



Das Portal für hochwertige mechanische Uhren!

Die neue Club Sport  
Neomatik 34 von Nomos



WatchTime  
GERMANY



SHUTTERSTOCK, WATCHTIME

# MEDIAKIT DIGITAL 2025

As of January 2025

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# PROFILE

Credible, reliable, objectively

The mechanical watch: This topic thrills the visitors of Watchtime.net. Watchtime.net is the high-profile, objective and reliable correspondent on fine watches for beginners as well as for experienced collectors and watch experts. Watchtime.net combines digital marketing know-how with cutting-edge technologies. The focus is set on solutions, which offer watch brands concrete added value. Advertising clients benefit from a variety of exclusive advertising and tailor-made opportunities to the individual needs and desires. Watchtime.net addresses with the highest number of IWW-audited website visits by German inhabitants the main target group of the watch industry, the prospective watch buyer. This acceptance by the visitors offers an exclusive environment in which product presentations as well as brand image campaigns have an outstanding effect.

# CONTACT



**Erika Sasse-Villemaire**

Head of International Partnerships

Phone: +49(731) 88005-7171

E-Mail: erika.sasse@ebnermedia.de



**Daniela Pusch**

Head of Editorial Germany

Phone: +49(0)731 88005-8209

E-Mail: daniela.pusch@ebnermedia.de



**Hasan Syed**

Managing Director

E-Mail: hasan.syed@ebnermedia.de



**Ivo Sadovnikov**

Head of DACH Partnerships

Phone: +49 (0)151 104 604 43

E-Mail: sadovnikov@ebnermedia.de

## Actual Reach

**Visits:** 278.345 monthly

**Online Visits Germany:** 75 %

**Page Impressions:** 585.736 monthly



Source: IWW, Oktober 2024

## Publisher's Addresses

Ebner Media Group GmbH & Co. KG

Karlstraße 3 | 89073 Ulm

Postfach 30 60 | 89020 Ulm

# USER STRUCTURE DATA

## Information

User structure data below is a result of Uhren Monitor 2022, Google Analytics survey data and puls study on brand desirability, realized in April-May 2019. The representative study on German luxury watch buyers profiles and describes the visitors and gives media planners important insights on dimensions relevant for wristwatch purchases.

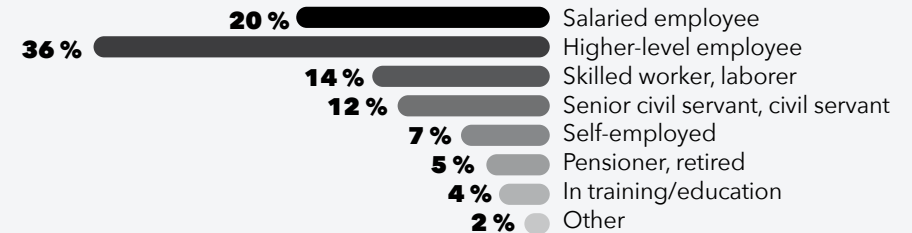
### Gender

The mechanical watch is increasingly being discovered by women and so WatchTime.net has been able to increase the proportion of women in recent years.



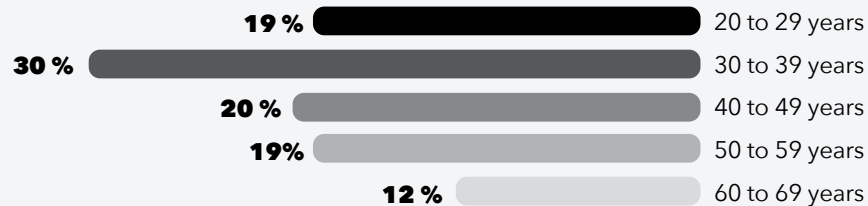
### Employment relationship

Every third visitor is a senior employee. 90% of visitors are employed.



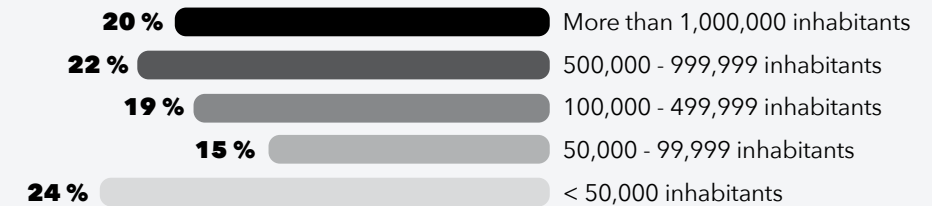
### Age

Every second visitor is under 40. WatchTime.net thus proves that luxury watch buyers of all age groups use the portal to prepare their purchase and obtain information.



### Location size class

Visitors mostly live in large cities and are interested in urban and trendy topics.



Source: Responsio Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, WatchTime regular use n=186 cases

# USER STRUCTURE DATA

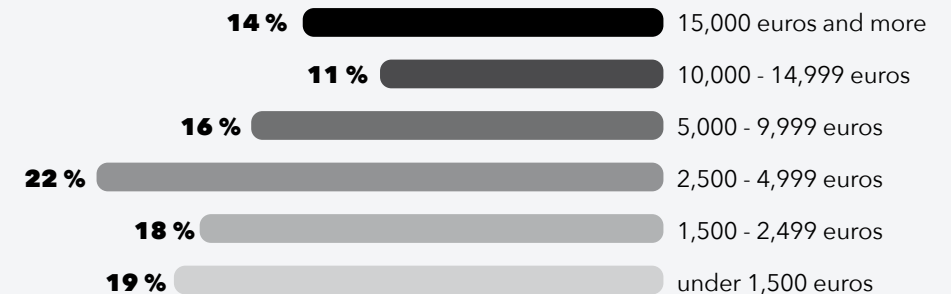
## Net household income

The NHI of visitors is absolutely above average - more than one in three has a net income of more than 5,000 euros per month.



