

# WATCHPRO

THE WORLD'S MOST INFLUENTIAL WATCH TITLE  
**MEDIA DECK 2024**

# INTRODUCTION

*WatchPro is the world's most influential watch title, with editions in English, French, German and Arabic and over half a million readers per month across print and digital. It is the go-to source of the latest insight on new watches, design and horological developments and a unique authority on the businesses and power players behind the timepieces.*

*We live in an era when ordinary consumers and collectors want to know so much more about how their watches are made and sold; what they are worth new and pre-owned; and why they should choose one brand or reference over all others. WatchPro provides unrivalled expertise, analysis and data-driven commentary to help the entire community make better decisions.*

*With WatchPro, advertisers maximise their return on investment by reaching both trade professionals, who might become valuable partners for generations, and highly engaged individual end consumers considering their next purchase.*

*There is also a highly engaged community of casual and professional watch dealers who appreciate WatchPro's insistence that the pre-owned and new watch community are all part of one exciting ecosystem.*

*In addition to print, digital and social media campaigns, WatchPro offers unique sponsorship opportunities in its world class events including WatchPro Awards in the UK and United States and the luxurious WatchPro Salon in London every year.*



## READERS INCLUDE EXECUTIVES FROM RETAILERS SUCH AS

*WatchPro is distributed to senior individuals in management from the leading watch retailers, watch wholesalers, watch brands and general service providers. This includes owners, managing directors, general managers and senior buyers.*

- WATCHES OF SWITZERLAND GROUP
- SIGNET
- BUCHERER
- BEAVERBROOKS
- FRASER HART
- F HINDS
- LAINGS
- CHISHOLM HUNTER
- LVMH
- RICHEMONT
- PRESTONS
- DAVID M ROBINSON
- MOVADO GROUP
- HAMILTON & INCHES
- HARRODS
- JOHN LEWIS
- WILLIAM & SON
- BÖHNLEIN
- LONDON JEWELERS
- RAZNY
- REEDS
- AHMED SEDDIQI & SONS
- AL HUSSAINI TRADING CO
- RIVOLI
- SADDIK & MOHAMED ATTAR CO

# WEBSITES

Our websites are a web portal for the watch industry, representing a truly valuable opportunity for business advertisers: you can speak directly to the owners, operators and management personnel. We also have a growing consumer audience consisting of dedicated watch collectors who have a need to know everything there is to know about watches

<b>102,000</b> monthly impressions	<b>37,000</b> monthly users	<b>60%</b> of sessions via mobile website
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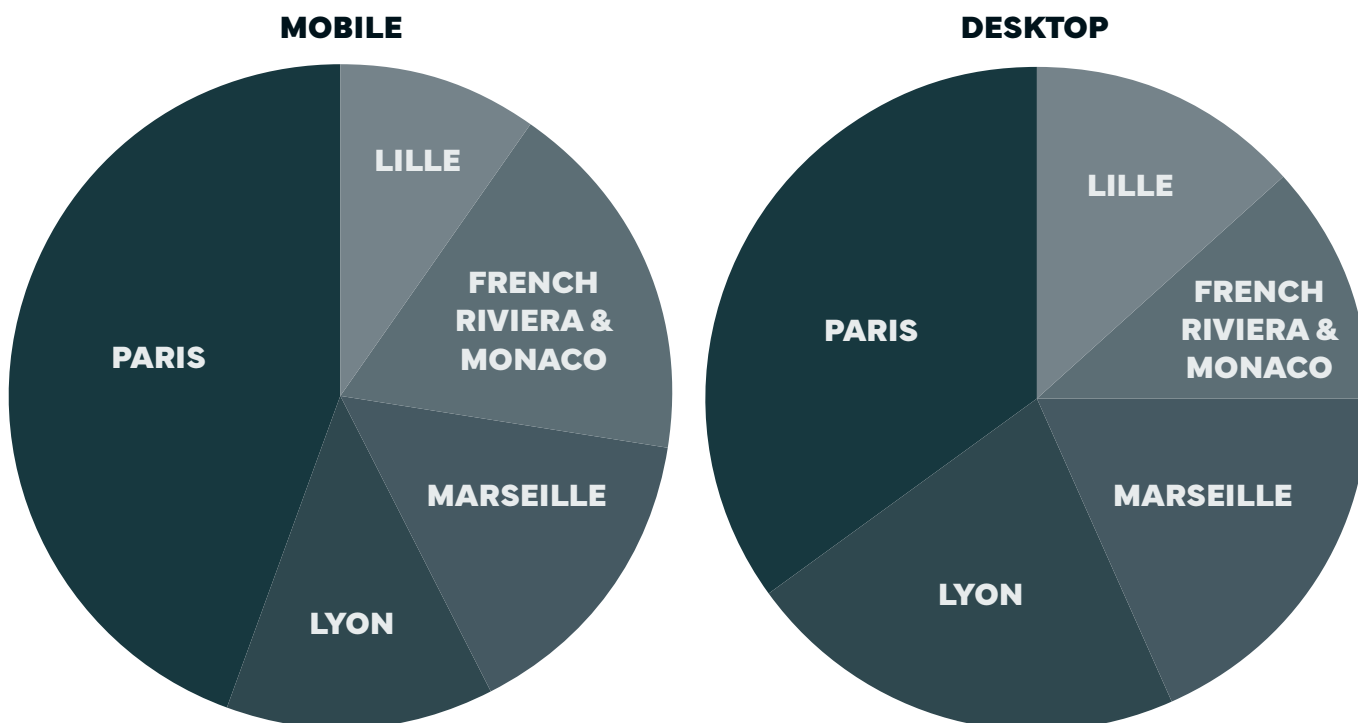
Statistics averaged across 2023 from fr.watchpro.com.

