

WATCHES OF DISTINCTION

1010

MEDIA KIT 2018

## ABOUT US

*Watch1010* explores the world of luxury watchmaking in an informative and entertaining manner. We are enthusiasts of the watchmaking industry in all its complexity, and take our name from one of its signifiers. We engage an audience of likeminded individuals from the basis of our shared passion.

Based in the UAE, *Watch1010* brings a global perspective to the booming regional horology industry. We provide curated content on all aspects of the industry, from the manufacturers and craftspeople to sellers, buyers and collectors, in a manner that appeals to experts and novices alike.

*Watch1010* is rooted in its digital portal – an innovative website combining editorial material with a dedicated e-commerce platform. This digital offering is supported by robust social media channels, interactive events and a print magazine published around the most important dates on the industry calendar.

*Watch1010* is an official partner of Dubai Watch Week.



### THE LATEST



AUCTION REPORT  
Aquaracer Black Titanium by  
TAG Heuer

WORDS: HERSHEY PASCUAL



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Aquaracer Black Titanium

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AUCTION REPORT  
Aquaracer Black Titanium

WORDS: HERSHEY PASCUAL



## TARGET AUDIENCE

Watch1010 acts as a meeting place between people who love watches and the brands that manufacture fine timepieces. With a selection of news, interviews and reviews, readers can stay up to date on watches brought to market by big producers as well as independent firms, while brands have direct access to their audience.