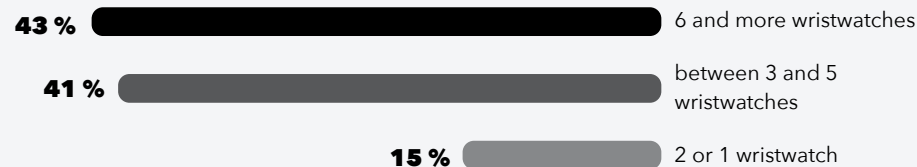
## Maximum willingness to spend on wristwatches

The willingness of WatchTime users to spend is also broadly distributed across the different price categories. One in four is prepared to spend more than 10,000 euros. The price categories between 1,500 and 10,000 euros are almost equally represented.



## Number of watches owned

WatchTime reaches both collectors and newcomers to the world of luxury watches.



## Purchase frequency for themselves

74%, i.e. 3 out of 4, of visitors buy a watch at least once a year - almost half of them every six months.



Source: Responsio Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, WatchTime regular use n=186 cases

# DISPLAY ADVERTISING MATERIALS / BANNER

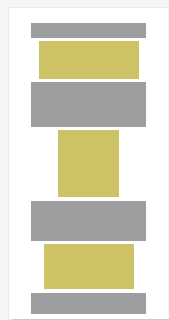
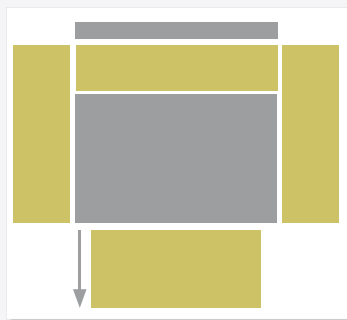
## Rotation

Your banner appears as many times as agreed upon and with a **guaranteed** number of ad impressions. Other banners may appear on the same placement if there are more page impressions available. This contains the option of alternately presenting several different motifs in the same position.

- Expandable formats: +20 % of the CPM\* for each format
- All banner formats up to a maximum of 80 KB; Format HTML5, JPG, PNG or GIF
- we must receive your advertising materials no later than five days prior to the first appearance of your advertising.

**Special Advertising Options (e.g. OTP formats) are available by request.**

## Premium



### Homepage Takeover

**Panorama Billboard** 1120 x 250 px

**Skyscraper left** 300 x 800 px

**Skyscraper right** 300 x 800 px

**Parallax Ad** 840 x 600 px

CPM\*: 149 Euro

Mobile view



### Content Takeover

**Panorama Billboard** 1120 x 250 px

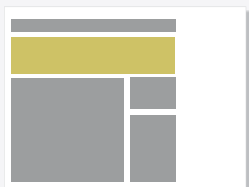
**Premium Inread Ad** 640 x 500 px

**Premium Inread Ad 2** 640 x 500 px

CPM\*: 139 Euro

Mobile view

## Individual formats

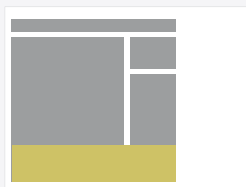


### Panorama Billboard

1120 x 250 px

640 x 500 px

CPM\*: 99 Euro



### Floor Panorama Billboard (Sticky)

1120 x 250 px

CPM\*: 109 Euro



### Parallax Ad

840 x 600 px

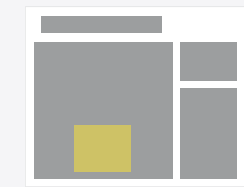
CPM\*: 99 Euro



### Floor Ad / Layer (Sticky)

728 x 90 px

CPM\*: 75 Euro



### Inread Content Ad

640 x 500 px

CPM\*: 64 Euro

# NATIVE ADVERTISING for your model communication – Storytelling in top positioning

The Top Thema and Hotspot advertorials are exclusive and very effective placements. The reading rates and thus the attention-grabbing effect of the formats are absolutely above average. Booking these exclusive editorial marketing opportunities is dependent on the availability of the positions.

- Delivery of the advertising material: 14 working days before the first insertion of the advertising material
- The delivered texts will be edited for the medium if necessary; minor changes are therefore possible

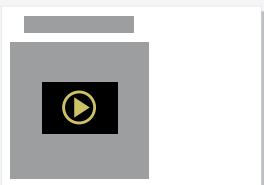
## Top topic

- Top positioning on the homepage (pinned)
- Attention-grabbing staging **Price:** 2,250 euros per week

