

2012

Watchtime.net
Das Uhren-Portal.

UHREN

UHREN

News—Test Reports—Market Overviews—Specials

Advice for
Purchasers

Ten Issues Each Year

VALID STARTING IN JANUARY 2012

ADVERTISING PRICE LIST NO. 25

Media
Information
2012

MAGAZIN



ALSO
AS AN IPAD
EDITION

ALSO
AS AN IPAD
EDITION

Content

PAGE	THEME
3	The Team
4	Price Guide to Wristwatches, Test Issue, Special "Knowledge" Issue
5	Monographs, Almanac
6	Themes & Dates
7	Display Advertisement Rates, Special Positions
8	Basic Rates & Discounts
9	Technical Details
10	Ad Specials: Bound Inserts, Loose Inserts, Tip Ons
11	Almanac, Buyer's Guide
12	Special Issues, Special Amounts
13	Prices for Special Printings
14	Readership Profile, Buying Behavior
15	Readership Profile, Reading Behavior
16	watchtime.net
20	General Terms and Conditions of Business



UHREN-MAGAZIN Advice for purchasers – all about timepieces

UHREN-MAGAZIN sets **standards among watch magazines** – and for good reason!

Unique in its journalistic quality, this magazine is also unrivalled in its thematic diversity and timeliness. The fascination of the **highest quality mechanisms**, as well as the **utmost in artful watchmaking** and all its many facets, occupy the focal point of reportage each month.

We place particularly high priority on testing a watch's technical and mechanical components, verifying its functionality, and comparing the watch with other models in its category. The spectrum ranges from **entry-level models to high-tech complications**, thus assuring that watch enthusiasts who are interested in purchasing will find all the necessary detailed information on which to base buying decisions in all relevant price segments.

----- **Number of copies sold: 10.076 (IVW III/11)** 

Address

UHREN-MAGAZIN EDITORS

Riedstraße 25 · D-73760 Ostfildern

ADVERTISEMENT

Ebner Verlag

Karlstraße 41 · D-89073 Ulm

PO Box 3060 · D-89020 Ulm

Phone +49 (0) 7 31 / 15 20-123

Fax +49 (0) 7 31 / 60 28 01 96

The Team

Editor in Chief



Thomas Wanka

Phone +49 (0) 7 11 / 44 00 76-10

Fax +49 (0) 7 11 / 44 00 76-11

wanka@uhrenmagazin.de

Journalist, Editor



Martina Richter

Phone +49 (0) 7 11 / 44 00 76-12

Fax +49 (0) 7 11 / 44 00 76-11

richter@uhrenmagazin.de

Editor



Gwendolyn Benda

Phone +49 (0) 7 11 / 44 00 76-15

Fax +49 (0) 7 11 / 44 00 76-11

benda@uhrenmagazin.de

Freelance contributor



Sabine Zwertler

zwertler@uhrenmagazin.de

Editor Consultant



Beate Müller

Phone +49 (0) 7 11 / 44 00 76-13

Fax +49 (0) 7 11 / 44 00 76-11

mueller@uhrenmagazin.de

Publishing Director



Martin Metzger

Phone +49 (0) 7 31 / 15 20-132

Fax +49 (0) 7 31 / 60 28 01 90

metzger@ebnerverlag.de

Advertising Manager



Andrea Scheungrab

Phone +49 (0) 7 31 / 15 20-341

Fax +49 (0) 7 31 / 15 20-342

scheungrab@ebnerverlag.de

Advertising Consultant



Marianne Grünzweig

Phone +49 (0) 7 31 / 15 20-123

Fax +49 (0) 7 31 / 60 28 01 96

gruenzweig@ebnerverlag.de

Price Guide
to Wristwatches

Test Issue

Special “Knowledge”
Issue

ALSO
AS AN IPAD
EDITION



UHREN-MAGAZIN Buyer's Guide

Absolutely up to date after the watch fairs in Basel and Geneva, our »Preisführer Armbanduhren« is our big wristwatch catalogue. Published in end of June, its 270 pages feature approximately 1,100 watches from 270 different brands. Arranged in **500 to over 30,000 Euro**, this compendium enables readers who are interested in purchasing wristwatches to directly compare all of the leading watch models, each of which is profiled together with comprehensive technical data. An index of manufacturers from A to Z refers the reader to the corresponding pages, thus making it easy to find one's favorite brand. This successful watch catalogue is therefore **unique in the German-language magazine portfolio** and is the best source for **unadulterated advice for purchasing**.

