the best selling watch magazine in Barnes & Noble (see the Barnes & Noble ranking info of watch magazines in the right-hand column on this page). It is also the only watch magazine distributed through some of the biggest national wholesalers such as Paradies and HMS Host who operate a large number of newsstands in airport terminals across the U.S.A.

In addition to newsstands, *WatchTime* is distributed through leading jewelers and retailers with exclusive co-marketing agree-

ments and through targeted mailings to affluent consumers, i.e. the Fortune 500 list, the National Equestrian Federation list, the Art World list, exclusive hotels and clubs etc.

iPad:

WatchTime is the world's first watch magazine to offer an iPad version. Sold through the iTunes store, it consists of the full print edition that is embedded with enhancements like videos, audio files, Web links, photo galleries, archive content and original iPad-only articles not included in the print edition. *WatchTime's* iPad application will add a digitalized segment to *WatchTime's* circulation and allow for a new audience to discover the magazine. This technology broadens readership by offering an innovative magazine experience. For more details go to the [WatchTime iPad edition page](#).

Circulation Breakdown:

PRINT:

Subscriptions:

U.S.A.	16,100
Canada/Mexico	1,550
Foreign	3,100
Total subscriptions:	20,750

Newsstand

U.S. retail jewelers	2,500
Targeted mailings to affluent consumers, exclusive hotels and clubs etc.	2,100
Miscellaneous	1,350
Total (print version)	49,600

DIGITAL:

iPad edition (downloads)	1,450
Total Distribution (print + digital)	51,050

Barnes & Noble: WatchTime is #1

More watch collectors and aficionados read *WatchTime* than any other watch magazine.

Barnes & Noble sales data confirms that *WatchTime* is by far the leading watch magazine in the United States. Barnes & Noble are the best source since they are America's top seller of magazines:

* Of the 12 watch magazine titles sold in B&N, *WatchTime* ranks #1 in sales by a wide margin.

* Of the 166 magazines sold in what B&N calls the Lifestyle category, *WatchTime* ranks #10. No other watch magazine is in the Top 20.

* Of the 5,000-plus magazines sold in B&N, *WatchTime* ranks #442, putting it in the top 8% of all magazines sold in B&N. No other watch magazine ranks in the Top 800.

The Barnes & Noble data is indisputable: *WatchTime* is America's most read, most respected, and best-selling watch magazine. If you want to reach America's most avid watch enthusiasts, the best way is through the *WatchTime* media network.

Advertising Rates (includes Print & iPad Edition)

All prices in US-Dollars

Frequency

	1x	3x	6x	9x	12x
Full Page	\$6,562.00	\$6,142.00	\$5,764.00	\$5,512.00	\$5,355.00
1/2 Page	\$4,042.00	\$3,675.00	\$3,454.00	\$3,255.00	\$3,294.00
1/3 Page	\$2,992.00	\$2,782.00	\$2,625.00	\$2,527.00	\$2,404.00
Spread	\$13,125.00	\$12,285.00	\$11,529.00	\$11,025.00	\$10,710.00

Cover Pages:

2nd Cover \$8,856.00

3rd Cover \$7,236.00

4th Cover \$10,152.00

Special Positions: Editor's Letter, Table of Contents pages, Reader's Forum, WatchTalk 10% Premium

Bleed: No extra charge

Inserts: Full-page inserts, cards, booklets, gatefolds - rate on request.

General Information

Frequency	Bi-monthly
Single Copy Price	\$7.95
Subscription Price	\$39.97 (6 issues)

Discounts and Commission

- »» Discounts apply to space run within one year of first insertion.
- »» Commission to recognized advertising agencies: 15%
- »» Net 30 Days

Closing and On-Sale Dates Published bi-monthly.

