

WATCHPRO

BRITAIN'S MOST INFLUENTIAL WATCH TITLE

.....
MEDIA PACK 2022
.....

WatchPro provides business intelligence for owners, operators and decision makers in the UK 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.



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 UK. Some of these operations and procurement professionals are responsible for multiple sites and annual budgets that run into the millions.

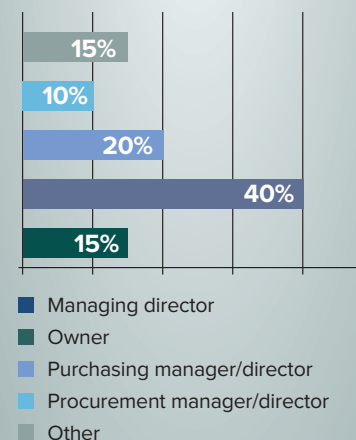
In numbers

5,000+
Monthly circulation
to UK watch industry
professionals.

12,500+
Average monthly readers,
based on 2.5 readers for
each copy.

70%
of WatchPro's audience
directly authorise
purchasing decisions for
their companies

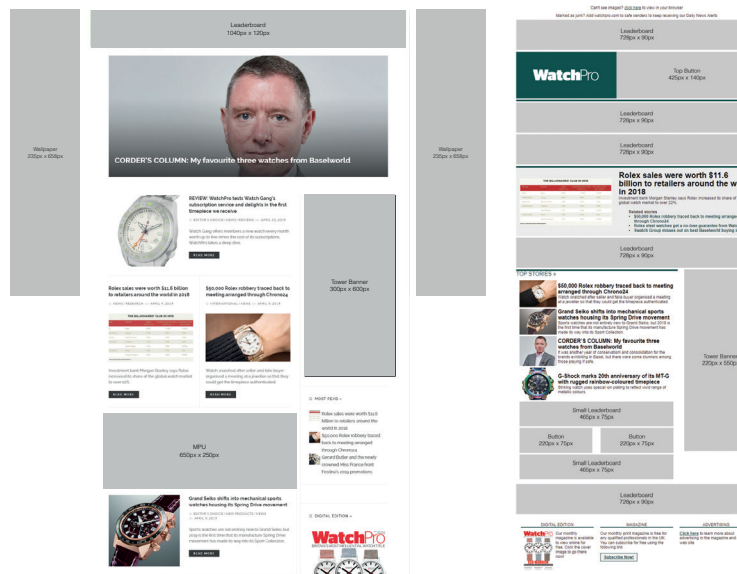
CIRCULATION BY JOB ROLE



WatchPro.com is the only dedicated web portal for the UK watch industry, representing a truly valuable opportunity for business advertisers. By advertising on WatchPro.com and within the site's associated daily news alerts, organisations of all sizes can now communicate information about their company, products, services and promotions to highly-targeted watch industry professionals working in the UK, predominantly watch buyers from jewellers.

WatchPro.com is also a huge platform for watch collectors and enthusiasts across the UK 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 Europe.



DIGITAL

ADVERTISING ONLINE AND IN THE DAILY NEWS ALERT OFFERS NUMEROUS COMMERCIAL BENEFITS:

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 **320,000**
page impressions

Over **140,000**
unique users

Daily news alert goes to
over **5,000**
watch industry
professionals every day

A quote from the industry

I think WatchPro provides fantastic daily news on the watch industry and Rob also provides wonderfully balanced articles that are both interesting and informative. I look forward to it daily.

Simon Walton, Managing Director, Berry's

OUR READERS

WatchPro is distributed to senior individuals in management from the UK's leading watch retailers, watch wholesalers, watch brands and general service providers. This includes owners, managing directors, general managers and senior buyers. Collectively this audience is responsible for all the manufacturing, buying and selling at trade level of all watches in the UK.