Larger print run! Publication date: issue no. 7-8/2012 will appear on June 29, 2012

----- **PLEASE REFER TO PAGE 11 FOR ADVERTISING PRICES AND DEADLINES.**



UHREN-MAGAZIN Test Issue

The finest brands are compared with one another in exciting reportages and intensive comparative tests. The competence of our testing editors on more than 100 pages, with all dates and facts, clear test results, plus lavish and highly detailed illustrations.

Publication date: October 12, 2012

----- **YOU CAN FIND ADVERTISING PRICES AND DEADLINES ON PAGES 6 AND 7.**



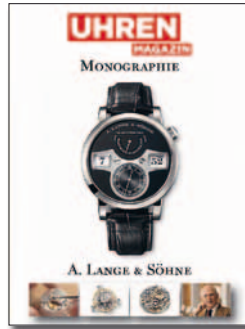
UHREN-MAGAZIN Special “Knowledge” Issue

We divulge the secrets behind the manufacturing of mechanical watches and we lead our readers to the interface between watchmaking, industrial production and individualized artistic craftsmanship – the source of the appeal and fascination of these little mechanical marvels.

Publication date: September 21, 2012

----- **YOU CAN FIND ADVERTISING PRICES AND DEADLINES ON PAGES 6 AND 7.**

ALSO
AS AN IPAD
EDITION



UHREN-MAGAZIN Monographs

The monographs are inserted into the complete print run of Uhren Magazin and are thematically devoted either to an individual watch brand to a special genre of watch or complication. Here, watch aficionados can read a very comprehensive discussion of a single watch brand's philosophy and new items from the brand, or they can learn about the latest trends in clocks or pocket-watches. In addition to the print edition, each of these Uhren Magazin monographs is also published in a version for the iPad. This version can be augmented with multimedia elements.

Publication date: see "Themes and Dates" on page 6.



UHREN-MAGAZIN Almanac

Available in A5 format: The annual almanac is a coveted **practically oriented reference work** for all watch aficionados and jewelers. It successfully augments our portfolio of titles. It contains all addresses in the watch industry: manufacturers or distributors of wristwatches, clocks, and wristbands; suppliers of accessories; and movement manufacturers. It also includes a unique directory of movements, auction houses, watch bourses, museums, etc.

The **best addresses** in the watch industry

The **reference work** for watch enthusiasts and jewelers

Accurately target your customers: Everyone who subscribes to UHREN-MAGAZIN receives a copy of the annual almanac.

Long-term advertising medium: The almanac remains up to date for an entire year.

Circulation: Sent to all subscribers to UHREN-MAGAZIN, also purchasable by retail customers

Publication date: December 15, 2012

----- **YOU CAN FIND THE PRICES AND SCHEDULING FOR ADVERTISING ON PAGE 11.**

Reach extension:

Starting with edition 1-2/2011, UHREN-MAGAZIN will also appear on the iPad. All advertisements in the printed edition will be taken over into the iPad version without a surcharge – including links to the homepage! Rich-media contents (e.g. photo galleries, videos, etc.) can be integrated.