Cover Date	Ad Close	Material Due	On-Sale	Editorial Focus / Special Distribution
Jan-Feb 2012	11/21/11	11/28/11	01/05/12	SIHH 2012, Geneva
March-April 2012	01/16/12	01/23/12	03/05/12	Baselworld 2012, Basel
May-June 2012	03/22/12	03/29/12	05/04/12	JCK 2012, Las Vegas
July-August 2012	05/23/12	05/03/12	07/05/12	Watch Trends 2012
Sep-Oct 2012	07/16/12	07/26/12	09/04/12	The Design Issue
Nov-Dec 2012	09/20/12	10/15/12	11/05/12	The Holiday Issue, Special Section Sports Watches
Jan-Feb 2013	11/20/12	11/27/12	01/04/13	SIHH 2013, Geneva

Your Advertising Contact

Sara Orlando
Advertising Director

WatchTime Magazine
274 Madison Avenue, Suite 705
New York, NY 10016
Tel.: (646) 742-0740
Fax: (646) 742-0748
e-mail: sorlando@watchtime.com

Dimensions based on publication trim size: 9" x 10-7/8" (230mm x 276mm)

Standard Units	Non - Bleed Inch	Non - Bleed mm	Bleed Inch	Bleed mm
Spread			18" x 10-7/8"	460mm x 276mm
Full Page	8-1/2" x 10-3/8"	216mm x 264mm	9" x 10-7/8"	230mm x 276mm
1/2 Page Horizontal	8-1/2" x 5-3/16"	216mm x 132mm	9" x 5-7/16"	230mm x 138mm
1/2 Page Vertical	4" x 10-3/8"	102mm x 264mm	4-1/2" x 10-7/8"	114mm x 276mm
1/3 Page Horizontal	8-1/2" x 3-3/8"	216mm x 86 mm	9" x 3-5/8"	230mm x 92mm
1/3 Page Vertical	2-1/2" x 10-3/8"	64mm x 264 mm	3" x 10-7/8"	76mm x 276mm

The above mentioned dimensions are trim sizes. Please allow for additional 1/8" (3mm) bleed on all margins and keep all copy and images 1/4" (6mm) from trim/crop marks. **Please see next page kit for detailed information on bleed ad dimensions.**

Special advertisement formats such as gatefolds, tip-on postcards, inserts, etc. available on request.

Production Requirements

A Mechanical Specification

Publication Trim Size:

9" x 10-7/8" 230mm x 276mm

B Mechanical Requirements

Printing Process: Web Offset
Binding Process: Perfect Bound

Material Instructions:

All advertising must be submitted as a high resolution PDF (PDF/X-1a)!

- All fonts must be embedded or, if Illustrator, Free-hand or Photoshop are used, please convert the type to paths/outlines.
- All images must be included when the PDF/X-1a file is saved. Images must be CMYK; minimum resolution 300 dpi (350 dpi recommended); PDF,

tiff or eps are preferred (no RGB or jpeg!). Images must not contain extra channels or transfer curves or compression.

- All required image trapping must be included in the file.
- We cannot accept spot colors.
- Data carrier: CD-ROM, DVD

Information on PDFs can be found at www.ddap.org or www.pdf-x.com.

Proof Specifications:

Every ad must have a contract proof (SWOP certified) and 2 color content (laser) proofs, 100% to size, which are an identical match to the furnished file. All contract proofs must be made according to SWOP standards and must contain color control bars in order to be considered an acceptable SWOP proof. Proofs

that do not meet SWOP criteria will not be used for color guidance. See www.swop.org certification section for SWOP certified proofs. SWOP standards apply for both inks and proofing stock. *WatchTime Magazine* cannot be responsible for any color or positioning variation if above is not adhered to.

Note: Since out-of-specification material could negatively impact the quality of reproduction, all advertising material furnished out-of-specifications will result in an additional charge of \$150.00.

C Materials

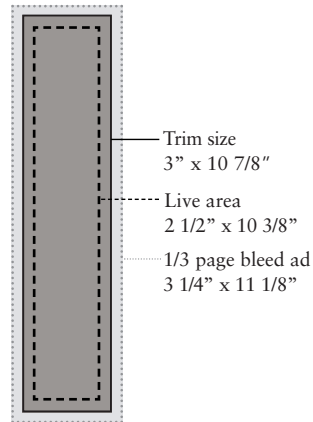
Material will be retained by the publisher for one year, unless return is specially requested. Publisher is not responsible for keeping material beyond one year.