## Hotspot - Watch of the week

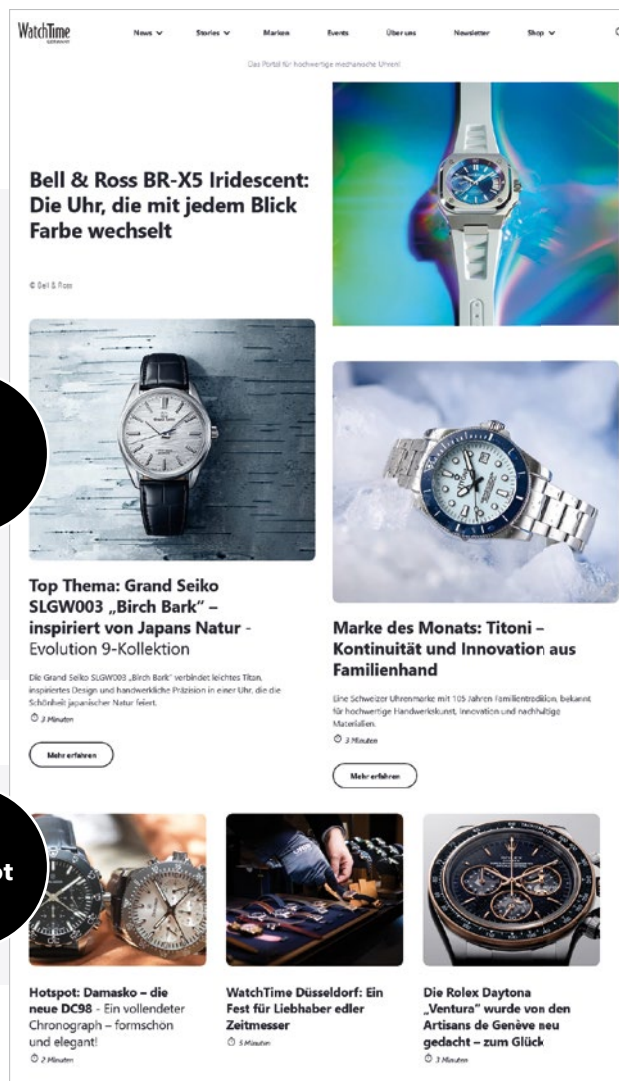
- The hotspot for the latest models
- Positioning on the homepage
  - High awareness – long-lasting effect
- Price:** 1,150 euros per week

## Combine:



### Video

integrated in Hotspot / Top Topic  
**Price:** 250 euros per integration



# BRAND OF THE MONTH

The high-reach content format for sustainable brand presentation

Exclusive native advertising format for effective brand communication.

Multimedia presentation of your brand with permanent advertising during the booking period on the start page and integration into the ad rotation.

## Your advantages

- Attention-grabbing content placement
- Excellent visibility
- Long-read format for your brand

## Ideal for

- Brand presentation
- New brand launch

The effective native advertising medium with individual presentation of your own brand achieves high performance through permanent advertising.

**Service:** Long-read format incl. high-reach advertising

**Period:** 1 month

**Price:** 5,500 euros\*

## Newsletter + Social Media Push

Additional promotion of the brand of the month in the newsletter and on WatchTime's social channels with the aim of achieving the optimum reach of unique campaign contacts.


**Service:** Per newsletter sent to 35,000 + X recipients, social media activation

**Period:** 2 mailings

**Price:** 950 euros


**Marke des Monats: Titoni – Kontinuität und Innovation aus Familienhand**

Eine Schweizer Uhrenmarke mit 105 Jahren Familientradition, bekannt für hochwertige Handwerkskunst, Innovation und nachhaltige Materialien.




**Einblicke in die Firmenstruktur**

Besucher sind bei Titoni in drei Ebenen tiefen aufzunehmen und werden so nicht nur durch die Welt der Uhren, sondern auch durch die Geschichte der Marke und die Werte, die sie repräsentieren, geführt. Die Ergebnisse der letzten 12 Monate sind hier zu sehen, darunter die Umsatzentwicklung, die Gewinnentwicklung und die Kundenzufriedenheit. Die Ergebnisse sind hier zu sehen.




**Mehr als 10 Kollektionen – ein Zeichen der Kontinuität**

Titoni hat heute schon für mehr als 10 Kollektionen, darunter die 1975, Heritage, Automat, Designer und regular Collections, die seit Jahrzehnten für die Kontinuität und Stabilität des Familienunternehmens stehen.



**Investition in Innovationskraft und Zukunft**

Langfristige, nachhaltige Investitionen in die Innovationskraft von Titoni sind jedoch wesentliche Bestandteile der Erfolgsgeschichte. Neben dem Aufbau des Unternehmens Titoni, haben klar und über Jahre hinweg im Jahre 2024 zum 100-jährigen Jubiläum die eigene Manufakturlinie T10 vorgestellt und werden bei der Beschaffung von Komponenten unterstützt.



All prices plus VAT.  
\*) Offer cannot be discounted further,  
AE commission for bookings via agency 15%

# NEWSLETTER

WatchTime.net newsletter subscribers receive their personally requested update on the world of mechanical watches twice a week. Broadcast to over 35,000 guaranteed subscribers. (as of October 2024)

## Possible ad formats

### Text-image ad (native ad format)

Length: 55 words including headline and 1 image  
Price per week\*: 1,250 euros  
from 3 weeks: 1,150 euros

### Display advertising media / Banner

Format: 580 x 250 pixel, JPG, GIF or PNG banner, max. 80 KB

Price per week\*: 1,150 euros  
from 3 weeks: 1,050 euros

\* Two mailings per week

**TOP placement** plus 20% placement surcharge

All prices plus VAT.


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**WatchTime**  
GERMANY

**Liebe Leserin, lieber Leser,**

Fingerringe Fans dürfen sich freuen. Als Sport ergänzt die Prevozent 9 S die Kollektion von Hanhart. Die Produktion der Uhr mit schwarzem PVD-Gehäuse und kleiner Sekunde bei neun Uhr ist 2024 auf 150 Stück limitiert. Ebenfalls legendär Chanel präsentiert automatische Meister der 12, Monsieur und Boy-Friend mit Bezug zur Historie, innovativen Materialien und Manufakturwerten. Viel Freude beim Entdecken!