ALSO
AS AN IPAD
EDITION

Themes & Dates

EDITION	FOKAL POINT	MARKET OVERVIEW	PRAXIS TEST	SPECIAL	ON SALE	ORDER DEADLINE	COPY DEADLINE
1/2 2012	Trade-fair issue: SIHH preview report	Three-handed watches with small seconds	Long-running watches	Almanac for 2012	15.12.2011	11.11.2011	18.11.2011
3 2012	Trade-fair issue: SIHH / Baselworld preview report	Moon phases	Power-reserve displays		24.02.2012	20.01.2012	27.01.2012
4 2012*	Trade-fair issue: Baselworld	Repeater watches	Retrograde displays	Golden Balance of 2012: the winners	30.03.2012	24.02.2012	02.03.2012
5 2012	Trade-fair issue: Baselworld follow-up report	Regulator displays	Tachymeters		27.04.2012	27.03.2012	30.03.2012
6 2012	Perpetual calendars	Watches without hands	Mechanical watches under 500 euros		25.05.2012	20.04.2012	27.04.2012
7/8 2012*	Price guide				29.06.2012	25.05.2012	01.06.2012
9 2012	Monograph: clocks	Watches with crowns at the left	Diver's watches (I)		24.08.2012	20.07.2012	29.07.2012
Knowledge	Issue All about the manufacturing of mechanical watches				21.09.2012	17.08.2012	24.08.2012
10 2012	Monograph: pocket-watches	Monopusher chronographs	Diver's watches (II)		21.09.2012	17.08.2012	24.08.2012
Test Issue	The test highlights of recent issues in a single magazine				12.10.2012	07.09.2012	14.09.2012
11 2012*	MunichTime		GMT + world-time watches	Golden Balance of 2013: call for ballots	19.10.2012	14.09.2012	21.09.2012
12 2012	Annual calendar	Mechanical watches up to 38 millimeters in diameter	Fast oscillators		16.11.2012	12.10.2012	19.10.2012
Almanac	Unique – big detailed overview of	calibers. All addresses, all important dates.			15.12.2012	26.10.2012	02.11.2012
1/2 2013	Trade-fair issue: SIHH preview report	Tonneau watches	Chronographs under 1,000 euros	Almanac for 2013	15.12.2012	09.11.2012	16.11.2012

* Enlarged print run

Changes possible.

Trade-Fair Data

DATE	SHOW	
16. – 20. January 2012	SIHH GENÈVE	Geneva watch salon
10. – 13. February 2012	INHORGENTA EUROPE MUNICH	International watch and jewellery show
08. – 15. March 2012	BASELWORLD	International watch and jewellery show
15. – 17. September 2012	MIDORA LEIPZIG	Leipzig watch and jewellery days
02. – 04. November 2012*	MUNICH TIME	Watch fair *possible date

ALSO
AS AN IPAD
EDITION

Display Advertisement Rates, Special Positions

Format in parts of page	TYPE AREA		BLEED		PRICES IN EURO FOR ISSUES 3/12, 5/12, 10/12, 12/12, 1-2/13	PRICES IN EURO FOR ISSUES 4/12, 7-8/12, 11/12	
	Width (mm)	Hight (mm)	Width (mm)*	Hight (mm)*			
1/1	191	254	230	300	5,380	5,540	
1/2	vertical horizontal	93.5 191	254 125	113 230	300 148	3,450	3,550
1/3	vertical horizontal	61 191	254 82	80 230	300 97	2,980	3,070
1/4	horizontal	191	60	230	72	2,250	2,320
2/1**		422	254	460	300	10,550	10,870

Enlarged print run

Special positions, Cover pages

	FORMAT		ADVERTISEMENT RATES IN EURO	ADVERTISEMENT RATES IN EURO
	Width (mm)*	Hight (mm)*		
Inside front cover	230	300	6,950	7,160
Inside back cover	230	300	6,290	6,480
Outside back cover	230	300	7,700	7,930
Opening Spread (Inside front cover & page 3)	460	300	12,870	13,260
Gatefolder inside			12,970	13,360

Special advertisement formats

(Banderoles, Backfolder)
Prices on application

Reservation

Reserved advertisements with
placement assurances can be
cancelled until two weeks prior to
the advertising deadline.

Reprints

Price information on page 13

Position charges

	CHARGES IN %
1/3 page facing editorial	20%
1st Double page	10%
1st to 5th 1/1 advertisement	10%

* Add 3 mm trim on each (outer) side for trim!

