

# Watchtime - the Chronos watch magazine appearing in the complete edition of the SZ

New! Now with reinforced cover in paper grade 115 g/m<sup>2</sup>



Now also as an iPad issue

Watchtime is produced and edited by Chronos, the leading special-interest magazine covering the topic of superior mechanical watches in the German-speaking world. A high circulation, high media competence and high professional competence create the ideal environment in which your promotional advertising can develop its optimal effect. Right on time in the run-up to Baselworld 2012 and Munichtime 2012.

Choose your format:

Choose your format:	1/1 page	1/2 page horizontal	1/2 page vertical	1/3 page horizontal	1/3 page vertical	1/4 page horizontal
Format (WxH in mm)	T: 191 x 246,5 mm	T: 191 x 122 mm	T: 94 x 246,5mm	T: 191 x 82,5 mm	T: 61 x 246,5 mm	T: 191 x 62 mm
Format (WxH in mm)	B: 215 x 274 mm	B: 215 x 139,5mm	B: 105 x 274 mm	B: 215 x 100 mm	B: 72,5 x 274 mm	B: 215 x 80 mm
b/w + color	16.200,00 €	8.300,00 €	8.300,00 €	5.700,00 €	5.700,00 €	4.400,00 €



### Advertising sales:

Andrea Scheungrab  
 c/o Ebner Verlag  
 Tel.: +49 (0) 731-1520 -341  
 Fax: +49 (0) 731-1520 -342  
 E-Mail: [scheungrab@ebnerverlag.de](mailto:scheungrab@ebnerverlag.de)  
 Internet: [www.watchtime.net](http://www.watchtime.net)

### Surcharges:

Inside front cover + 10%  
 Inside back cover + 10%  
 Back cover + 15%  
 Next to editorial 1/3 page vertical + 10%

### Deliver printing material to:

Ebner Verlag GmbH & Co. KG  
 Bettina Rost, E-mail: [rost@ebnerverlag.de](mailto:rost@ebnerverlag.de)  
 Karlstr. 37, DE-89073 Ulm  
 Please ask for our printing material checklist.

### Issue 1 / 2012

Date of publication: April 28th, 2012  
 Closing deadline: March 13th, 2012  
 Copy deadline: April 5th, 2012

### Issue 2 / 2012

Date of publication: October 27th, 2012  
 Closing deadline: September 22nd, 2012  
 Copy deadline: October 5th, 2012

### You prefer a unique format for your advertisement?

We'll be pleased to help you work out a very individual solution for you in a personal talk.

Advertisements in special supplements are taken into account in existing master contracts. The GTCs of the Süddeutsche Zeitung apply according to rate card no. 75 effective October 1st, 2011. All rates are in Euros and do not include the legal VAT.

### Agency commission: 15%

T = Advertisement format type area  
 B = Advertisement format bleed

For bleed formats please add 4 millimeter trim.

**Chronos**

**Süddeutsche Zeitung**

Advertising rates 2012

# SZ readers focus on **quality** and **branding** when it comes to watches

Top 25% of the population aged between 14 and 64 years : 12.69 million individuals = 100%  
 Readers Süddeutsche Zeitung: 0.64 million individuals = 100%

## Watches: Quality-oriented with a strong willingness to spend

Focus on very good quality, prepared to spend a lot of money for high quality



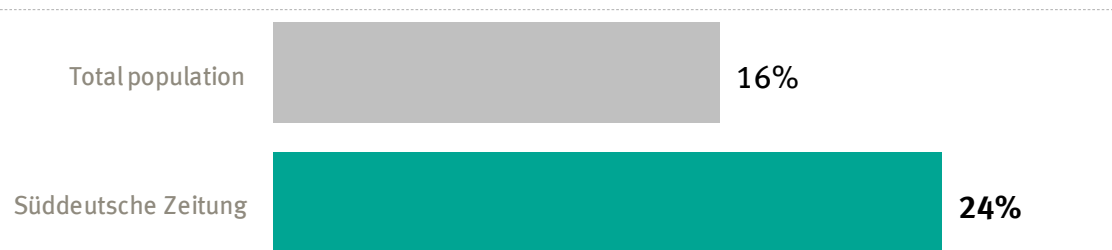
## Watches: Brand-oriented with a strong willingness to spend