Mit den besten Grüßen  
Daniela Pusch  
Head of Editorial Germany



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**WatchTime**  
GERMANY

**Zenith Defy Skyline Chronograph**

Der neue Defy Skyline Chronograph ist der Höhepunkt von über 50 Jahren Forschung und Entwicklung am Eléméntaire. Wie das Automatenmodell der Defy Skyline und sein selektives Pendant hat Zenith auch dieses Zeitmesser mit der Zahnradkürzel-Funktion ausgestattet, die in Form eines Zeitraumbüchleins-Chronographen.

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**H. Moser & Cie.: Streamliner Cylindrical Tourbillon Skeleton Alpine Limited Edition**

Mit seiner neuen Komplikationsuhr führt Moser die Partnerschaft mit Alpine Motorsport ein. Das Modell wurde in Zusammenarbeit mit dem Formel-1-Team von Alpine gestaltet.

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**>>>100th Anniversary of the First Swiss Watch**

WITTE STARTS THE SUPER TITANIUM

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**WatchTime**  
GERMANY

**Hanhart Prevozent 9 S**

Die Prevozent 9 S ergänzt als Sport die Kollektion der aufregendsten Spezialisiertheit Hersteller Hanhart aus dem Schwarzwald. Die Produktion der Uhr mit schwarzem PVD-Gehäuse und kleiner Sekunde bei neun Uhr ist 2024 auf 150 Stück limitiert.

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**Code41: X41**

Entdecken Sie die neue X41, ein Traum der Haute Horlogerie aus der Gemeinschaft, die ein einziges Mal geworden ist: Schweizer Manufakturwerk, geringste Schweregewicht, hochwertige Materialien und Verarbeitung, erstklassige Leistung, virtuoses Design. Die X41 Edition 1 kann bis zum 31. Mai zum Einführungspreis erhalten auf der Website von Code41 vorbereitet werden, jetzt konfigurieren!

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**Chanel: Xhren-**

[Mehr erfahren](#)

# TOPIC NEWSLETTER

With the special newsletters, WatchTime creates a topic environment for the optimal placement of products. The performance of this special form of advertising is absolutely above average. Guaranteed delivery to over 30,000 subscribers.

## Topics for 2025:

- Pilot watches (22.02.2025)
  - Watches and design (01.03.2025)
  - Novelties of the year (19.04.2025)
  - Diving watches (24.05.2025)
  - Chronographs (07.06.2025)
  - Sports watches (28.06.2025)
  - Diving watches (05.07.2025)
  - Retro watches (13.09.2025)
  - The new chronographs (27.09.2025)
  - German watch brands (06.10.2025)
  - Pilot watches (01.11.2025)
  - A celebration of elegance (22.11.2025)
  - Ladies' Time - Ladies' watches (29.11.2025)
  - The most beautiful watches for the festive season (06.12.2025)
- Price:** 1,250 euros per Newsletter (Further topics on request)


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**WatchTime**  
GERMANY

**Liebe Leserin, lieber Leser,**

der Frühling mit ein und damit bringt es wieder mal nach draußen. Unsere Begleiter Uhren, die die perfekte Verbindung von Stil und praktischer Nutzung sind für Outdoor-Beobachter konzipiert sind. Für die unverwundlichen Abenteuer zu Abenteuer-Expeditionen und Gipfel zu bewachen, umgeben Sie. Viel Freude beim Entdecken.

Mit den besten Grüßen  
Daniela Pusch  
Head of Editorial Germany



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**WatchTime**  
GERMANY

**Vielfalt der Aktivitäten**

Vom Kauf einer Outdoor-Uhr ist es wichtig, die Art ihrer geplanten Aktivität zu berücksichtigen. Je unterschiedlicher Zeitmesser mit speziellen Funktionen für diverse Outdoor-Aktivitäten konzipiert sind. Die Begleiter Uhren Uhren mit Höhenmesser und Barometer sind konzipiert sind. Wasserfesten Funktionen konzipiert. Holzgehäuse sind ebenfalls für Uhren, die für den Einsatz unter Wasser geeignet sind. Die Fitness-Aktivitäten können Training Funktionen einer Smartwatch nicht zu sein, die Ihre Strecke messen.

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**Hamilton Khaki Field**

Die Khaki Field Kollektion von Hamilton ist bekannt durch ihre außergewöhnliche Widerstandsfähigkeit und Funktionalität. Die Khaki Field Expedition Series besitzt über 100m Wasserfestigkeit, Zifferblatt mit Kriegeren, die Ihnen den Weg zu den abgelegenen Orten der Welt zeigen. Sie ist die beste Begleiter für Outdoor-Expeditionen, aber auch einen zweifachen Funktionen für unterwegs gehen mit Funktionen: Höhenmesser, Barometer, Kompass, Chronograph, Datum, Zeitmessung. Machen Sie sich bereit für jede Abenteuer und entdecken Sie die besten Outdoor-Uhren und Funktionen.

[Mehr erfahren](#)

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**WatchTime**  
GERMANY

**Weiche Outdoor-Aktivitäten können mit den richtigen Zeitmessern bereichert werden?**

Ruhige Zeitmesser können nicht nur alle, die sich zuverlässige, langlebige und funktionelle Uhr benötigen, die Ihre Outdoor-Expeditionen bereichern.