** Plus 3 mm on each bound side.
No additional charge for bleed or spread advertisements.

ALSO
AS AN IPAD
EDITION

Agency commission

15 %

Series discounts

Within any twelve month period

VOLUME DISCOUNTS			FREQUENCY DISCOUNTS		
from 2	pages	4%	2	advertisements	3%
from 4	pages	8%	4	advertisement	6%
from 6	pages	12%	6	advertisement	10%
from 10	pages	15%	10	advertisement	15%
Placement in the second half of the magazine (if booked)					15%

Advertisements by regional watchmakers & jewellers

20% discount

(without further series discounts, no agency commission).

Lineage advertisements

Price per column **mm** — **4.40 Euro** (column width 43 mm)

Minimum format 20 mm — **Maximum format** 250 mm

(For two, three or four column advertisements multiply the price by the appropriate number of columns)

Column widths:

2 columns **93 mm**

3 columns **142 mm**

4 columns **191 mm**

Classified advertisements

COMMERCIAL CLASSIFIED ADVERTISEMENTS

for the first five lines **32 Euro**

thereafter per line **4 Euro**

Picture 4c **65 Euro**
(max. 50 mm Hight)

No series discounts and no voucher copies.

PRIVATE CLASSIFIED ADVERTISEMENTS

Online form: www.watchtime.net

Recruitment advertisements

25% discount for display advertisements

(without further series discounts, no agency commission).

ALSO
AS AN IPAD
EDITION

Magazine format

Width (mm)	Height (mm)
---------------	----------------

230	300
-----	-----

Printing process

COVER

sheet fed offset

BODY

sheet fed offset

Paper

NB: allow for dot again

COVER

250 g sm Lumi Silk, coated

BODY

100 g sm Lumi Silk, coated

Binding

PUR perfect binding

Inks

European scale

Screening

Frequency modulated screen

Printing material

The production of UHREN-MAGAZIN is entirely digital and therefore only digital copy can be used (films will be redigitized at cost).

Data carriers

CD-ROM (Mac), Zip (Mac), DVD

Via FTP server / email

ftp.cantz.de login:ctzanzum password: pesufeXu

After the FTP transfer, please send your information via email to:

gruenzweig@ebnerverlag.de or fax it to **+49 (0) 731/60280196**.

Via email: **gruenzweig@ebnerverlag.de** (Email attachments should always be packaged with the aid of a compression program and should be labeled with the name of the intended issue and the name of the advertisement.)

Proofs, progressives

If possible the same grade of paper as the print run should be used for the proofs. 100 g sm Nopacoat gloss. Proofs should use European scale inks. Colour deviations are unavoidable without proofs. The publisher will not accept claims in the event of incorrectly supplied printing material (for example, missing proofs).

Colour advertisements

PLEASE ALSO POST A PROOF TO:

Dr. Cantz'sche Druckerei Abtlg. Produktion UHREN-MAGAZIN
Zeppelinstraße 29-31 D-73760 Ostfildern Germany

Proof

The proof must be produced from the supplied data.

Production manager

Michael Kessler Phone **+49 (0) 7 11 / 4 48 17-30**

Bank details

Bank	Ulmer Volksbank, Ulm	BIC	ULMVDE66XXX
Sort code	630 901 00	IBAN	DE49630901000002101009
Account No.	2 101 009	VAT No.	DE 147041097
		Tax No.	28/880301040

**REQUEST THE CHECKLIST
FOR THE DATA TRANSFER.**

Ad specials

Bound Inserts

Loose Inserts

Tip Ons

ALSO
AS AN iPad
EDITION

Loose inserts

WEIGHT	FULL RUN	SPLIT RUN
up to 25 gm	200 Euro per 1,000 copies	300 Euro per 1,000 copies
up to 50 gm	290 Euro per 1,000 copies	435 Euro per 1,000 copies
over 50 gm	Prices on request, Split runs possible.	

FORMAT

Maximum 215 mm wide, 285 mm high.

SAMPLE

Acceptance of the order is conditional up provision of a contract sample.

Bound Inserts

Prices inclusive of postal charges.