Focus on brands, particularly interested in specific brands



## Luxury watches :Property\* or strong willingness to spend \*\*

\*Personal property or existing in household  
 \*\*Willingness to purchase within the next 1 or 2 years for themselves or someone else

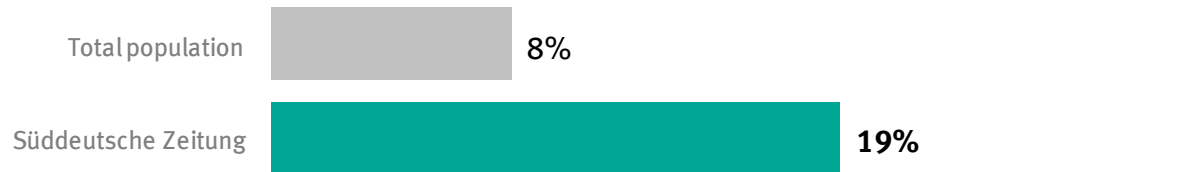


Source: TOPLevel 2008; population: Top 25% of the population aged between 18 and 64 years (projected 12.69 million individuals)

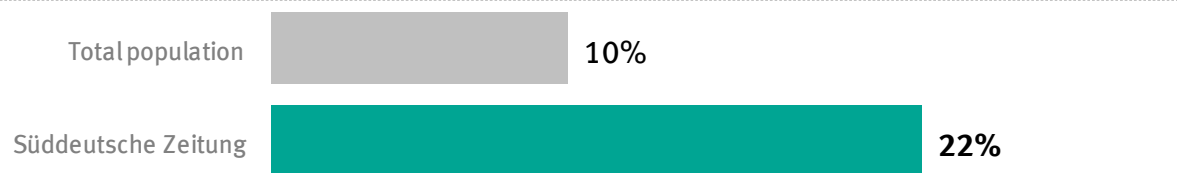
# SZ readers are high-spending and luxury-oriented

Total population aged 14 years +: 70.33 million individuals = 100%  
 Readers Süddeutsche Zeitung: 1.28 million individuals = 100%

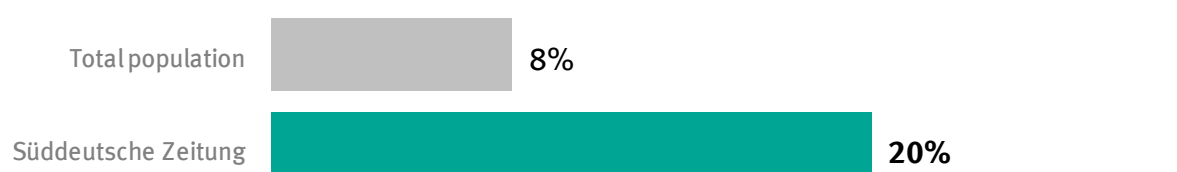
**5.000 Euros +**  
 Net income per household