## BREAKDOWN

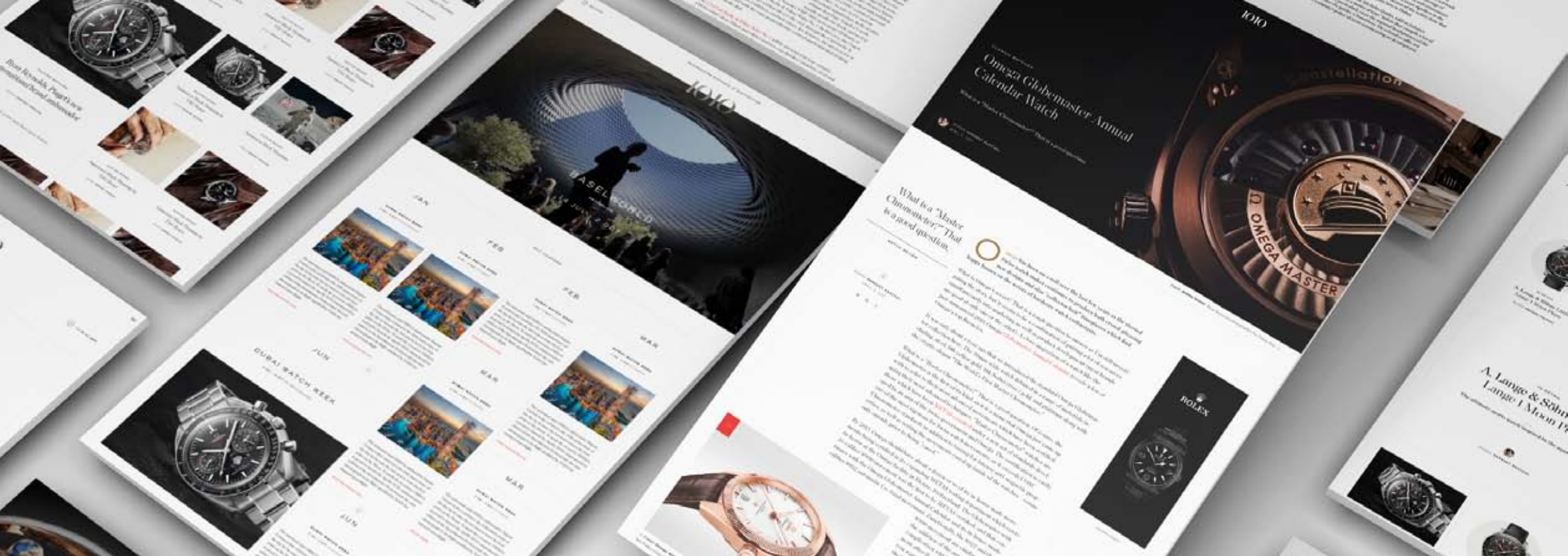
**Gender:** 60% Male 40% Female

**Average Group:** 25 years - 75 years

**Average Income:** \$81,000 - \$750,000 per year (UAE)

**Average collection worth:** \$3 million and above

**Average travel trips:** 8 - 12 times per year (GCC)



## WATCH1010 REACH

In keeping with its theme rooted in timekeeping, *Watch1010* places the focus on timeliness by structuring its operations around its website and other digital platforms. The website is projected to reach 100,000+ visits per month by June 2018.

*Watch1010* magazine is delivered directly to 5,000 regional watch collectors and VIPs and 2,500 copies are distributed to Dubai Watch Week attendees and selected retail outlets.