- Wasserfesten und Chronographen mit Höhenmesser, Barometer, Temperaturmesser und Kompass helfen in verschiedenen Gelände
- Funktion und Radarm, GPS Tracking und Hochdruckmessung helfen bei Längen, Höhen und Präzisionsmessungen, Leistung und Funktionen zu überwachen
- Stoff und Tennis. Diein Dichtungsinne 50m. Verschieden geringe Funktionen und Funktionen, hier sollte aber die eine gute Stückzahl zu beachten
- Wasserdicht Uhren mit einer hohen Wasserdichtigkeit sind für Schwimmer, Taucher und andere Wasserdicht-Expeditionen eine ideale

[Mehr erfahren](#)



# NEWSLETTER PREMIUM FORMAT

Watchtime.net offers premium newsletter formats for large-scale and emotional brand and model presentation.

**Extra charge thematic newsletter:**  
500 euros

Further options on request

All prices plus VAT.

Wie sind wir mit dem Thema verbunden?  
WatchTime GERMANY

**Liebe Leserin, lieber Leser,**

Taucheruhren sind nicht nur stilvolle Accessoires, sondern auch hochpräzise Werkzeuge, die speziell für den Einsatz unter Wasser entwickelt wurden. Anfangs waren Taucheruhren reine Präzisionswerke, die den Funktionen des Tauchens dienen. Heute gelten sie mehr denn je als Ausdruck eines sportlichen Lebens, egal ob man tatsächlich mit dem Schwamm am Fuß tauchen geht oder nicht. Ein Gespräch mit uns tauchen geht nicht. Ein Gespräch mit uns tauchen geht nicht. Ein Gespräch mit uns tauchen geht nicht. Ein Gespräch mit uns tauchen geht nicht.

Mit dem besten Gruß  
Daniela Pasch  
Head of Editorial Germany

**Was macht eine Taucheruhr aus?**

Hier sind einige der wichtigsten Merkmale, die eine hochwertige Taucheruhr auszeichnen:

- **Wasserdichtigkeit:** Taucheruhren sollten mindestens bis zu einem Tiefe von 200 Metern wasserdicht sein, um den Anforderungen des professionellen Tauchens gerecht zu werden.
- **Robuste Konstruktion:** Die meisten Uhren sind aus widerstandsfähigen Materialien wie Edelstahl oder Titan gefertigt, um den hohen Druck und die rauen Bedingungen unter Wasser zu überleben.
- **Deutliche Lesbarkeit:** Eine ständig leuchtende Leuchte mit Taucher, die verbleibende Zeit unter Wasser genau zu messen und die verbleibende Luftmenge zu überwachen.
- **Leuchtstiche und Leucht:** Für eine gute Ablesbarkeit auch bei dunklen Tiefen sind die Ziffern und Zeiger mit Leuchtstoffen beschriftet.
- **Individuelle Anpassungen:** Taucheruhren in großen Tiefen verfügen oft über einen speziellen Druckknopf, um das Tauchen zu erleichtern.

**Montblanc IceD Sea D Oxygen Deep 4610**

Als Gegenstück zum 4610 in blauen Meerblau geht Montblanc mit der IceD Sea D Oxygen Deep 4610 in die Tiefe. Diese neue Taucheruhr ist nicht nur ein Meisterwerk aus Eisen und Stahl, sondern auch ein Meisterwerk der Präzision. Ein tauchtaugliches Uhrwerk ist ein Meisterwerk der Präzision. Ein tauchtaugliches Uhrwerk ist ein Meisterwerk der Präzision. Ein tauchtaugliches Uhrwerk ist ein Meisterwerk der Präzision.

**Pflege und Wartung**

Um sicherzustellen, dass Ihre Taucheruhr stets einwandfrei funktioniert, sollten Sie folgende Pflichten beachten:

- **Schraub- und O-Ring-Prüfung:** Achten Sie darauf, dass die Krone Ihre Uhr bestmögliche Abdichtung bietet. Überprüfen Sie die O-Ringe regelmäßig.
- **Regelmäßige Reinigung:** Reinigen Sie Ihre Uhr nach jedem Tauchgang mit warmem Wasser, um Salz- und Chloridablagerungen zu entfernen. Denken Sie auch an die Leuchte und den Zeiger. Sie können sich beim Tauchen verschleimen oder mit Sandpartikeln beschmutzen.
- **Vermeiden Sie Chemikalien:** Setzen Sie Ihre Taucheruhr keinem Kosmetikprodukt, wie zum Beispiel Seife oder Desinfektionsmittel, aus. Diese können Teile der Taucheruhr beschädigen oder austrocknen.
- **Einlagerung:** Lassen Sie die Uhr für längere Zeiträume nicht im Wasser, sondern lagern Sie sie an einem trockenen Ort.
- **Regelmäßige Wartung:** Lassen Sie Ihre Uhr regelmäßig von einem Fachmann warten, um die Wasserdichtigkeit zu gewährleisten.

**Mein artieren**

# STAND-ALONE NEWSLETTER

The undivided attention for your topics among potential buyers of your products in the look and feel of the editorial newsletter. The exclusive stand-alone newsletter “Brand Exclusive” ensures maximum reach and performance of your messages and redirects interested subscribers directly to your website.

Guaranteed delivery to over 30,000 subscribers.

**Price: 7,000 euros\***

\*) Preis ist nicht weiter rabattierbar, AE-Provision bei Buchung über Agentur

Wie sind wir mit dem Thema verbunden?  
WatchTime GERMANY

**Liebe Leserin, lieber Leser,**

In dieser Ausgabe unseres Brandletters dreht sich alles um das Meisterwerk Montblanc und die Innovationen von Leica. Die Welt der Uhren und die Welt der Fotografie. Die Welt der Uhren und die Welt der Fotografie. Die Welt der Uhren und die Welt der Fotografie.

