



MEDIA KIT

2025

GMT GLOBAL

Launched in the year 2000, GMT Magazine has earned a reputation as a leading watchmaking magazine and a key player on both the Swiss and international watchmaking scenes.



GMT GLOBAL LAUNCH

The first edition was launched at Baselworld in 2000

ORIGIN

Switzerland

LANGUAGE

Published in French, German, English and Korean.

GMT WORLD

China, Hong Kong, Singapore, Malaysia, Philippines, Taiwan, Thailand, Indonesia, Dubai, Africa, Korea

JANUARY 2023:
GMT INDIA LAUNCH

GMT INDIA



Fostering a dynamic watch ecosystem in India through the delivery of premium content, our approach is centered around offering watch education tailored for both seasoned veterans and passionate enthusiasts.

Our Watches and Wonders 2023 launch generated immense excitement, surpassing projections as all 200 copies sold out within the first four days. This success paves the way for a lasting tradition of excellence in the years ahead...

GMT INDIA



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THE LEELA
PALACES HOTELS RESORTS



GMT INDIA



PRINT

GMT aims to deliver interesting watch news covering everything from techniques to trends.

EVENTS

Upon request, GMT India shall host curated events for watch collectors and horology enthusiasts.

DIGITAL

Through Instagram, Facebook, our website and newsletters, GMT India will cover news, global events and watch trends.

GMT INDIA AUDIENCE

DISTRIBUTION

1.25M ESTIMATED READERSHIP

High Networth Individuals

- Unicorn tech companies
 - HNI communities (Ficci, EO, YPO etc.)
 - Magazine subscribers (Forbes, FT, BS etc.)
 - Newspaper subscribers (specific UHNI pin codes)
-

Watch Lovers & Collectors

- Retail and boutiques
 - Collectors and watch club members
-

Hospitality & Luxury Tourism

- 5-star hotels and resorts
- VIP lounges, airline carriers and airports
- Social clubs (Gymkhana, golf, polo etc.)





Inside Time is an exclusive watch community under the arch of GMT & Friends. It embodies our mission to foster genuine connections and camaraderie among watch lovers. Our community, originally united by a deep-seated interest in watches, now serves as a beacon for all who cherish the art and science of horology.

Members discover a rich tapestry of discussions, events, and shared experiences that revolve around the timeless allure of watches. It is a safe space for both seasoned collectors and those just beginning on their collecting journey.



THEMES

GMT aims to deliver interesting watch news covering everything from techniques to trends.

Technical Finesse

The GMT editorial team is keen on testing and analysing the technical finesse of watches.

Watch Trends

Keeping our readers updated with the latest watch trends.

Lifestyle

For a more relaxed view of watchmaking, influence of social media.

Industry Insight

Exclusive interviews with industry insiders.

Art & Aesthetics

The art of watchmaking, the craftsmanship and the aesthetic sensibilities of a timepiece.

Sub-categories

Time Capsule, A Love Letter To, Off The Cuff, Test Bench, In The Workshop Of, Portfolio, Photoshoot, etc



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and many more...

