

Watch. Style & Time magazine

ЧАСЫ
СТИЛЬ & ВРЕМЯ

«Watch. Style & Time»

- «**Watch. Style & Time**» — watch and jewellery magazine addressed to connoisseurs, admirers and professionals of watch and jewellery business. The magazine is publishing in Ukraine in Russian language since June 2000.
- **Circulation** – 5 000
- **Target audience:** people with high and medium income at age from 20 to 50
- **Language** – Russian
- **Format** - A4
- **Volume** – 124- 148 pages
- **High quality printing**
- **Distribution** — subscription, direct mail, network of specialized watch shops in Ukraine, superstores and retail.
- «**Watch. Style & Time**» **magazine** registered by Ministry of Informational Policy of Ukraine Registration certificate. KB №4095 of 17 March 2000.

Main subjects of the magazine:

- Watch production and technical peculiarities.
- History of watchmaking industry, watch companies and unique pieces of watch and jewellery production.
- Innovations in watch and jewellery industry.
- Collections of watches created by different companies and independent watchmakers.
- News and interesting events from watch and jewellery world.

Features of the magazine

- Good quality information worth to trust. Correct and objective estimation which is interesting to readers.
- Information about rare and historical brands.
- Direct dialogue with the most informed and purposeful audience.
- Fair estimation of the product with the indication of its peculiarities which is helpful for the sellers to make correct marketing policy.
- Non-standard approach in demonstration of watch companies' activity.
- Showing new technologies of production and marketing in watch business all over the world.
- Guaranteed information from the primary sources: international exhibitions and presentations, Ukrainian exhibitions and presentations, as well as direct exchange of information between the editorial offices of specialized magazines.
- Exclusive interviews with top-managers of the leading Ukrainian and foreign companies.

Partners of the magazine

- The edition has good relationship with the Ukrainian Watch Association, Federation of the Swiss Watch Industry, International Watch Museum from La Chaux-de-Fonds (Switzerland), and with many Swiss, French, German, Japanese watchmaking companies. From 2001 the magazine participates in the international exhibitions BaselWorld (Basel, Switzerland), SIHH (Geneva, Switzerland).
- “Watch. Style & Time” magazine is the main informational sponsor of the all-Ukrainian watch exhibition “Kiev. Watch Salon”.
- Ukrainian main distributors and dealers of watch and jewellery brands: Crimea Watch Company, Crystall, DANYS, DEKA, Les Montres Suisses, Macro Plus, Newton, Noblesse, Octa, Ultra, Valee du Luxe, Vector D, Veltim, etc.

Readers audience

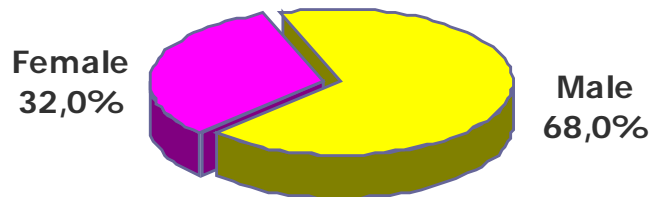
Readers audience of “Watch. Style & Time” magazine – solvent population at age of maximum social and business activity with stable income, mostly with higher education – specialists, top-managers, employees of successful enterprises.

Mainly:

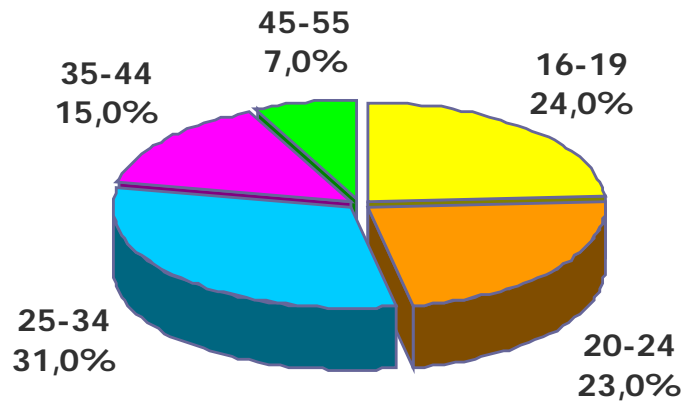
- Male – 63,5%
- Average age: 29 up
- With higher education (Index 108)
- Reached high social status (Index 212)
- Placing top positions (Index 102)
- With active life style

Socially-demographic portrait of the audience

- Sex



- Age



Structure of distribution

Poltava – 2,3 %

Lviv – 1,86%



Lifestyle of “Watch. Style & Time” reader:

- Wants to develop his/her business and him/herself as a person,
- conducts health life,
- interested in cultural and technical events,
- is an active consumer of new products and services.

“Watch. Style & Time” magazine

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- **Publisher:** Media Centre Plus.
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Schedule of “Watch. Style & Time“ magazine preparation for 2012

2011 №	Months	Date of application for special projects (inserts, etc.), before	Date of application for advertisement and payment, before	On-sale date
1 (47) Spring	March/April /May	23.01.2012	01.02.2012	22.02.12
2-3 (48-49) Summer- Autumn	June- November	02.04.2012	23.04.2012	28.05.12
4 (50) Winter	Dec./Jan. /February	01.10.2012	22.10.2012	12.11.12

Prices for advertisement in magazine:

RATES AND FORMATS	USD
1/1 page before the content)	5.000
1/1 page inside	4.200
1/2 page	2.100
1/3 page	1.400
1/4 page	1.200
1/1 PR - page	2.100
PANORAMA FORMAT	USD
Double page spread inside	6.300
COVERS	USD
Cover 2nd page	7.500
Cover 3d page	7.000
Cover 4th page	8.400
First double cover page spread	9.500
Last double cover page spread	9.000