Key influencers who receive the print and digital versions of WatchPro represent companies such as:

- Watches of Switzerland Group
- Signet
- Bucherer
- Beaverbrooks
- Fraser Hart
- F Hinds
- Laings
- Chisholm Hunter
- Wempe
- Rolex
- Patek Philippe
- LVMH
- Richemont
- Prestons
- David M Robinson
- Movado Group
- Frost of London
- Hamilton & Inches
- Boodles
- Leonard Dews
- Hettich Jewellers
- Pragnell
- Peter Jackson
- Harrods
- William & Son
- Banks Lyon
- Berry's

"I think WatchPro provides fantastic daily news on the watch industry and Rob also provides wonderfully balanced articles that are both interesting and informative. I look forward to it daily."

- Simon Walton, Managing Director, Berry's

"I love reading WatchPro and it is a great tool to keep up to date with everything industry related."

- Keith Parrett, David M Robinson

"I am a regular visitor to the WatchPro website, which I rely on as my primary source for industry highlights."

- Alex Lukakis, Bucherer

"WatchPro is a must read for all the latest developments and objective comment from reporters and writers who know their subject inside out."

- Robin Phillips, Watch Shop

"One of very few news alerts that gets opened as soon as it pops-up. Industry news & in-depth articles that I actually want to read!"

- David Edwards, Managing Director, Seiko UK

SOCIAL MEDIA

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 IGTV.



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 from 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 keeping his 6,500 followers informed with the latest news and gossip from the global industry. This is in addition to Daniel Malins and Alex Douglas' frequent activity. WatchPro's official page also continues to grow.

MARKET

WatchPro Market is a consumer-facing event where brands can meet and sell to watch lovers. It takes place at the Old Truman Brewery, at the heart of Shoreditch where Londoners gather every weekend to shop, socialise and eat out at a myriad of markets spanning vintage vinyl to futuristic foodie concept. Like every market, the emphasis here is on the informal, with brands supplied with just tables, pop-up banners and power. The watches and the people who design and make them are the stars here, and the concept makes it possible to keep costs down so that more independent brands can participate.

As well as the London-based launch event, WatchPro is taking the event global and will follow the same recipe with events in Berlin and Munich in Europe to New York and Miami in the states.

LOCATION

Held in the trendiest part of London, Old Truman Brewery offers exhibitors access to thousands of young and enthusiastic watch, jewellery and fashion enthusiasts. Even without promotional events, the venue is flooded with people enjoying a day in the city's most creative neighbourhood.



AUDIENCE

WatchPro has over 300,000 users attend the site every month and with attendance to WatchPro market, all exhibitors are placed directly in front of them. Given a permanent place on the site, exhibitors will be featured via picture galleries and news coverage of latest releases and company-related news along with interviews with chief executives and company profile pieces.



LOGISTICS

WatchPro Market has space for over 30 exhibitors and positions will be available on a first come, first served basis. Included in the package is space for a 6 foot x 2.3 foot table, a promotional banner and power supply at the venue. All exhibitors will also be given a permanent position in a WatchPro Market channel on watchpro.com



SO WHY SPONSOR THE AWARDS?

- **Exposure and profile** allows you to benefit from high-profile branding to the industry before, during and after the event.
- **Networking** opportunities with senior decision-makers within the **UK's leading retail groups** and watch brands.
- **Increase your credibility** through association with our leading magazine, website and awards.
- Create **new business opportunities** through higher brand presence among current and potential customers.
- Gain valuable profiling in WatchPro through awards-related **editorial coverage** and post event write-ups.
- Be seen as the **market leader** in your chosen area by sponsoring the award that suits your company.
- **Raise the profile** of your products and services with an influential and affluent audience.

Feedback from past ceremonies

"The WatchPro Awards has become a date in the watch industry diary. It is a chance for retailers, wholesalers and everyone in the industry to come together and acknowledge the amazing job people some people do.

Independent businesses and multiple groups should support the dinner every year as it's one of the few times the watch industry celebrates its success."

Simon Walton, Managing Director, Berry's

"First and foremost, what an amazing evening, not only because as a business we won an award but also to hear the well-respected Jean-Claude Biver speak in person.

The evening was fantastically hosted, not only an amazing venue but first class food and company with friends old and new."