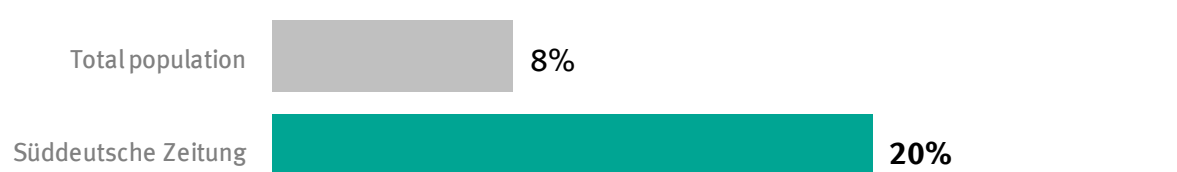
**750 Euros +**  
 Financial scope



**Luxury-oriented consumers**  
 Buyer typology, modes of consumption, cosmopolitans



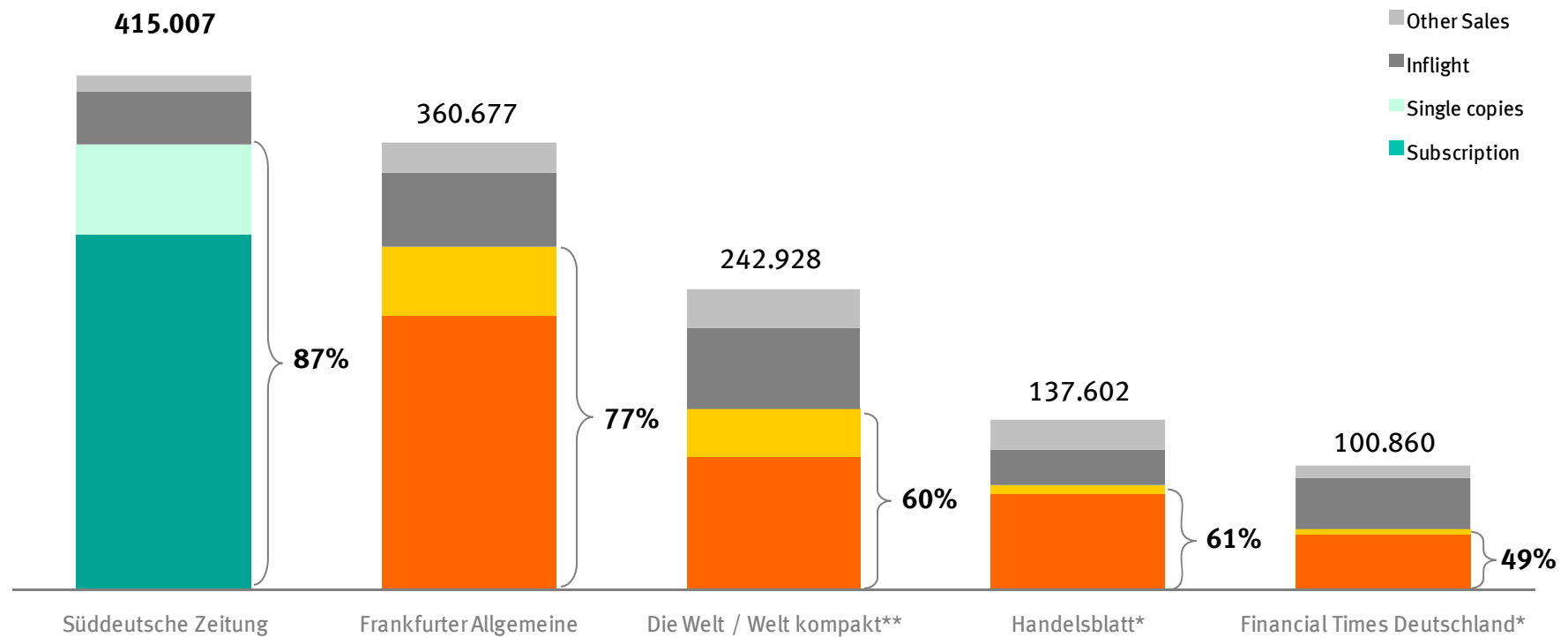
**Luxury watches**  
 Watches starting at 500 Euros: personal property or existing in household



Source: Allensbacher Markt- und Werbeträgeranalyse (AWA) 2011, German speaking population aged 14 years +

- Solid circulation: subscription and single copies Monday-Saturday
- Circulation structure of the national daily newspapers

- Net paid circulation **Monday-Saturday**
- IVW 3<sup>rd</sup> quarter 2011



- \* Monday-Friday
- \*\* Mon-Fri = Die Welt + Welt kompakt, Sat = Die Welt; Calculation since I/2005: (Mon-Fri x 5 + Sat)/6
- Source: IVW Circulation list 3<sup>rd</sup> quarter 2011