**WatchPro** provides business intelligence for owners, operators and decision makers in the US 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 Promedia Digital, a global publisher headquartered in Dubai, with offices in London, India and Bahrain.

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**THE POWER OF PRINT**

ADVERTISING IN WATCHPRO OFFERS NUMEROUS COMMERCIAL BENEFITS:

**CREDIBILITY**
WatchPro is published by Promedia Digital, 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 US. 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**

- **4,000+**
  Monthly circulation to US watch industry professionals.

- **10,000+**
  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%
- Procurement manager/director: 20%
- Purchasing manager/director: 40%
- Other: 15%
USA.WatchPro.com is the only dedicated web portal for the US watch industry, representing a truly valuable opportunity for business advertisers. By advertising on USA.WatchPro.com and within the site’s associated daily news alerts, organizations of all sizes can now communicate information about their company, products, services and promotions to highly-targeted watch industry professionals working in the US, predominantly watch buyers from jewelers.

USA.WatchPro.com is also a huge platform for watch collectors and enthusiasts across the States to see news, reviews and opinions on everything watch-related, including new launches, store openings and celebrity ambassadors. This is why visitor numbers to the site are up 50% year on year. This combination of business intelligence and accessible information for the end consumer is why WatchPro is the most influential watch title in America.

**DIGITAL**

USA.WatchPro.com is the only dedicated web portal for the US watch industry, representing a truly valuable opportunity for business advertisers. By advertising on USA.WatchPro.com and within the site’s associated daily news alerts, organizations of all sizes can now communicate information about their company, products, services and promotions to highly-targeted watch industry professionals working in the US, predominantly watch buyers from jewelers. USA.WatchPro.com is also a huge platform for watch collectors and enthusiasts across the States to see news, reviews and opinions on everything watch-related, including new launches, store openings and celebrity ambassadors. This is why visitor numbers to the site are up 50% year on year. This combination of business intelligence and accessible information for the end consumer is why WatchPro is the most influential watch title in America.

**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 240,000** page impressions per month
- **Over 85,000** unique users per month
- **Daily news alert goes to** over 2,400 watch industry professionals every day
- **Average open rate** 40%

**A quote from the industry**

Over the past few years, WatchPro has built itself up into being the authoritative voice of the 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 industry is honourable.

Marcus Braybrook, Head of Marketing & Communications at RAYMOND WEIL
WatchPro has a growing social media presence across all major platforms, allowing the WatchPro team to offer even more in terms of content for watch businesses all around the globe. The power of social media allows WatchPro to incorporate all markets when working on a package as well as giving an added boost on watchpro.com, usa.watchpro.com and de.watchpro.com. It also allows the platform to offer more to retailers, with growing thousands of watch aficionados, enthusiasts and collectors visiting every day. The following gives an insight into how and why tapping into the entire WatchPro platform is so important for so many brands.

YouTube allows WatchPro to share great interviews and with the series currently on offer including Originals and Educates, the video footage looks set to reach even more subscribers and users when shared across the whole WatchPro platform of over 300,000 visitors every month alongside all content published on IGT.

Instagram coupled with IGTV is a growing platform for WP, allowing the platform and the watch-related businesses it works with to share even more content than on the website with a number of pictures gallery, images, videos and IGTV content available to work with the WatchPro team on.

@watchpro has almost 20,000 followers and growing. Constantly interacting with the world’s biggest brands, retailers and experts on the latest news and opinion form the global watch market. Experience shows this is also a great place to be sharing video content from Youtube and Instagram.

Facebook is where we post all of the news stories posted on the watchpro.com site. Here the best and most important stories are shared among thousands of watch enthusiasts, collectors and industry professionals allowing the market to discuss and learn about the latest trends and business insight.

WatchPro is very well connected across LinkedIn and Rob Corder, co-founder and managing editor, is regularly communicating your message objectively and network with key individuals.