Jonathan Tyers, David M Robinson

"It was my first time attending and I have to say I was thoroughly impressed. The event was really well planned, well paced, had the great and good of the industry there (a good sign it is well respected) and made a big effort to focus on the achievements of the British watch industry."

Dan Baker, Watch Shop



DATE: 10 November 2022

Free-flowing drinks, three course meal and networking

TIME: 7:00pm 'till late

The nomination process for the WATCHPRO Awards is uniquely democratic inasmuch as watch retailers vote for the watch brands that have been performing best for them, while suppliers vote for their favourite retailers. So all nominees are chosen for by those that know best. The nominations are then whittled down to a shortlist before culminating in a glittering awards ceremony on the evening in November. High profile members of the watch industry, hard-working employees and innovative owners and managers are in attendance, always proud to see well-deserving staff members receive recognition for their efforts which so often can go unnoticed.

WATCHPRO presents a range of opportunities for companies to sponsor these prestigious awards, which not only make their mark in the hospitality industry, but also gain nationwide exposure in various press such as newspapers and online coverage.

COMMERCIAL OPPORTUNITIES

PRINT AND ONLINE ADVERTISING RATES

RATE CARD FOR WATCHPRO

POSITION	SPECIFICATIONS	SINGLE ISSUE price per insertion	SIX SERIES (10% discount) per insertion	TWELVE SERIES (15% discount) per insertion
PRIME POSITIONS				
Front Cover Image	205 X 275MM (300 DPI)	£15,000	£13,500	£12,750
Opening Double Page Spread	205 X 275MM (TWO PAGES)	£8,000	£7,200	£6,800
Outside Back Cover	205 X 275MM	£7,000	£6,300	£5,950
Roundtable Event	Actual Event & 4 page write up	£10,000	N/A	N/A
Full Page Advertorial	205 X 275MM	£6,000	£5,400	£5,100
Double Page Advertorial	205 X 275MM (TWO PAGES)	£10,000	£9,000	£8,500
STANDARD ADVERTISING				
Double Page Spread	205 X 275MM (TWO PAGES)	£7,000	£6,300	£5,950
Full Page	205 X 275MM	£5,000	£4,500	£4,250
Half Page Horizontal	175 X 116MM	£3,000	£2,700	£2,550
Half Page Vertical	85.5 X 232MM	£3,000	£2,700	£2,550
Quarter Page	175 X 42MM	£2,000	£1,800	£1,700

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

all prices subject to VAT

RATE CARD FOR WATCHPRO.COM

POSITION	SPECIFICATIONS	PRICE
WATCHPRO.COM		
Leaderboard	1040 X 120 Pixels	£3,250 per month
Tower	300 x 600 Pixels	£3,250 per month
MPU	650 X 250 Pixels	£3,250 per month
Wallpaper	1920 X 1080 Pixels	£6,000 per month
Mobile MPU	1080 X 1920 Pixels	£5,000 per month
Button	300 X 100 Pixels	£1,500 per month
Native Article	N/A	£1,000 per article
Retail Partner	N/A	£1,000 per month
Brand, Pre-owned or Events Partner	N/A	£700 per article
DAILY NEWS ALERT		
Leaderboard	728 X 90 Pixels	£3,500 per month
Tower	220 X 550 Pixels	£4,000 per month
Lower Leaderboard	465 X 75 Pixels	£2,000 per month
Top Button	425 X 140 Pixels	£2,250 per email
Dedicated email shot	N/A	£6,000 per email

Discounts available on multiple campaigns

all prices subject to VAT

CONTACTS

EDITORIAL CONTACT

ROB CORDER

Managing Editor
020 3176 4227
rob.corder@itp.com

COMMERCIAL CONTACTS

DANIEL MALINS

Publisher
020 3176 4225
daniel.malins@itppromedia.com

ALEX DOUGLAS

Associate Publisher
020 3176 4235
alex.douglas@itppromedia.com



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Instagram @watchprolive



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LinkedIn @watchpro



Promedia Digital Ltd
16-25 Bastwick Street, London, EC1V 3PS
020 3176 4228
www.itppromedia.com