

PREMIUM WATCH & JEWELLERY MAGAZINE ADVERTISING OFFER

CIRCULATION

- 10 000 copies
- all sold copies, average: 6 000
- subscribers: 1000
- reach: cca.. 30 000-35 000 persons
- free copies to business insiders: 800

TARGET GROUP

- males, between 19-49 years
- average or better earnings
- open minded on new things
- for those who highly appreciate nice objects, design
- who demand high quality
- interested in technical innovations
- devoted to the object
- traditionalist
- collector
- appreciate luxury goods
- watchmakers, people in watch business

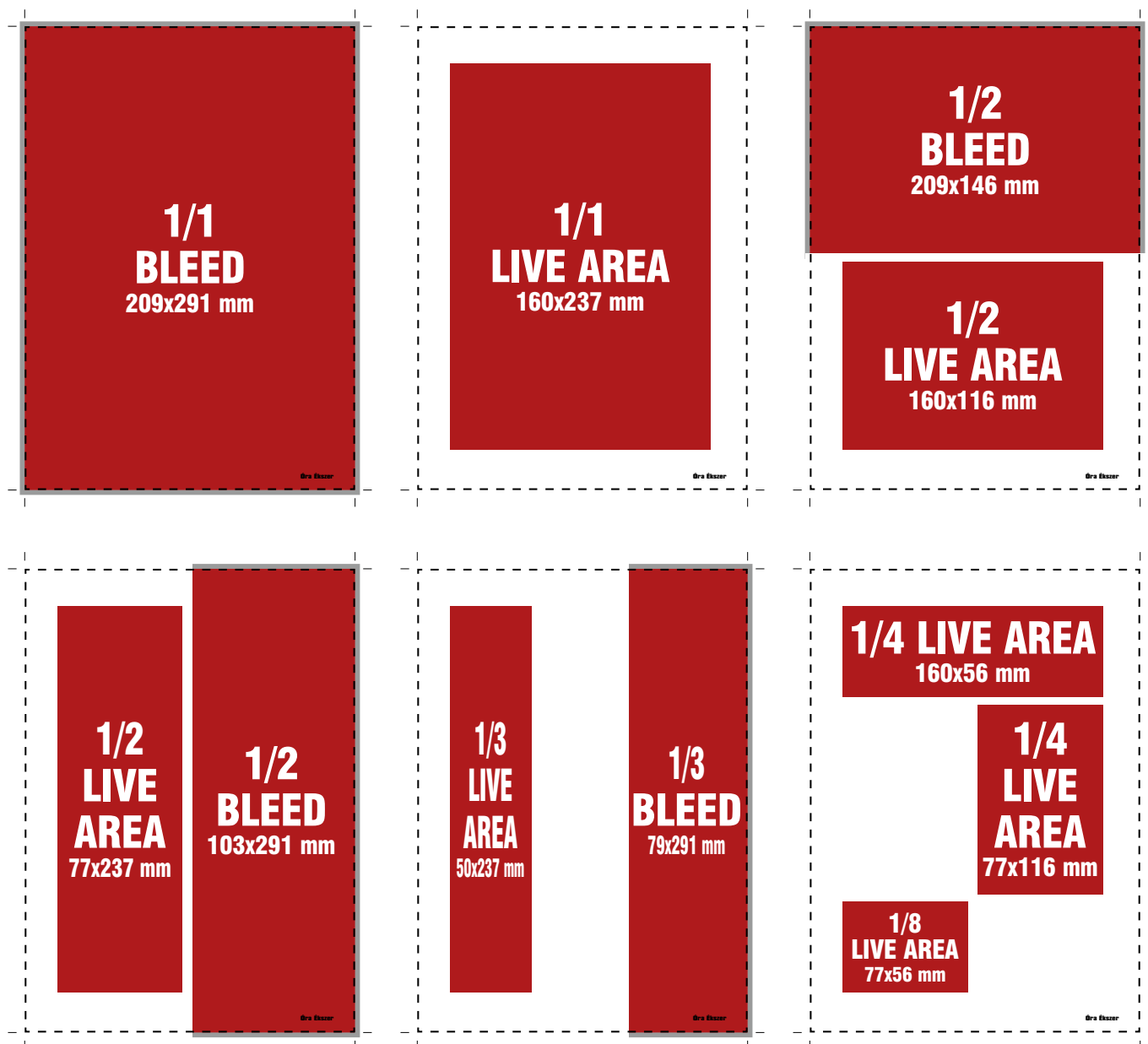
WHY IS IT VALUABLE TO ADVERTISE IN OUR MAGAZINE?

- Your ads reach the target audience efficiently
- opportunity to strengthen your company's our product's image in the eyes of readers with solid background
- a media for launching premium products
- supporting articles: insurance, security systems etc.
- each article of the magazine is being read and collected
- opportunity to build brand loyalty
- off-topic ads of your products and services reach the readers while they pursue their hobby
- readers treasure valuable, exclusive products in their consumer choice
- readers are open to products with negative elasticity and high status-symbol value
- quality paper and printing, spectacular images

READER'S LIFESTYLE CHARACTERISTICS

- usually lives in stable circumstances
- seeks out and is the first to use modern technological innovations
- usually seeks security
- discusses the products and services in his/her own circle
- preferring branded clothes and accessories is characteristic for their appearance
- decisive players of business and politics, artists and media personalities are represented in great numbers among the readers
- convenience, accuracy and precision is a determining factor. Expects quality and is loyal to a brand
- always strives to familiarize himself/herself with new models and aims to possess them
- dedicated consumer of products supporting and/or building self-image
- much more opened to unique objects or to ones with special designs than the average

PREMIUM WATCH & JEWELLERY MAGAZINE



	Sizes	Prices	
INSIDE	1/1 bleed	209x291 mm	1700 €
	1/1 live area	160x237 mm	1700 €
	1/2 bleed	209x146 mm	1000 €
	1/2 bleed	103x291 mm	1000 €
	1/2 live area	160x116 mm	1000 €
	1/2 live area	77x237 mm	1000 €
	1/3 bleed	79x291 mm	750 €
	1/3 live area	50x237 mm	750 €
	1/4 live area	160x56 mm	650 €
	1/4 live area	77x116 mm	650 €
	1/8 live area	77x56 mm	300 €
COVER	C/2 1/1 bleed, live area	209x291 mm, 180x255 mm	2000 €
	C/3 1/1 bleed, live area	209x291 mm, 180x255 mm	1850 €
	C/4 1/1 bleed, live area	209x291 mm, 180x255 mm	2500 €

TECHNICAL PARAMETERS

Price:	790 Ft (2,6 €)
Circulation:	10 000
Distribution:	nationwide
Publication:	bimonthly
Number of pages:	100
Trim size:	203x285 mm
Live Area:	160x237 mm
Press:	4 + 4 color
Paper:	
inside:	100 g offset
cover:	170 g offset