WatchPro provides business intelligence for owners, operators and decision makers in the UK watch industry.

This market-leading monthly magazine is the only publication targeted at this sector.

In addition to providing news and exclusive interviews, comment and analysis, debate and examples of best practice and innovation, WatchPro supports the industry and drives its news agenda with insightful reports and research.

WatchPro is published by ITP Promedia Publishing, a global publisher headquartered in Dubai, with offices in London, India and Bahrain.

**THE POWER OF PRINT**

**ADVERTISING IN WATCHPRO OFFERS NUMEROUS COMMERCIAL BENEFITS:**

**CREDIBILITY**
WatchPro is published by ITP Promedia Publishing, a leading global publisher with some of the most respected, sector-leading B2B and consumer magazines within its portfolio, and offices in London, Dubai and India.

**INTEGRITY**
WatchPro is built on an editorial policy that places huge emphasis on the integrity, quality and richness of its content. Our team work hard to bring the market the information it needs to know, creating a compelling publication that suppliers benefit from being associated with.

**FREQUENCY**
WatchPro is published 12 times a year, providing the market with a monthly digest of original news, trends and features. We will work with you to create a campaign that delivers a consistent message that is read by prospective buyers of your products month after month.

**AUDIENCE**
Our database is fully researched from scratch and maintained, giving you the guarantee that your message is being seen by the most influential buyers of watches and services in the UK. Some of these operations and procurement professionals are responsible for multiple sites and annual budgets that run into the millions.

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**In numbers**

5,000+
Monthly circulation to UK watch industry professionals.

12,500+
Average monthly readers, based on 2.5 readers for each copy.

70%
of WatchPro’s audience directly authorise purchasing decisions for their companies.

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**Circulation by job role**

- Managing director: 15%
- Owner: 10%
- Purchasing manager/director: 20%
- Procurement manager/director: 40%
- Other: 15%

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Average monthly readers especially for WatchPro watch retail data set GfK creates an enhanced relationship with suppliers benefit from these operations and procurement giving you the guarantee that your operations are responsible for multiple sites and annual budgets that run into the millions.
Watchpro.com is the only dedicated web portal for the watch industry, representing a truly valuable opportunity for business advertisers. By advertising on watchpro.com and within the site’s associated daily news alerts, organisations of all sizes can now communicate information about their company, products, services and promotions to highly-targeted watch industry professionals working in the UK. You’re speaking directly to the owners, operators and key management personnel that make the decisions in this lucrative sector. As online advertising continues to grow in popularity why not combine your marketing between print and online?

**DIGITAL**

**METRICS**
Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement.

**FLEXIBILITY**
Digital artwork can be changed, updated and rotated on a weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

**BRANDING**
Your digital artwork on this 100% dedicated watch portal will ensure your brand is at the forefront of buyers’ minds, helping to increase awareness of your products and enhancing the profile of your company to the industry’s most influential procurement specialists.

**PROMOTIONS**
Online campaigns take place in real time, so if you advertise digitally, buyers can immediately take advantage of your company's offers and promotions. With banners, wallpaper and MPU positions available on the website and daily news alert, we can help you choose the online medium that best delivers your message.

**In numbers**
- Over 80,000 page impressions per month*
- Over 45,000 unique users per month*
- Daily news alert goes to over 10,000 watch industry professionals every day

**A quote from the industry**
Over the past few years, WatchPro has built itself up into being the authoritative voice of the UK watch industry, providing daily news updates on every topic relevant to the industry. It has become a key source for news and information, which is now absorbed internationally. Its desire to empower, recognise and celebrate the achievements of the UK industry is honourable.

Marcus Braybrook, Head of Marketing & Communications at RAYMOND WEIL
## 2017 EVENT EDITIONS

<table>
<thead>
<tr>
<th></th>
<th>MAJOR EVENT PREVIEWS</th>
<th>BONUS CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td>SIHH</td>
<td>300 EXTRA COPIES</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td>Inhorgenta Spring Fair</td>
<td>500 EXTRA COPIES</td>
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<tr>
<td></td>
<td></td>
<td>500 EXTRA COPIES</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>Baselworld</td>
<td>2,500 EXTRA COPIES</td>
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<tr>
<td><strong>SEPTEMBER</strong></td>
<td>International Jewellery London</td>
<td>500 EXTRA COPIES</td>
</tr>
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<td><strong>OCTOBER</strong></td>
<td>WatchPro Awards</td>
<td>500 EXTRA COPIES</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>SalonQP</td>
<td>500 EXTRA COPIES</td>
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* Features may be changed at the editor’s discretion

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## BESPOKE EVENTS

- **Roundtable opportunities**
  As a multi-platform publisher, we can work with you to organise events tailored to your specific needs, including roundtables.