WatchTime Magazine

1/3 page advertisement

- Trim size: 3" x 10 7/8"
(76mm x 276mm)
- - - - Live area: 2 1/2" x 10 3/8"
(64mm x 264mm)
- 1/3 page bleed ad:
3 1/4" x 11 1/8"
(82mm x 282mm)

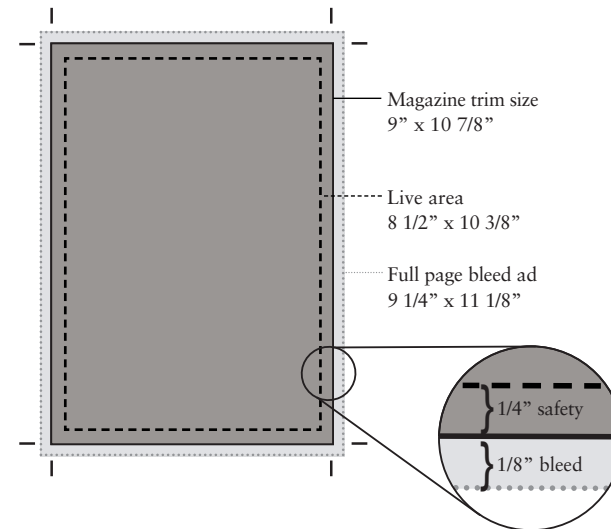
Keep all copy and images within live area, i.e. 1/4" (6mm) from trim size (safety). Allow for 1/8" (3mm) bleed on all margins.



Full page advertisement

- Magazine trim size: 9" x 10 7/8"
(230mm x 276mm)
- - - - Live area: 8 1/2" x 10 3/8"
(216mm x 260mm)
- Full page bleed ad: 9 1/4" x 11 1/8"
(236mm x 282mm)

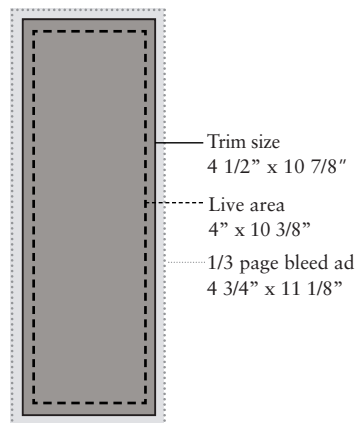
Keep all copy and images within live area, i.e. 1/4" (6mm) from magazine trim size (safety). Allow for 1/8" (3mm) bleed on all margins.



1/2 page advertisement

- Trim size: 4 1/2" x 10 7/8"
(114mm x 276mm)
- - - - Live area: 4" x 10 3/8"
(102mm x 264mm)
- 1/2 page bleed ad:
4 3/4" x 11 1/8"
(120mm x 282mm)

Keep all copy and images within live area, i.e. 1/4" (6mm) from trim size (safety). Allow for 1/8" (3mm) bleed on all margins.



WatchTime Magazine

iPad Edition

WatchTime is the world's first watch magazine to offer an iPad edition. Sold through the iTunes App Store, it consists of the full print edition expanded and improved with numerous embedded enhancements including videos, photo galleries, audio files, bonus articles, archive material, and Web links.

WatchTime takes full advantage of iPad technology to present a compelling experience that offers advertisers unsurpassed opportunities to tell their story interactively. **The graphic on the right illustrates available advertising enhancements.**

A recent Conde Nast study, and feedback from our subscribers, confirm that readers are much more engaged when viewing magazines on the iPad, and iPad owners are a desirable, upscale demographic.

Use these links to view our short iPad demonstration video.

Windows Media:

http://www.watchtime.com/video/ipad_ad_win.wmv

Apple QuickTime:

http://www.watchtime.com/video/ipad_ad_mov.mov

Please note again that your advertising must appear in WatchTime's print version to be in the iPad version.

Your Advertising Contact

Sara Orlando

Advertising Director

e-mail: sorlando@watchtime.com



Touching the camera icon opens your image gallery, presenting several images, each of which can be enlarged to full screen. Galleries can display different models, highlight special features, and otherwise accentuate your key marketing points.

Touching the "play" button launches your video, which can be viewed within the ad, or enlarged to full screen with a single touch. The iPad's beautiful display is the perfect medium for presenting your video to watch enthusiasts.

Web links let readers explore any online destination. Take them to your Web site or your Facebook page, to iTunes to download your latest app, or to visit an authorized agent's Web site.