SOCIAL MEDIA

**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.

LAST MONTH CASIO AND WATCHPRO HOSTED A ROUNDTABLE DISCUSSION AT COVENT GARDEN’S PRIVATE MEMBERS’ CLUB, THE LIBRARY. WE INVITED A NUMBER OF UK RETAILERS TO LUNCH TO HEAR THEIR VIEWS ON SMART WATCHES AND TECHNOLOGY-ENABLED WATCHES, LEARN WHAT THEIR CUSTOMERS WANT FROM TECH-BASED WATCHES AND GATHER VALUABLE INTELLIGENCE ON THE LIKELY COURSE OF THIS EMERGING, UNPREDICTABLE SECTOR.

"It's not a bad looking watch. We did the HD3 Slyde for a brands."

"I'd have the Apple Watch in my store but I wouldn't have a selling it like a watch then it has to compete with the other watch area, you need people who know what they're selling. If you're discount every year. So you've got to be very careful where you put the technology product as well as the training and what you can offer us.

"I turn around and say this is for jewellery retailers. Because we're because you have been a watch company that has supplied watch retailers. A lot of these companies are supplying sports shops and then they come into jewellers. I've had the same thing with Animal and Nixon.

"Do smart watches sell side by side with traditional watches?"
## 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 (10% discount) per insertion</th>
<th>TWELVE SERIES (15% discount) per insertion</th>
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</thead>
<tbody>
<tr>
<td>Front Cover Image</td>
<td>205 x 275MM (300 DPI)</td>
<td>$17,000</td>
<td>$15,300</td>
<td>$14,450</td>
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<tr>
<td>Opening Double Page Spread</td>
<td>205 x 275MM (TWO PAGES)</td>
<td>$19,000</td>
<td>$16,100</td>
<td>$15,050</td>
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<tr>
<td>Outside Back Cover</td>
<td>205 x 275MM</td>
<td>$10,000</td>
<td>$9,000</td>
<td>$8,500</td>
</tr>
<tr>
<td>Roundtable Event</td>
<td>Actual Event &amp; 4 page write up</td>
<td>$10,000</td>
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<td>NA</td>
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<tr>
<td>Full Page Advertorial</td>
<td>205 x 275MM</td>
<td>$10,000</td>
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<td>$8,500</td>
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<tr>
<td>Double Page Advertorial</td>
<td>205 x 275MM (TWO PAGES)</td>
<td>$11,000</td>
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<td>$9,350</td>
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#### PRIME POSITIONS

- **Prime Positions**: Front Cover Image, Opening Double Page Spread, Outside Back Cover, Roundtable Event, Full Page Advertorial, Double Page Advertorial

#### STANDARD ADVERTISING

- **Standard Advertising**: Double Page Spread, Full Page, Half Page Horizontal, Half Page Vertical, Quarter Page

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**Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request**

Note: All prices subject to VAT

#### RATE CARD FOR USA.WATCHPRO.COM

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>PRICE</th>
</tr>
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<tbody>
<tr>
<td><strong>USA.WATCHPRO.COM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1040 x 120 Pixels</td>
<td>$4,000 per month</td>
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<tr>
<td>Tower</td>
<td>300 x 600 Pixels</td>
<td>$4,500 per month</td>
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<tr>
<td>MPU</td>
<td>650 x 250 Pixels</td>
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<tr>
<td>Mobile MPU</td>
<td>1080 x 1020 Pixels</td>
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<tr>
<td>Wallpaper</td>
<td>1920 x 1080 Pixels</td>
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<tr>
<td>Button</td>
<td>300 x 100 Pixels</td>
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<tr>
<td>Native Article</td>
<td>N/A</td>
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<tr>
<td>Retail Partner</td>
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<tr>
<td>Brand, Events and Pre-Owned Partner</td>
<td>N/A</td>
<td>$1,000 per month</td>
</tr>
</tbody>
</table>

#### DAILY NEWS ALERT

- **Leaderboard**: 728 x 90 Pixels
- **Tower**: 220 x 350 Pixels
- **Lower Leaderboard**: 465 x 75 Pixels
- **Top Button**: 425 x 140 Pixels
- **Dedicated email shot**: N/A

Discounts available on multiple campaigns

Note: All prices subject to VAT

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