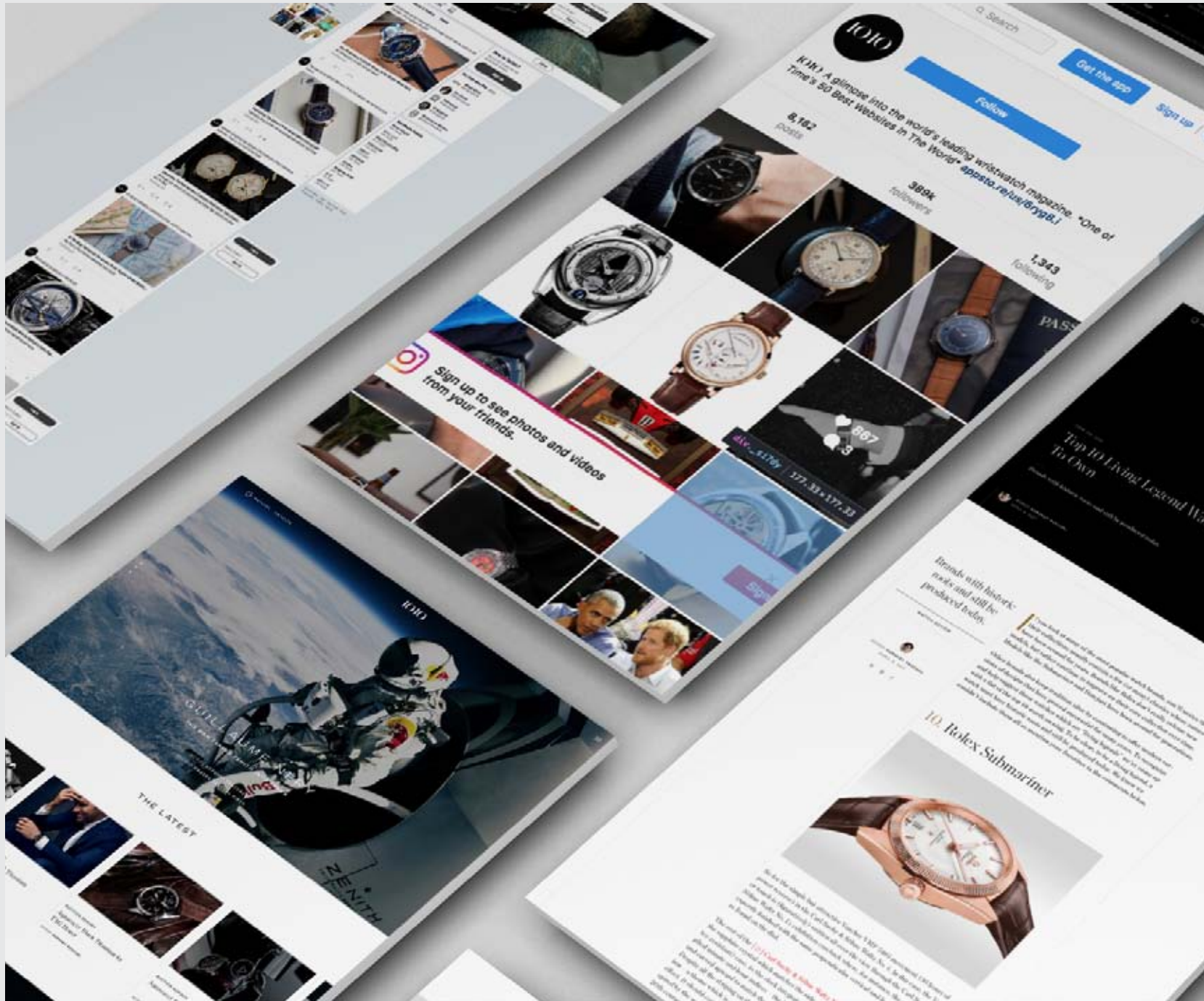
### CIRCULATION

**PRINT**  
7,500 Copies

**DIGITAL**  
Visits projected to reach 100,000+ by June 2018

### BREAKDOWN

Watch collectors,  
VIPs & Dubai Watch  
Week attendees



## SOCIAL MEDIA PLATFORMS

Watch1010 is active on:

Instagram  
Facebook  
Twitter

Watch1010 also emails a weekly digest to subscribers in its database.