- **Roundtables** allow you to gain thought leadership on an industry topic while providing a platform for you to communicate your message objectively and network with key individuals.

- You choose the topic to be discussed, and then **work in partnership** with WatchPro to decide on panellists, before setting out the agenda for the session.

- Debates are **lively and engaging** and a great way to be seen as a real thought leader in your sector.

- **All roundtables** are followed by extensive post-event print and online coverage and photography.
The nomination process for the WatchPro Awards is uniquely democratic inasmuch as watch retailers vote for the watch brands that have been performing best for them, while suppliers vote for their favourite retailers. So all nominees are chosen for by those that know best. The nominations are then whittled down to a shortlist before culminating in a glittering awards ceremony on the evening in November. High profile members of the watch industry, hard-working employees and innovative owners and managers are in attendance, always proud to see well-deserving staff members receive recognition for their efforts which so often can go unnoticed.

WatchPro presents a range of opportunities for companies to sponsor these prestigious awards, which not only make their mark in the hospitality industry, but also gain nationwide exposure in various press such as newspapers and online coverage.

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SO WHY SPONSOR THE AWARDS?

- **Exposure and profile** allows you to benefit from high-profile branding to the industry before, during and after the event.
- **Networking** opportunities with senior decision-makers within the UK's leading retail groups and watch brands.
- **Increase your credibility** through association with our leading magazine, website and awards.
- Create new business opportunities through higher brand presence among current and potential customers.
- Gain valuable profiling in WatchPro through awards-related editorial coverage and post event write-ups.
- Be seen as the market leader in your chosen area by sponsoring the award that suits your company.
- Raise the profile of your products and services with an influential and affluent audience.

**Feedback from past ceremonies**

“This year’s WatchPro Awards was a key milestone for the publication in terms of cementing its position as the authoritative voice of the UK watch industry. The Awards were attended by some of the biggest players in the industry, celebrating the efforts of the trade and recognising those that have achieved extraordinary success during a very unstable and challenging time.”

*Marcus Braybrook, Head of Marketing & Communications at RAYMOND WEIL*

“Superbly organised and representative of the very best our industry has to offer; we will definitely be returning again next year!”

*Camilla Richardson, Head of Marketing at The Watch Gallery*

“It’s always great to take some time out of a busy schedule and celebrate success. A wonderfully put together evening - good food, fizz and company.”

*Jemma Fennings, Co-Founding Director at Olivia Burton*

**DATE: TBA October 2018**

Free-flowing drinks, three course meal and networking

TIME: 7:00pm ‘till late
### COMMERCIAL OPPORTUNITIES

#### PRINT AND ONLINE ADVERTISING RATES

### RATE CARD FOR WATCHPRO

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>SINGLE ISSUE price per insertion</th>
<th>SIX SERIES (15% discount) per insertion</th>
<th>TWELVE SERIES (15% discount) per insertion</th>
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</thead>
<tbody>
<tr>
<td><strong>PRIME POSITIONS</strong></td>
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<tr>
<td>Front Cover Image</td>
<td>205 x 275mm (300 DPI)</td>
<td>£16,000</td>
<td>£13,800</td>
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<td>Outside Back Cover</td>
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<td>Early Right Hand Page</td>
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<td>£5,000</td>
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<tr>
<td>Roundtable Event</td>
<td>Actual Event &amp; 4 page write up</td>
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<tr>
<td>Full Page Advertorial</td>
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<tr>
<td>Double Page Advertorial</td>
<td>205 x 275mm (TWO PAGES)</td>
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<tr>
<td><strong>STANDARD ADVERTISING</strong></td>
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<tr>
<td>Double Page Spread</td>
<td>205 x 275mm (TWO PAGES)</td>
<td>£7,500</td>
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<tr>
<td>Full Page</td>
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<td>£4,230</td>
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<tr>
<td>Half Page Horizontal</td>
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<tr>
<td>Half Page Vertical</td>
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Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request.

All prices subject to VAT.

### RATE CARD FOR WATCHPRO.COM

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
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<tr>
<td>WATCHPRO.COM</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Tower</td>
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<tr>
<td>MPU</td>
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<tr>
<td>Mobile Mid Page Unit</td>
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<tr>
<td>Wallpaper</td>
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**DAILY NEWS ALERT**

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<tr>
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<th>PRICE</th>
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<tr>
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<td>Lower Leaderboard</td>
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<tr>
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Discounts available on multiple campaigns. All prices subject to VAT.