BOUND INSERTS	FULL RUN	SPLIT RUN
2 pages	190 Euro per 1,000 copies	285 Euro per 1,000 copies
4 pages	280 Euro per 1,000 copies	420 Euro per 1,000 copies
6 pages	320 Euro per 1,000 copies	480 Euro per 1,000 copies
8 pages	340 Euro per 1,000 copies	510 Euro per 1,000 copies
16 pages	410 Euro per 1,000 copies	615 Euro per 1,000 copies

Bound inserts should be delivered untrimmed

Please allow	3 mm trim at the head and 5 mm at the foot
	3 mm trim on the outer sides
	3 mm trim for each bound side

Postcard tip ons

Postcard tip ons may be glued to advertisements. They must be printed by the advertiser and supplied ready for gluing. Empty envelopes and glued coupons count as postcards.

COSTS FOR THE TIP ONES	FULL RUN	SPLIT RUN
up to 25 g	49 Euro per 1,000 copies	73.50 Euro per 1,000 copies (plus postal charges for subscription distribution)

MINIMUM SIZE OF

1 / 1 page

SAMPLE

A contract sample of the postcard tip on that provides an indication of the format and the ease of handling must be supplied with the advertisement order.

Order and cancellation deadlines

The relevant advertisement order deadline deadlines (see page 6).

Delivery deadline

Two weeks prior first day on sale.

Delivery address

iBO – Industriebuchbinderei Ostalb, Im Wert 3, 73563 Mögglingen,
Phone +49 (0) 717 / 4 89 88 90

Delivery

The consignment should be conveniently packaged. The individual packages and delivery notes must clearly state the quantity and the phrase, Postcard tip ons, loose inserts or bound inserts in UHREN-MAGAZIN, issue No.... of ...
All delivery charges must be met by the sender.



Almanac

Publication date: December 15, 2012

MAXIMUM ADVERTISING IMPACT FOR AN EXCEPTIONALLY GOOD PRICE!

Basic offer	810 Euro	Full page + logo + col. background
Double-page movement portrait	810 Euro	Double-page + logo + col. background
Logo added to address	160 Euro	
Address on a colored background	140 Euro	
Combination of color and logo	220 Euro	



Front cover	4,500 Euro
Outside back cover	3,600 Euro
Inside front cover	3,100 Euro
Inside back cover	2,450 Euro

THE TOP ADDRESSES IN THE WATCH INDUSTRY
The reference work for the watch enthusiasts and jewellers.

TARGETED CUSTOMER CONTACTS:
Subscribers to UHREN-MAGAZIN receive the Almanac as an annual gift. Promotion in the issue and on www.watchtime.net

LONG TERM ADVERTISING IMPACT:
The Almanac is used throughout the year as a reference work.

TOTAL PRINT RUN:
Subscribes UHREN-MAGAZIN plus sale by retail.



MOVEMENT PORTRAIT 810 EURO



SAMPLE BASIC OFFER 810 EURO

Buyer's Guide

Publication date: June 29, 2012

THE ADVERTISING MEDIUM THAT LASTS TWELVE MONTHS

Front cover	7,850 Euro
Premium page	2,980 Euro
Additional entry	360 Euro

Format: 230 x 300 mm

ADDITIONAL ENTRY 360 EURO



PREMIUM PAGE 2,980 EURO

ALSO AS APP FOR IPHONE

STANDARD ENTRIES
Each watch brand may have up to three entries free of charge. We will invoice you for Euro 360 for each additional entry.

PREMIUM PAGE
Premium pages offer you a high profile and cost effective way of presenting your watch brand to the readers.

All the stated prices are net and subject to VAT at the applicable rate.

ALSO
AS AN IPAD
EDITION



UHREN-MAGAZIN Special Printings

Take advantage of the article about your brand in UHREN-MAGAZIN to optimally solicit your customers. We'll gladly compile a special printing for you containing articles from various issues. We can also offer you the entire issue at attractive special rates.

You'll find an overview of the various options and prices on the next page.