Mit dem besten Gruß  
Daniela Pasch  
Head of Editorial Germany

**Made by Leica**

Leica produziert nicht nur Kameras, Ferngläser und Objektive – Leica schafft auch die Uhren und mehr. Jede Uhr erzählt eine Geschichte. Die Uhren erzählen von den Menschen, die sie erschaffen haben. Die Uhren erzählen von den Menschen, die sie erschaffen haben. Die Uhren erzählen von den Menschen, die sie erschaffen haben.

**Mein artieren**

**Mechanische Präzision**

In der Welt der Fotografie spielt die Uhr eine wichtige Rolle. Die Uhr ist ein Meisterwerk der Präzision. Die Uhr ist ein Meisterwerk der Präzision. Die Uhr ist ein Meisterwerk der Präzision.

**Leica und Montblanc**

**Eine Hommage an den Leica Ursprung**

Das neue Montblanc IceD Sea D Oxygen Deep 4610 ist eine Hommage an den Leica Ursprung. Das neue Montblanc IceD Sea D Oxygen Deep 4610 ist eine Hommage an den Leica Ursprung. Das neue Montblanc IceD Sea D Oxygen Deep 4610 ist eine Hommage an den Leica Ursprung.

# WEB SPECIAL THE NEW WATCHES 2025

In recent years, WatchTime.net has already established successful formats for the high-quality product presentation of fine mechanical watches.

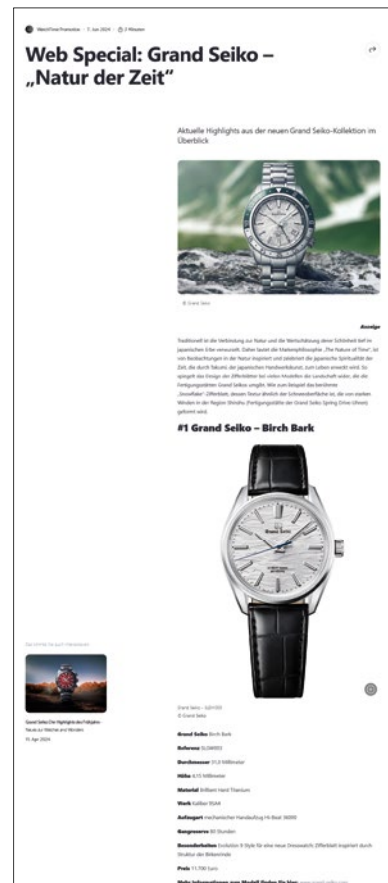
Web Special  
The new watches 2025  
Special to communicate the new watch models

**Optimal launch date:** May/June 2025

**Application:** 3 months  
Includes feature banner  
max. 50k ad impressions,  
3 newsletter integrations,  
Facebook announcement

**Price:** 2,500 euros

All prices plus VAT.



# SPECIAL GERMAN WATCH BRANDS

The interactive map with a portrait of your brand

**New edition:** 17.10.2025

**Duration:** 1 year

**Price:** 1,250 euros



# HANDS-ON VIDEO

Presentation of a high-class watch model or a watch collection by a member of the editorial team with an editorial look and feel and a defined storyboard. Production including publication of the article on WatchTime.net and on the YouTube channel.



**Price:** on request  
Including the rights of use for the brand

# VIDEO PRODUCTIONS

Our experts in video production and storytelling are available for the realization of individual video projects. Contact us for the realization of your project.

All prices plus VAT.

# SOCIAL MEDIA - INSTAGRAM CHANNEL

With WatchTime's social media reach, we bring brands into direct contact with our followers and lovers of fine watches all over the world. We offer you the opportunity to address the target group in the tonality that best suits the channel and a high-reach presence for visual communication.

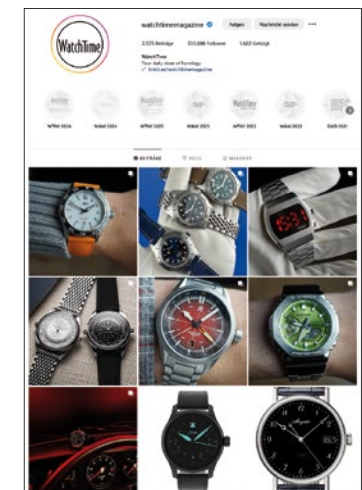
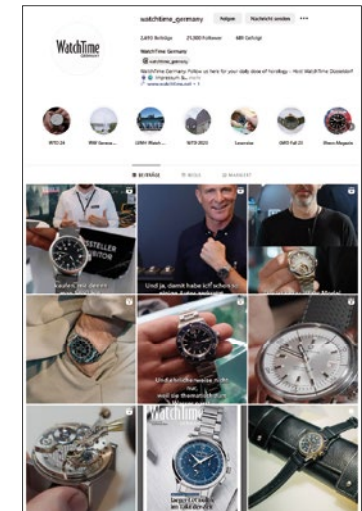
**Instagram channels:**

**@watchtime.net**

**@watchtimemagazine**

Current reach:  
**> 350K followers worldwide**

Status: October 2024



## EVENTS

With virtual and physical events, WatchTime Germany offers the optimal platform for direct exchange with watch lovers and collectors. Present your innovations and latest creations to over 4,000 affluent watch fans at WatchTime Düsseldorf or during an individual signature event.



### BRINGING THE WATCH COMMUNITY TOGETHER

WatchTime Düsseldorf\*

24. - 26. October 2025

Rheinterrasse Düsseldorf

Multi-day event with unique brand experiences from renowned watch manufacturers, the latest innovations and fine creations.

*Signature-Event on request*



#### Charlotte Frieß

Director Live Communication

Phone +49 (0)731 88005-8213

[charlotte.friess@ebnermedia.de](mailto:charlotte.friess@ebnermedia.de)

\*Booking phase starts from February 2025.