## WEBSITE ADVERTISING COSTS

POSITION	MOBILE/DESKTOP	PRICE (per month)	SIZE (pixels)	AVERAGE CTR
Wallpaper	Desktop	€3,500.00	1920 x 1080	2.5%
Pop-up	Both	€2,750.00	800 x 400	0.6%
Mobile	Mobile	€3,500.00	1080 x 1920	1.0%
Leaderboard	Desktop	€2,000.00	1040 x 120	0.1%
Tower	Desktop	€2,500.00	300 x 600	0.2%
MPU	Desktop	€2,500.00	650 x 250	0.3%
Partner Page*	Both	€1,000.00	N/A	N/A

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and multi-region packages.
- \*Partner pages are a bespoke web page designed by our team using your assets.

## GEOGRAPHIC TRAFFIC BREAKDOWN



# DAILY NEWS ALERTS

Our daily news alerts are emails we send out to our most dedicated audience members. Those who truly cannot miss out on our updates will subscribe to receive their news direct to their inbox. Each news alert consists of the newly posted articles of the day along with banners from our advertising partners. Our daily news alerts are sent Monday-Friday to over 1,000 subscribers.



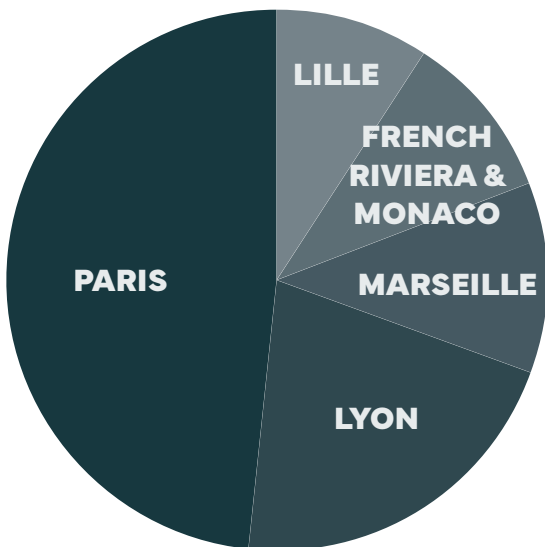
Statistics averaged across 2023 from fr.watchpro.com.

## DAILY NEWS ALERT ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-Shot	€4,000.00	.html file
Leaderboard	€2,500.00	576 x 115
Tall Leaderboard	€2,450.00	576 x 173
Billboard	€2,800.00	576 x 230

- Costs listed are per month (per send for eshot) and subject to VAT.
- Discounts available for multi-month and multi-region packages.
- Daily News Alert banners appear on all news alerts for the months booked (sent Monday-Friday).