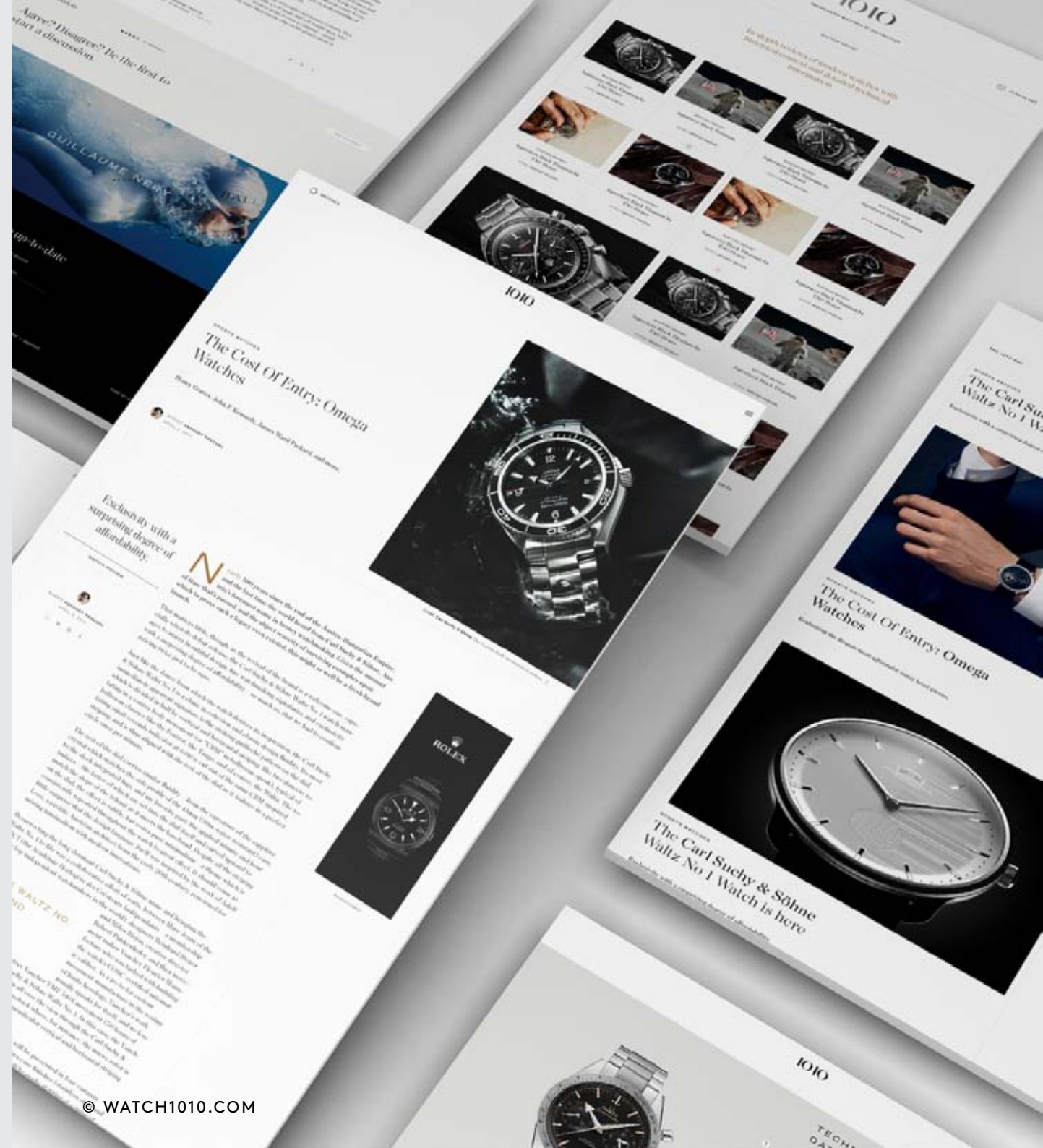
# PARTNERS & PRESS

## SELECTED BRAND PARTNERS

A. Lange & Söhne  
Ahmed Seddiqi & Sons  
Audemars Piguet  
Baume & Mercier  
Blancpain  
Breguet  
Breitling  
Carl F. Bucherer  
Cartier  
Chanel  
Chopard  
De Beers  
De Grisogono  
Glashütte  
Harry Winston  
Hublot  
IWC Schaffhausen  
Jaeger-LeCoultre  
Jaquet Droz  
Longines  
MB&F  
Panerai  
Patek Philippe  
Piaget  
Richard Mille  
Rivoli Group  
Rolex  
TAG Heuer  
Ulysse Nardin  
Van Cleef & Arpels  
Zenith

## EDITORIAL TEAM

Cindy Bailey  
Eduan R. Maggo  
Hershey Pascual  
Laura Carr  
Nelissa Baja  
Sarah Williams