# TERMS AND CONDITIONS FOR ONLINE ADVERTISING

# WatchTime

Online Mediadata 2025

## 1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co KG, Karl Strasse 3, D-89073 Ulm (hereinafter referred to as "publisher") markets advertising appearances for the websites and for the smartphone or tablet PC applications that it operates.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the advertising contractual partner (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

## 2. Services of Online advertising Media

2.1 "Services" within the meaning of these terms and conditions are all online advertising media which are bookable from the publisher, as well as other services of the publisher which are bookable in the context of the advertising (e.g. the programming of advertising media, microsites, implementation on marketing programs, etc.).

2.2 "Online advertising media" are offers that consist of an image and/or text and/or sound and/or moving images and/or a sensitive area (e.g. a link) which, when the user clicks on it, will connect the user to a web address that has been predefined by the advertiser. In addition to classical banner advertising, these can also include product and company entries, sponsoring, email campaigns or microsites. Also included are the customer's so-called "download offers," such as video ads, e-books, or other download or streaming offers which the publisher keeps available.

2.3 "Advertising order" is the contract for the placement of an online advertising medium or other services for the purpose of dissemination by the publisher.

## 3. Conclusion of the Contract

3.1 An advertising order fundamentally comes into being upon written or email confirmation, or upon (partial) rendering of the services by the publisher.

3.2 If the booking comes via an intermediary (an advertising agency), then, in case of doubt, the contract comes into being with the advertising agency itself. If an advertiser becomes a client, then the agency must inform the publisher of same, including mention of the new customer by name.

## 4. Customer's Obligation to Cooperate

4.1 If the online advertising media are to be placed by the publisher, then the customer must make the advertising media available to the publisher no later than four workdays prior to the agreed date of first publication. The data must be provided in compliance with the publisher's current technical format requirements. If a delayed delivery or a delivery which does not comply with the technical requirements makes it impossible for the publisher to publish the advertising in an orderly and punctual manner, then the customer's payment obligation shall remain unaffected by this. The customer shall bear the expenses for the preparation of error-free material or for changes in the agreed versions which the customer requests or for which the customer is responsible.

4.2 The customer has the right to include links to a target URL if clicking the link causes a new browser window to open. The use of other technical means which reroute the user away from the website or collect data about the user is prohibited; in particular, express written permission from the publisher is required to permit the usage of over-the-page (DTP) advertising, the insertion of prompts requesting the user to input personal data, and the placement of cookies.

## 5. Customer's Obligations, Exemption from Liability

5.1 Through the use of appropriate and up-to-date protective software, the customer shall ensure that the advertising media which he transmits or inserts are free from malicious codes, e.g. viruses and/or Trojan horses.

5.2 The customer is responsible for the contents of the online advertising media and for ensuring that the online advertising media do not infringe upon third-party rights. The publisher is not obliged to monitor the online advertising media to verify its compliance with currently valid legal regulations. The customer shall exempt the publisher from third parties' claims resulting from the implementation of the contract, even if the contract is cancelled.

5.3 With respect to all authors of online advertising media, the customer affirms that he has acquired, insofar as possible, the necessary usage and exploitation rights, pursuant to the granting of rights to the publisher as specified in sections 10.1 and 10.2. The same applies to any necessary agreements with collecting societies (especially the GEMA). The customer shall bear all costs charged by these collecting societies.

## 6. Right to Refuse, Interruption of the Advertising Campaign, Identifiability

6.1 The publisher can refuse individual online advertising media if the media violate applicable law or case law, disobey official or court orders, infringe on the rights of third parties, or if the publication is unreasonable for the publisher because of the content or origin of the media or because of technical reasons. This right also exists for individual online advertising media which are to be published in fulfillment of a framework contract with the customer.

6.2 The publisher has the right to (temporarily) interrupt the implementation of advertising measures if there is reason to suspect that the conditions specified in section 6.1 are satisfied. The publisher especially has this right in the event that: a third party submits an apparently not unfounded claim asserting that his rights have been infringed upon; a warning has already been issued in a similar instance; or governmental authorities have begun investigations. The same applies in the event that the

customer makes subsequent changes in the contents of the advertising media and these changes lead to a violation pursuant to section 6.1. The publisher will immediately notify the customer about any such interruption and will give him the opportunity to explain the legality of the advertising measures and, if applicable, to prove their legality.

6.3 Conversely, the customer can demand that the publisher must interrupt or remove the advertisements if a third party files a claim against the customer accusing the customer of infringing on the third party's rights. If the customer is able to remove the advertisements or take them offline on his own, then he himself is obliged to remove or stop the advertisements.

6.4 In the event of a refusal or interruption of advertising measures pursuant to the preceding sections, the customer is nonetheless obliged to pay the agreed sum minus the amount which the publisher has saved by refusing or interrupting the advertisements, unless the publisher has been able to sell the intended advertising space to another customer. The obligation to pay does not exist if the customer can prove that the contents of the advertisement were legal and that there accordingly were no valid reasons for the publisher to have refused or interrupted the advertising.

6.5 At the publisher's discretion, advertising media that are not clearly identifiable as advertising will be separated by the publisher from other contents, e.g. by labeling the former as "advertisement."

## 7. Publisher's Warranty, Customer's Obligation to Reprimand, Limitation Period

7.1 As specified in the order's confirmation and in the "Technical Format Requirements", the publisher guarantees the customary quality and publication of the online advertising medium in accordance with the data provided by the customer.

