

# WATCHING

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JAAR

Watching, a consumer magazine about watches, informs the reader about trends, new collections, technology, collectors items and the history of most watch brands. Everybody likes to wear a watch that fits the activities that he or she is going to undertake at a certain time on a certain moment. Watching informs consumers who are more than ever expressing their lifestyle by the way they dress.

## TITLE

Watching

## PUBLISHED BY

Special Interest Media bv

## EDITORIAL STAFF

Bernard Werk (editor in chief)

## MANAGING DIRECTOR

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## PUBLISHER

Bernard Werk/Paul Heikens

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## INTERNET

 [www.watching.nl](http://www.watching.nl)

 [www.facebook.com/watchingmagazine](https://www.facebook.com/watchingmagazine)



 [www.instagram.com/watchingmagazine](https://www.instagram.com/watchingmagazine)

## CIRCULATION (OCTOBER 2023)

Printed edition	17.500
of which	
Paid subscriptions	4.100
Controlled circulation	2.000
Individual sales (Belgium)	1.400
Jewellers and specialist watch shops	6.000

and the way they spend their individual time. A watch to wear at work, to go out with, for sporting activities or just to wear for the fun of it, Watching tells you what to wear and where to buy! The overwhelming number of watches available, from classical to modern and from sportive to techno, indicates that the watch industry keeps track with these consumer demands. With more than 17,500 copies printed, Watching is read by over 50.000 consumers, mostly male and in the age of 18 - 55 years.

## ADVERTISING

Special Interest Media BV

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## SINGLE ISSUE

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## ANNUAL SUBSCRIPTION

€ 19,95 (incl. VAT) Consumerprice

€ 780,- (4 x 100 copies) jewellers/specialist

watch shops

## E-MAIL ADDRESSES

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## FULL COLOUR PLACEMENTS

Size	1x	2x	3x	4x
2/1 page	€ 5.250,-	€ 5.200,-	€ 5.125,-	€ 5.000,-
1/1 page	€ 3.250,-	€ 3.200,-	€ 3.125,-	€ 3.000,-
1/2 page	€ 1.750,-	€ 1.725,-	€ 1.675,-	€ 1.575,-
1/3 page	€ 1.250,-	€ 1.240,-	€ 1.220,-	€ 1.150,-

## SURCHARGES

PMS colour:	€ 450,-
cover:	100%
page 2 cover:	100%
page 3 cover:	100%
page 4 cover:	100%
special place:	15%

All prices are in Euro's and excl. VAT, except when specified.

## ADVERTISEMENT FORMATS

Page size		
size	Portrait (mm)	Landscape (mm)
2/1 pag.	-	460 x 297
1/1 pag.	<b>230 x 297</b>	-
1/2 pag.	112 x 297	230 x 146

Type area		
Size	Portrait (mm)	Landscape (mm)
2/1 pag.	-	440 x 277
1/1 pag.	210 x 277	-
1/2 pag.	-	210 x 136

inserts:  
paper weight max. 120 gram  
max. folded format 225 x 287 mm  
staples:  
techn. specifications at request  
staple: at request  
insert: at request  
streamer on cover: at request  
contract period: 12 months

reservation: 4 weeks before date of issue  
digital or printed copy: 3 weeks before date of issue

## TECHNICAL SPECIFICATIONS

	inside	cover
paper:	115 grs HV MC	250 grs HV MC
trim:	230 x 297	230 x 297
live area:	210 x 277	
raster full colour:	70	70
bleed:	3 mm	3 mm

## DELIVERY

Certified PDF by e-mail to:  
[prepress@watching.nl](mailto:prepress@watching.nl) (maximum 25 Mb).  
Please send us a colourproof when your advertisement is full colour.  
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