## 2017/2018 PRINT EDITORIAL CALENDAR

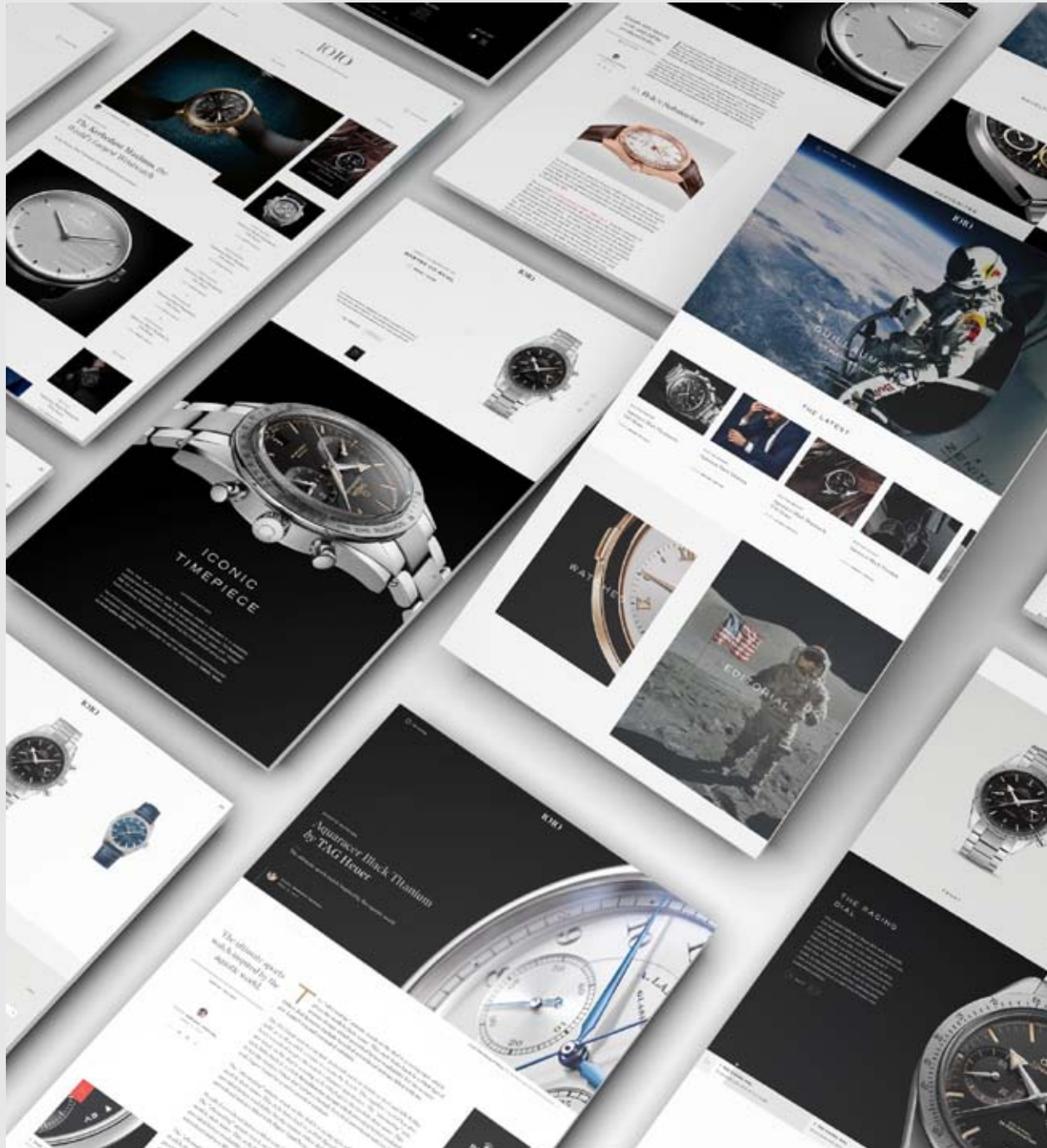


**Autumn/Winter:** The third annual Dubai Watch Week brings some of the most advanced timepieces to the UAE. We introduce you to key watches and their manufacturers.

**Spring:** A closer look at the trends that will shape tomorrow's fine watches as presented at SIHH, a gathering of the most prestigious names in haute horlogerie.

**Summer:** We delve deep into Baselworld for the top trends in watches and jewellery for the following year. A roundup of some of the most interesting products from both big names and smaller, independent watchmakers.





## ONLINE ADVERTISING OPPORTUNITIES

POSITION	PIXEL DIMENSIONS
Billboard	970 × 90 or 970 × 250
Pushdown	970 × 90 pushes down to 970 × 418
Leaderboard	728 × 90
Rectangle	300 × 250
Leaderboard mobile	320 × 50
Large leaderboard mobile	320 × 100
Rectangle mobile	320 × 250

\*Digital rates available upon request

### DIGITAL OPPORTUNITIES

We value our consumers as much as our partners, which is why we opened our social media channels to integrate as much as possible between each platform. Whether you see something you like on the website, in the magazine, or just out on the street on your way to your favourite restaurant, *Watch 1010* connects your thoughts and insights with like-minded people, the brands that you follow and anything else you feel like sharing with your communities. By bringing everyone into one space we aim to communicate with our readers directly and feed them more targeted content in an unbiased and objective manner deserving of our following.

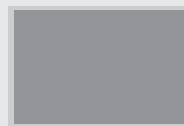


# RATES

SIZE/POSITION	RATE
Single Page	\$8,000
Premium Single	\$11,000
Outside Back Cover	\$25,000
Reverse Gatefold Spread	\$28,500
Inside Front Cover Spread	\$25,000
Double Page Spread 1	\$23,000
Double Page Spread 2	\$22,000
Double Page Spread 3	\$21,000
Double Page Spread ROP	\$13,000



Full page  
Bleed: 210 x 275mm  
Trim: 200 x 265mm



Double page  
Bleed: 410 x 275mm  
Trim: 400 x 265mm

\*All measurements are width x height



THANK YOU