

# WATCH TRENDS

Watches ▶ Lifestyle ▶ Luxury

## Magazine



### ▶▶ GENERAL INFORMATION

The glossy Watch Trends Magazine has expanded to become a powerful multimedia platform with a wealth of information and news about high-end watches and jewellery. This platform covers watches and jewellery using a unique '2-in-1' concept, which gives equal space to contemporary **men** and fashion-conscious **women** aged between 25 and 60. Watch Trends is a source of inspiration and information within the broader context of lifestyle. The trends, people and events that set the tone in the world of watches, jewellery and luxury goods are the linchpins of the platform. Readers are presented with compelling images and fascinating articles about the story behind the luxury brands.

The platform consists of a magazine and a website (optimised for smartphones), plus iPad and social media.

Having added several media channels, Watch Trends offers both producers and consumers in the luxury goods segment a platform for sharing information and expertise. This makes the platform relevant to anyone interested in watches, jewellery and luxury goods. Linking together several channels creates the optimum multimedia effect with maximum reach, and a more intense media experience as a result.

### ▶▶ PRINT

Title:	Watch Trends Magazine
Frequency:	4x per year
Publication dates:	spring (Friday 18 March) summer (Friday 17 June) autumn (Friday 16 September) winter (Friday 25 November)
Circulation:	20.000

### ▶▶ DIGITAL

Consumers can stay up to date with the latest trends in watches, jewellery and luxury goods via their desktop computers, laptops iPads and smartphones. Every week news is posted on the homepage. There is also the option to re-read the magazine on the website, where all the previous editions of Watch Trends Magazine are available. The consumer can also search for a particular person or brand, and via special links click through to the websites of watch and jewellery brands.

Via the homepage you can also access Watch Trends Television, a real experience! Exclusive videos about watches, jewellery and luxury goods are shown here in this dazzling environment. You can also get Watch Trends Magazine as an iPad app. Via a special magazine app from AKO, it's very easy to download the year's latest edition. It's also possible to take out a subscription.

**WATCH TRENDS MAGAZINE: READ, LOOK, EXPERIENCE**

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## Magazine



ALSO AVAILABLE  
ON IPAD

### ▶▶ PRINT ADVERTISING RATES

Individual price per insertion in euros, excl. VAT

Format	Full color
Full page	€ 2.950
Double page	€ 5.500

Contract discount:	
3 pages:	5% discount
6 pages:	7% discount

Group contracts are available on request  
Contracts must be purchased within 12 months

**Specific insertion requests:** Specific insertion requests will be taken into account as far as possible

**Special positions:** Special positions can be discussed in advance. For these positions, the following surcharges are applied to the gross price: for a double-page spread on pages 2 and 3, a surcharge of 25%. For arranging special places in advance, other than the aforementioned positions, a surcharge of 15% is applied. In the event of cancellation, the surcharge will be retained.

### ▶▶ DIGITAL ADVERTISING RATES

Individual price per insertion in euros, excl. VAT

Display advertising	
Banner	€ 750 /month
Button	€ 500 /month
Rectangle	€ 750 /month
Skyscraper	€ 750 /month

Rich Media advertising	
Skybox	€ 500 /month
Corner ad	€ 250 /month
Radical	€ 1,000 /wk
Expandable banner	€ 1,000 /month

Non-spot advertising	
Advertorial	€ 1,500 for 2 months
Mail&Win	€ 500 /month

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