----- **CALL US: WE'LL BE HAPPY TO ADVISE YOU!**

Telephone: +49 (0) 7 31 / 15 20-341



Prices for Special Printings 2012

Amount	PRINT RUN / STYLING		PRICES IN EURO							
	1,000 Special Printings	2,000 Special Printings	3,000 Special Printings	4,000 Special Printings	5,000 Special Printings	6,000 Special Printings	7,000 Special Printings	8,000 Special Printings	9,000 Special Printings	10,000 Special Printings
2 pages	1,720	2,550	3,290	3,760	4,070	4,350	4,620	4,940	5,280	5,650
4 pages	1,960	2,900	3,750	4,300	4,720	5,090	5,440	5,820	6,220	6,580
6 pages	2,180	3,230	4,160	4,770	5,250	5,750	6,190	6,650	7,090	7,620
8 pages	2,590	3,430	4,520	5,190	5,700	6,220	6,710	7,170	7,670	8,130
12 pages	3,950	5,420	6,660	7,750	8,190	8,600	9,080	9,630	10,240	10,850
16 pages	4,450	5,930	7,280	8,400	8,820	9,260	9,810	10,380	11,100	11,760

Shipping costs will be added to all prices listed above.

Prices for Special Amounts / Orders of Issues 2012

Amounts (Domestic)	PRICES IN EURO		Amounts (Foreign)	PRICES IN EURO	
	Price per copy	Shipping		Price per copy	Shipping
5 to 9 copies	5.95	2.55	5 to 9 copies	5.95	5.10
10 to 50 copies	5.15	5.00	10 to 50 copies	5.15	10.00
51 to 200 copies	4.35	15.35	51 to 200 copies	4.35	30.70
201 or more copies	3.95	35.00	201 or more copies	3.95	70.00

PDFs:

Online-capable PDFs (150 dpi):
Per page: 110 Euro

Readership Profile

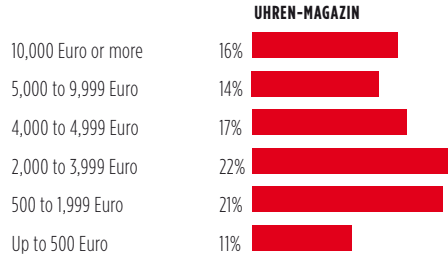
Buying Behavior

ALSO
AS AN IPAD
EDITION

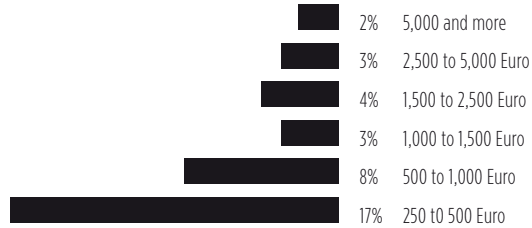
When the task is to purchase a luxury watch, our readers gladly invest.

Approximately half our readers are prepared to spend more than 4,000 Euro, and over 16% are willing to pay more than 10,000 Euro.

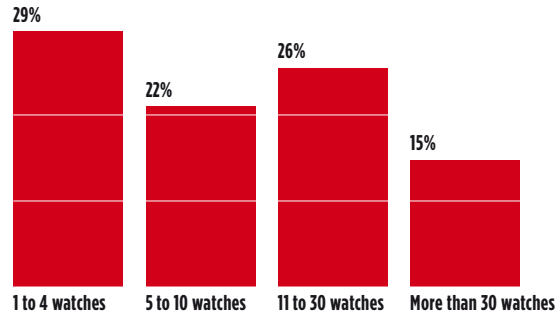
HOW MUCH MY NEXT WRISTWATCH CAN COST



COMPARISON AMONG DECISION NETWORK (FOCUS STUDY COMMUNICATION NETWORKS 15.0)



ONE WATCH ISN'T ENOUGH FOR A READER OF UHREN-MAGAZIN



QUESTION:

How many watches do you own?