WatchTime Special Edition

Buyer's Guide 2012

WatchTime's comprehensive buyer's guide will feature over 1,000 wristwatches, their individual specifications, variations and suggested US retail prices. What makes WatchTime's buyer's guide unique is that it will be organized by price, with watches listed in one of 12 categories:

- | | |
|--------------------|--------------------|
| 1) over \$50,000; | 2) up to \$50,000; |
| 3) up to \$40,000; | 4) up to \$30,000; |
| 5) up to \$20,000; | 6) up to \$10,000; |
| 7) up to \$5,000; | 8) up to \$4,000; |
| 9) up to \$3,000; | 10) up to \$2,000; |
| 11) up to \$1,000; | 12) up to \$500 |

This format enables the readers to comparison-shop and serves as a widely used reference source for watch buyers throughout the year. Distributed through newsstands, major bookstores, select jewelers and to WatchTime subscribers.

Publication date: November 16, 2012
Ad close date: October 12, 2012
Material due date: October 26, 2012
Circulation: 40,900

Advertising Rates:

		Cover Pages:	
Full page	\$6,526	Cover 2	\$8,856
Spread	\$13,052	Cover 3	\$7,236
		Cover 4	\$10,152

Please see separate sheet with detailed information on the specific Buyer's Guide ad dimensions.

*Exclusive positions available opposite each category introductory page on first come-first served basis.

Please note the larger format of the Buyer's Guide!

Trim size: 9" x 11 7/8".
(230mm x 302mm B x H)
(full page 4c, bleed): plus 1/8"(3mm) trim on the margins



Web Site/Newsletter

WatchTime.com

Home | Register | Watch Database | Subscriptions | Post Archive | WT Events | Reference Center | Books & DVDs | For Advertisers | About Us | Contact

Featured Article: **WatchTime makes a great gift!** Click here for a subscription today!

IPad Edition now in the App Store: **video - photo gallery - and more**

OCTOBER ISSUE ON SALE NOW!

Subscribe or renew your subscription to WatchTime and receive a **FREE WatchTime CALIBER GUIDE**

NEW FREE ARTICLE! Sign up for our Update newsletter and receive a **FREE** in-depth 12-page WatchTime profile of Breitling! **Not available anywhere else!**

October App Now Available!

Tested: New Omega Planet Ocean and Breitling Navitimer 01 with in-house movements.

Head to head: Zenith El Primero New Chronograph v. GD Senator

WEB SITE

WatchTime's Web site reaches everyone from high-end collectors to consumers seeking information about watches. The site's daily updates feature new products and industry news that keep people coming back. The site's resources include a unique Watch Database with information about more than 21,000 watches, plus a searchable print archive, a watch glossary and pronunciation guide, and an industry calendar. Editorial includes regular watch quizzes and feature articles created exclusively for the Web by WatchTime's highly-regarded editors. WatchTime's rapidly-expanding Web site receives more than 90,000 visits per month.

- Standard 468 x 60 Banner
- Skyscraper 160 x 600 Banner
- Super Header 980 x 100 Banner
- Super Scraper 300 x 1,000 Banner
- Video or Slideshow

For details about advertising or other promotional opportunities on the WatchTime Web site or in the WatchTime newsletter contact Sara Orlando (sorlando@watchtime.com).

E - NEWSLETTER

WatchTime Update is our fast-growing, monthly electronic newsletter. Launched in early 2010, Update has already attracted over 10,000 subscribers. Update offers a stylish, graphically-rich look along with feature articles and product news created exclusively for the newsletter. The "Diversions" section offers exclusive luxury-oriented articles on a range of subjects. Update also highlights WatchTime's best online features. WatchTime actively promotes Update, for example offering free, exclusive feature articles to new subscribers.

WatchTime update No. 04-13

Welcome!

In this issue of WatchTime Update we bring you the following trivia and top stories, including a photo and video high-heel to Vacheron Constantin, a profile of Lyman Harder's new CEO Patrick Hoffmann, and a look at the first two triennial Basel/Geneva 2011 events in Chicago and Miami with more than 30 images. We'll look inside WatchTime's new October issue. Our quizzes focus on all under-the-dial tech check and the arcane Roles and Rakek Philippe digital reference language. Also show looks at a famous figure from history who almost became a watchmaker.

WatchTime's October Issue is Out Now!