## GEOGRAPHIC AUDIENCE BREAKDOWN



	OPEN RATE
OUR AVERAGE	40-50%
INDUSTRY AVERAGE	21%

	CLICK TO OPEN RATE
OUR AVERAGE	16-23%
INDUSTRY AVERAGE	15%

# MAGAZINES

Our monthly magazines are sent out free of charge to qualifying professionals in the watch industry. The magazine is a captivating showcase of our most interesting news and informative articles along with some exclusive interviews. Advertisers can showcase their products and services inside this luxury magazine and be seen by the most influential buyers in the industry.



Statistics averaged across 2023 from fr.watchpro.com.

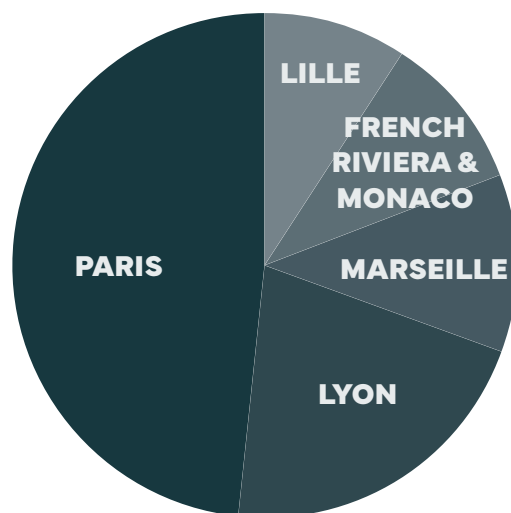
## MAGAZINE ADVERTISING COSTS

All print artwork must be supplied in CMYK Fogra39 colour format with 3mm bleed on each edge. Artwork must be supplied at least a week ahead of the print date in order to ensure any potential issues are flagged up and dealt with ahead of time.

POSITION	PRICE (per month)	SIZE (height x width)
Front Cover Package	€10,000.00	215mm x 285mm
Opening Double Page Spread	€5,000.00	215mm x 285mm (Two Pages)
Outside Back Cover	€6,000.00	215mm x 285mm
Inside Front Cover	€5,000.00	215mm x 285mm
Double Page Spread	€4,000.00	215mm x 285mm (Two Pages)
Full Page	€3,000.00	215mm x 285mm
Half Page	€2,000.00	185mm x 121.6mm   90mm x 247.9mm
Quarter Page	€1,500.00	90mm x 121.6mm   185mm x 46.8mm
Insert*	€5,000.00	Most inserts close to the size of the magazine can be accommodated. Anything over 100 grams may carry an additional cost.

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and multi-region packages.

## CIRCULATION BREAKDOWN





# EVENTS

## WATCHPRO AWARDS

The WatchPro Awards has been the premier event for the British watch industry for nearly a decade, celebrating the achievements of leading watch brands and retailers. Expanding on this success, the next edition of the WatchPro Awards is set to be the biggest event yet, with the highly anticipated debut in the United States on September 14th at the iconic Cipriani, 25 Broadway, in New York City's Financial District.

The UK event will take place on November 9th at the stunning 8 Northumberland, a Victorian ballroom located just off Trafalgar Square in Central London. With its expansion into the US market, the WatchPro Awards are poised to become an even more prominent and influential event in the global watch industry, solidifying its position as a must-attend occasion for professionals and enthusiasts alike.

WatchPro presents numerous opportunities for companies to sponsor the awards, enabling them to not only make a mark in the retail industry but also gain nationwide exposure in various press outlets such as newspapers and online coverage.



## WATCHPRO SALON

The second edition of the Salon in 2022 bought over 1,400 watch lovers, retailers and journalists to fifty of the world's most exciting luxury watch brands.

With dedicated sessions for retailers, press and consumers, the event brought together over 50 retailers; over 100 mainstream press, influencers, YouTubers & bloggers; hospitality groups with private tours; plus collectors and aficionados.

The Salon is a retail space, offering a brilliant opportunity to maximise on the Christmas selling period.

The Salon begins Friday morning with a private session for retailers and press before opening the doors to VIP consumers for preview access to the showcase (plus the option to book private appointments with brands), before the public opening night reception on Friday evening. Saturday is a general public event all day which includes a curated programme of fireside talks and discussions.

WatchPro handle everything in terms of production and each package includes manufacture and delivery of your stand. We also work with a selection of suppliers for showcases and furniture which you can hire directly through WatchPro, and these items will be delivered and installed for you.







## WATCHPRO TEAM

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## WEBSITES

[fr.watchpro.com](http://fr.watchpro.com)  
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