AVERAGE:

17 WATCHES

Readership Profile – Reading Behavior

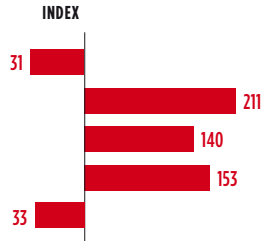
Readership Profile,

Reading Behavior



AGE STRUCTURE

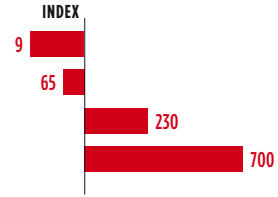
IN %	UHREN-MAGAZIN READERS	AWA 2008
30 to 39 years old	11%	36%
40 to 49 years old	40%	19%
50 to 59 years old	21%	15%
60 to 69 years old	23%	15%
70 years or older	5%	15%



NET MONTHLY HOUSEHOLD INCOME

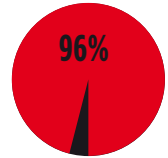
	UHREN-MAGAZIN READERS	AWA 2008
Less than 2,000 Euro	4%	44%
2,000 Euro to less than 5,000 Euro	33%	51%
5,000 Euro to less than 6,000 Euro	7%	3%
6,000 Euro or more	21%	3%

Average: 5,227 Euro

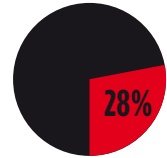


People who invest plenty of money need plenty of information! The best source is UHREN-MAGAZIN, which has a high percentage of exclusive readers who cannot be reached via other watch magazines.

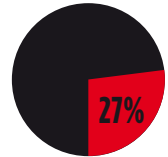
And you can be sure your advertisement will be seen because our average reader views 96% of each issue.



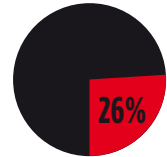
UHREN-MAGAZIN



SPIEGEL



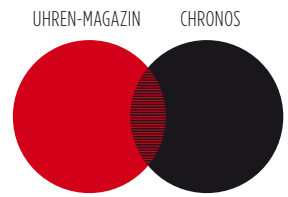
STERN



GQ GENTLEMEN'S WORLD

Definition of "reading amount": the reading amount is the percentage of all pages which a reader turns and opens during one reading session.

INDIVIDUALISTIC MAGAZINES – INDIVIDUALISTIC READERSHIP



22% EXTERNAL OVERLAP

Reading example: Only 22% of Chronos' readers also read UHREN-MAGAZIN. UHREN-MAGAZIN has a very high percentage of exclusive readers who cannot be reached via Chronos.

Source: Copytest AdCheck 2008. Survey timeframe: Sept. 4 – 17, 2008. 150 personal interviews, primarily with readers of UHREN-MAGAZIN.



- *The latest news updated daily*
- *The world's most comprehensive watch database with links to all articles from CHRONOS, UHREN-MAGAZIN and KLASSIK-UHREN*
- *A multimedia experience of fine mechanical watches*
- *Mobile information services*

**Increase the range and the impact of your advertising campaigns!
Advertise without wastage caused by inaccurate targeting!**



+



**Cross media reaches your target group
faster and more directly!**

Using both channels of communication increases the recognition of your brand in the target group because the same message is sent via different channels.

You reach more people in your target group, and you reach them faster, because not every reader uses the Watchtime watch portal and not every website visitor reads the special-interest magazines.



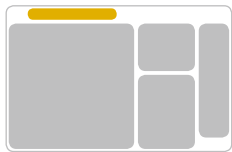
I'll be pleased to advise you:

Michael Albus
Online Marketing Consultant

Tel.: +49 (0)731 1520-170
Fax: +49 (0)731 1520-961
Email: albus@ebnerverlag.de

■ Display Advertising Media / Banner

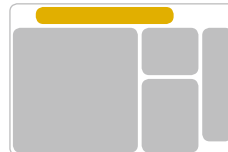
Rotation: The banner appears as often as agreed upon during the contracted timeframe and is **guaranteed** (number of ad impressions). If page views (page impressions) on the booked location exceed the agreed number, other banners can be delivered. This offers you the option of having several motifs appear alternately at one position.



