



Watch Market Review

Media Kit 2018/2019





ABOUT US

Watch Market Review is Asia's oldest and most respected professional bi-monthly journal concerned exclusively with the watch & clock trade and its allied branches, now in its 64th year of service.

Watch Market Review is the one magazine that gives to its readers a complete, in-depth report and a global overview of the latest developments in the trade and industry.

Watch Market Review acts as a link between manufacturers, distributors and retailers in India facilitating business interaction and catalysing growth in the trade and industry.

Watch Market Review is India's only watch and clock business journal on the World Wide Web.

CIRCULATION & DEMOGRAPHICS

‘Your Link To The Watch & Clock Trade’

Circulation: 25,000

(India—20,000, Global—5000)

Readership: 125,000

Median Age: 40

Male/Female Ratio: 88/12

SUBSCRIBERS

The Watch & Clock Trade

Top Management

Chief Officer

Tradepersons

Government Officials/Bureaucrats

Policy Makers

Manufacturers

Wholesalers

Distributors

Retailers

The Consumer

Connoisseurs

Watch Enthusiasts

EDITORIAL

The latest developments in the world of horology. Local and international news

Presenting products that represent the best of industrial and artistic design

Events— Unique establishments that have recently made their debuts along with product launches

Engaging conversations, interviews, analysis, reports, special advertorials with industry experts.

SPECIALS

Watch Market Review brings out special reports on premier global trade fairs and exhibitions like:

BaselWorld - World Watch & Jewellery Show
Salon International de la Haute Horlogerie (SIHH)
Hong Kong Watch & Clock Fair (HKTDC)

INTERNATIONAL WATCH EXHIBITION & CONSULTANCY

Watch Market Review has successfully organized, sponsored and promoted the International Watch Exhibition in Mumbai, India in 2003, 2004 and 2007 that provided a platform for various international brands looking for a representation/base in India.

The event, which was well received by the trade & consumers is slated to be an annual horological event showcasing quality products from around the globe.

*M*aximize Your Brand's Exposure

Custom Branded Content
Display Advertising
Homepage and Category Editorial Bar

Benefits to Your Brand

Superior visibility to the trade
Provides your brand a forum to expand brand awareness, drive engagement and interaction
Delivers timely information and access to the world's finest watch brands and the Indian trade
Exclusive editorial
Proven ROI for brands

RATES

<i>Placement</i>	<i>Price (INR)</i>
<i>Full Page</i>	<i>60,000</i>
<i>Front Cover</i>	<i>2,40,000</i>
<i>Inside Front Cover</i>	<i>1,80,000</i>
<i>Inside Back Cover</i>	<i>1,80,000</i>
<i>Back Cover</i>	<i>2,10,000</i>
<i>First Opening Page</i>	<i>1,50,000</i>

TECHNICAL DATA

Overall size of the page / Trim Size: 28CMS x 21.6CMS

Center of the page advertisement 25CMS x 18CMS

Bleed-off or flash cut advertisement 28.6CMS x 22.2CMS

Front Cover

With Head 28.6CMS x 22.6CMS

Without Head 18.6CMS x 22.6 CMS

Screen for Art paper 150CMS to 175CMS

MATERIAL SPECIFICATIONS

*All material to be supplied in **HIGH RES PDF** Format*