HOW GMT INDIA STANDS OUT

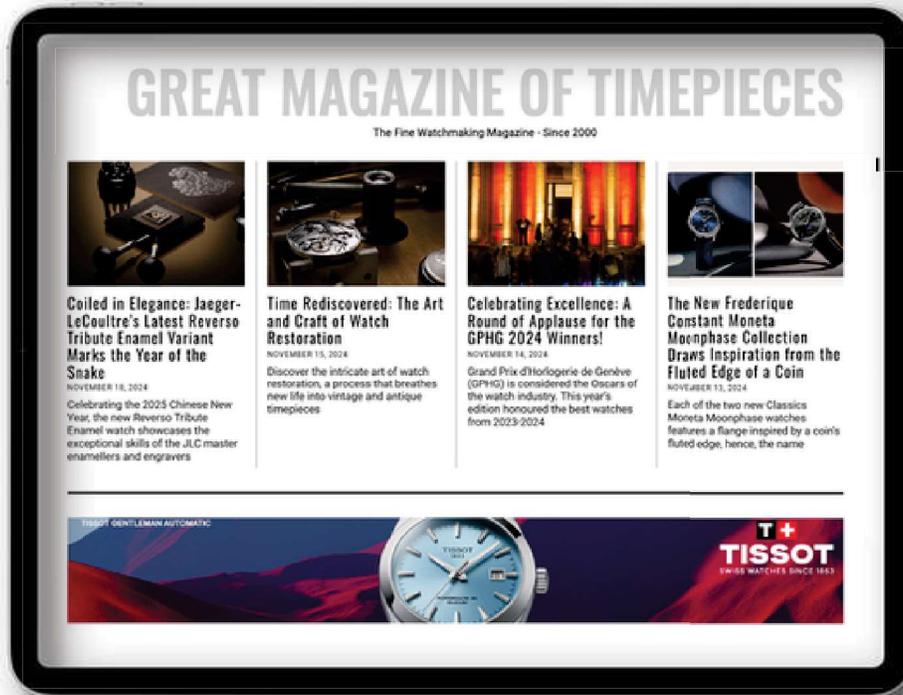


A targeted magazine distributed at the right places where UHNIs and watch collectors/enthusiasts frequent as compared to our competition which are distributed to the masses.

GMT India has Superior production quality and content authority, making it a sought-after magazine amongst our reader base.

Recently 400 copies of our Festive Issue 2024 were distributed to top Ethos customers, highlighting our extensive reach and influence in the luxury market.

DIGITAL DATA



GMT India's Website



GMT India's Instagram

41k+

Unique Monthly Website Visits (March 2025)

14.83%

Bounce Rate %

35k+

Instagram Followers

1.25M+

Accounts Reached

60k+

Content Interactions

45k+

Accounts Engaged

HOW GMT INDIA STANDS OUT

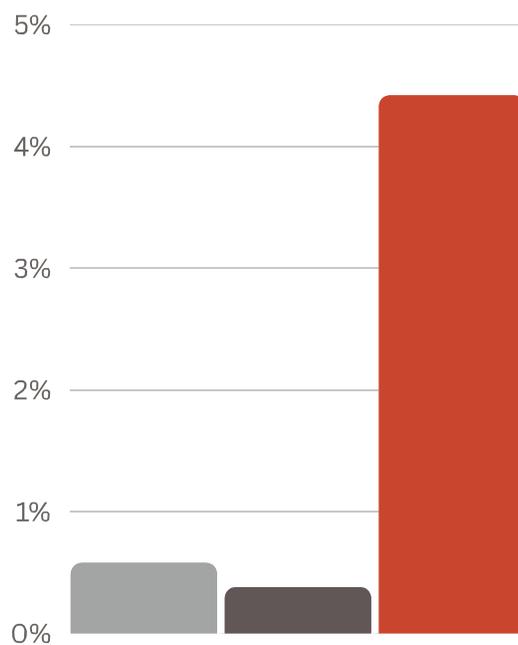
Unique website visits 7.3x higher than competitors in India



HOW GMT INDIA STANDS OUT

GMT India's average engagement per post on Instagram is 11x higher than competitors in India

■ The Hour Markers ■ WatchTime India ■ GMT India



Instagram- Average Engagement

ISSUES 2025-26

Watches & Wonders Issue

Publication month:

APRIL 2025

Summer Issue

Publication month:

JULY 2025

GMT India Coffee Table Book

Publication month:

SEPTEMBER 2025

Festive Issue

Publication month:

OCTOBER 2025

Special Issue: Lady + Holidays Issue

Publication month:

NOVEMBER 2025

Winter + Dubai Watch Week Issue

Publication month:

JANUARY 2026

Special Issue: Shifting Gears by GMT Issue

Publication month:

FEBRUARY 2026

**This potential special issue is subject to confirmation.*