Full-size banner

468x60 Pixel

CPM*: € 59

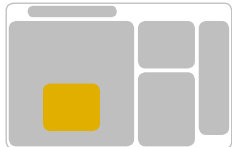


Superbanner

(leader board)

728x90 Pixel

CPM*: € 79

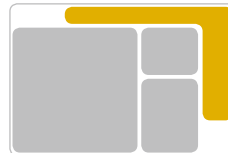


Content Ad

(medium rectangle)

300x250 Pixel

CPM*: € 79

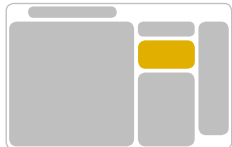


Hockeystick

(super banner and skyscraper)

728x90 + 160x600 Pixel

CPM*: € 109



Feature Box

max. 300x150 Pixel

CPM*: € 69



Wallpaper

(hockey stick and contrasting color for website)

728x90 + 160x600 Pixel

CPM*: € 139



Skyscraper

120x600 Pixel oder

160x600 Pixel

CPM*: € 89

Special advertising option

(e.g. OTP formats) by request.

■ Premium Brand – TOP 50

The premium entry in the watch database!

The presentation of leading watch brands in the world's largest networked watch database: profit from Watchtime.net's excellent search-engine positioning and make your models more visible.




- Feature your brand and your models on one of Watchtime.net's most frequently visited pages: the homepage of the watch database
- Up to 50 current models in the database
- Full service throughout the year – flexible adaptation to match the latest sales targets
- Put your current sales collection in the watch database
- Dynamic showcase banner in the online magazine for optimal traffic and visibility

Price: 200 euros per month (minimum booking interval: 12 months)

Increase the visibility of your brand and your products by at least 30%*!



TOP-Modelle aus der Uhren-Datenbank

	Corum Golden Bridge Automatic Automatik Rotgold 37400 Euro
	Corum Golden Bridge Automatic Automatik Weissgold 39100 Euro
	Corum Golden Bridge Tourbillon Handaufzug Weissgold 112900 Euro

* Empirical value based on previous cooperations with premium brands.

General Terms and Conditions of Business

1. An »advertisement purchase order« in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

2. In case of doubt, it is to be requested that advertisements be published within a year of the contract's being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement, and its actual publication, both take place within the period stated in the preceding sentence.

3. The advertising rates result from that publisher's list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract's conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

4. If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwithstanding any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual purchase, if–by reason of force majeure (e.g., war, mobilization, labour disputes or other unpredictable events) – the magazine cannot be published at all, cannot be published to its full extent or cannot be published at the proper time, the client cannot make any claims on the basis of this.

5. In calculating the amounts purchased, millimetres of depth of lines of text are, in accordance with the rate, converted into millimetres of advertisement depth.

6. Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the publisher early enough for it to be possible, before the copy date, to inform the client accordingly. Classified advertisements are printed in the relevant section of the classified advertisements without this having to be expressly agreed.

7. Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word »advertisement« (in German: »Anzeige«), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

8. The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content does not correspond to the concept of the magazine, if it violates laws or official regulations, or if its publication is unsuitable for the publisher. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

9. The purchaser is responsible for delivering in good time either the text of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

10. If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order. No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract's conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher's legal representative or the publisher's agents. Any liability of the publisher's for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected. In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for gross negligence is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement. Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received.

11. Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all the corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

12. If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

13. If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

14. If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing discount rate of the Deutsche Bundesbank. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client's solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

15. The publisher will, upon request, supply a voucher copy along with the invoice. Excerpts from advertisements, voucher

pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

16. The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any such considerable alterations to originally agreed methods of working as are requested by or are imputable to the client.

17. If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to 20% for a print run of up to 50,000 copies. However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

18. In box-numbered advertisements, the publisher will apply, to the presentation and prompt forwarding of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post. Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will

send back valuable documents, but without being obliged to do so. In the client's interests and for the client's protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

19. Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

20. Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

21. Confirmations of placings apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases. Reserved advertisements with placement assurances can be cancelled until two weeks prior to the advertising deadline.

22. The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any plaintiffs. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter's place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the claim is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law's jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.