WatchTime's October issue includes our best of Omega's new Planet Ocean. Filled with the brand's 50 in-house chronograph movements. Does it look or taste?

We also examine Breitling's new Navitimer 01 with its iconic BRN movement, and the S&W E201 7.

Some of Omega's vintage-inspired chronographs go head to head: Zenith's El Primero New Vintage 1969 and Omega's Originals Senator 3000s. Which one comes out on top?

We profile Aurel Baci, the top auctioneer at the world's biggest watch auction house, and we look at more than 20 chronically simple watches. Plus much more!

Look for WatchTime at Barnes & Noble, Hudson News, and other fine book and magazine retailers.

WatchTime - the #1 selling watch magazine in the United States, per Barnes & Noble sales figures.

Trivia Time

Germany and Austria were the first European countries to adopt daylight savings time. At 11:00 p.m. on April 30, 1916, they advanced their clocks by one hour, and the following October, Britain followed three weeks later, on May 21. The U.S. first tried daylight savings time in 1918, but dropped it after two years. Except for a federal mandate during World War II, DST was optional among the states until the Uniform Time Act was adopted in 1966, after which state legislatures had to vote to opt out if they so chose.

Prior to 1995, the International Date Line split the country of Kiribati. The result was that the eastern part of Kiribati was a whole day and two hours behind the western part of the country where its capital is located. In 1995 Kiribati decided to move the International Date Line far to the east which placed the entire country into the same day.

A watch that ticked at 20,000 vph will tick over 1 billion times in four years. (It ticks per second = 250,485,488 ticks per year).

Señor Thomas set up his clockmaking business in 1833 in Plymouth, Connecticut. The town name was changed to Thomaston in 1879 in his honor. The company made the famous clock at Grand Central Station in New York City.

Inside Basel/Geneva: Only Four Shows Left, Tickets Going Fast. Secure Your Place Now!

Only four shows remain on the BIG 2011 schedule and one is already sold out. Tickets are still available for Philadelphia on 9/22, San Francisco on 10/4, and Los Angeles on 10/6. The New York City show on 9/27 is sold out, with waiting list only still available.

Each show starts with an extended watch fair with as many as 22 brands displaying their latest creations. We have more than twice as many brands as last year - you simply cannot see this collection of watches any where else!

Following the Fair, guests adjourn to dinner, during which noted collector Jeff Kingdon presents the highlights from this year's Swiss shows. Covering more than 40 brands, this year's presentation includes 19 videos, many with behind the scenes footage shot at the manufacturers.

Inside Basel/Geneva is a unique and exciting night that is not to be missed.

Click here for more information and to reserve your spot!

WatchTime's all new 2011 BUYER'S GUIDE is now available

Top Stories

Inside Basel/Geneva 2011 Starts With a Bang

Your Advertising Contact

Sara Orlando

Advertising Director

WatchTime

WatchTime Magazine

274 Madison Avenue, Suite 705

New York, NY 10016

Tel.: (646) 742-0740

Fax: (646) 742-0748

e-mail: sorlando@watchtime.com

Shipping

Production Manager, WatchTime

Rose Alonzo

274 Madison Avenue, Suite 705

New York, NY 10016

Tel.: (646) 742-0740

Fax: (646) 742-0748

e-mail: ralonzo@watchtime.com

Copy and Contract Regulations

- The acceptance and execution of an order is subject to Publisher's approval of advertising copy, text, display and illustration. The Publisher reserves the right to reject or cancel any advertisement or insertion order at any time without cause. The publisher reserves the right to insert the word "advertisement" above or below any copy.
 - Advertisers and advertising agencies agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising out of such publication. The liability of the Publisher for any error which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
 - No conditions others than those set forth in this rate can be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions appearing on contract orders or copy instructions that conflict with provisions of this rate card.
 - Any rate change will be announced in advance of the closing date of the first issue affected. Rates charged and discounts allowed are subject to short rate and rebate at expiration or sooner termination of the contract period if different from rates or discount earned or space actually used.
 - Positioning of advertisements is at the discretion of the Publisher, except where a request for a specific preferred position is acknowledged by Publisher in writing.
 - The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
 - Cancellations or changes in orders not accepted after closing date.
 - Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies due and payable to the Publisher for advertising which advertiser or its agent ordered and which advertising was published.