7.2 If the published online advertising medium does not uphold the required quality, the customer is entitled to an extension of the publication period or to an immediate substitute placement in a comparable context. However, this entitlement applies only to the extent to which the purpose of the online advertising medium was impaired. If, despite the setting of a reasonable deadline by the customer, such a replacement advertisement is not published by the publisher, or if its publication is unacceptable for the customer, or if this replacement advertisement is likewise does not uphold the required quality, then the customer has the right to reduce payment to the extent to which the purpose of the online advertising medium was impaired and/or to cancel the order.

7.3 The customer shall scrutinize the advertisement immediately after its date of first publication and, if any defects are discovered, the customer shall reprimand the publisher for same (customer's obligation to reprimand). If hidden defects are discovered at a later date, the customer shall reprimand the publisher immediately after their discovery. Reprimands for obvious defects must be communicated in writing within five workdays after the first publication; reprimands for hidden defects must be communicated in writing within the same period after their discovery.

7.4 The publisher guarantees the availability of the websites so that the advertising media are accessible at least 94% of each month. This time period does not include interruptions of reasonable duration which are necessary for the maintenance of the system, as well as interruptions due to force majeure or unavoidable causes. The availability is defined as the ratio of actual time to target time.

## 8. Placement of advertising; Use of Data, Period of validity, Availability, Prices

8.1 The publisher will place the advertising media within the framework of each booked advertising campaign and with the greatest possible consideration of the customer's wishes. Unless otherwise agreed, the customer has no claim to a particular placement or to the exclusion of advertisements for goods or services of a competitor of the customer.

8.2 If necessary, the publisher will put download offers into a database, along with company or product listings containing information about other customers. The publisher will keep these data available for users to access on the channels which the customer has booked.

8.3 If the customer receives personal or anonymous or pseudonymous data via services provided by the publisher, then these data may be evaluated by the customer only within the framework of the customer's specific advertising campaign, only in accordance with the currently valid data-protection regulations, and only if such evaluation has been agreed within the context of the advertising contract. The customer is not permitted to further process and/or to use the data, and he is especially prohibited from conveying the data to third parties. This prohibition also includes creation of profiles based on the users' usage behavior, especially through enrichment of existing data with third-party information.

8.4 The publisher's price list that is valid at the time when the order is placed shall apply to the advertising order. Price changes are permitted if more than four months pass between the signing of the contract and the agreed first appearance of the online advertising medium. However, such price changes are effective only if they were announced by the publisher at least one month prior to the publication of the online advertising medium. The customer is entitled to revoke the order within fourteen days after his receipt of notification about the price increase.

8.5 In the event of an order to place several online advertising media (general agreement), the revocation of individual advertising media must occur within one year after the signing of the contract. The price list that was valid at the time when the advertisement was placed shall determine its price. Agreed or allowed discounts apply only to the volumes of online advertising media that were specified in the order. If the complete revocation of the booked advertising media does not occur within the one-year period, the customer is obliged to refund to the publisher the difference between the contractually granted discount (taking into consideration the predefined total volume) and the actual total volume (discount adjustment charge).

8.6 If the customer has booked a certain number of ad impressions for an advertising measure, the

publisher points out that these figures are necessarily based on past experience. If the booked number of ad impressions is not reached, the placement interval for the advertising measure will be extended until the booked number of ad impressions has been reached. If the placement that was booked by the customer has already been assigned to another customer for the extended advertising period, the publisher has the right to relocate the advertisement to a comparable position that appropriately takes the customer's interests into account. Due to the differences among various systems, counting differences sometimes occur when third-party ad servers are used. The figures of the publisher always serve as the basis for billing.

8.7 If the publisher provides services that are subject to copyright, the publisher grants to the customer the simple utilization and exploitation rights which are necessary to conduct the advertising campaigns. Any further utilization and/or exploitation by the customer require written permission from the publisher.

8.8. With the conclusion of the contract, the customer agrees that the publisher will send accompanying information per e-mail. For example, proofs, invoices, statistics, or other product-related informations.

## 9. Payment Terms, Cash in Advance, Right of Retention and Right of Setoff

9.1 The invoice will be prepared on the first day of appearance of the ordered online advertising medium and not later than the end of the month in which the ordered advertisement was published. If advance payment has not been agreed, then the invoice is to be paid in full within ten workdays after its receipt. After this period has elapsed, the customer is in default and must pay the sum specified on the invoice plus interest in the amount of 8% above the prevailing base rate according to §247 BGB (German Civil Code).

9.2 If the customer does not comply with his payment obligations as specified in the contract, if he fails to submit payment before expiration of the agreed time period or stops making his payments, or if other circumstances become known which raise doubts about the customer's creditworthiness, then, without prejudice to existing deferred payments and installment payments, the publisher can demand advance payment for services specified in the contract and can also demand payment of all outstanding invoices, including invoices which are not yet payable. Furthermore, the publisher has the right to refuse to provide currently running services until he has received full payment of the outstanding amounts.

9.3 Regardless of any other regulations, the payment will first be offset against the older debt (in this instance: the interest) and then against the principal.

9.4 The customer is entitled to offset or withhold payments only if the claims are accepted by the publisher or the counterclaims are legally established.

## 10. Granting of Rights by the Customer

10.1 The customer transfers to the publisher the necessary utilization and exploitation rights, as well as other ancillary copyrights, to the online advertising media and to other contents which are published in the context of the advertising order. In particular, these rights include the database right, the right to reproduce, disseminate, broadcast and record, and the right to public disclosure.

10.2 With regard to the download offers, and in the interest of comprehensive marketing of the customer's contents, the customer further grants to the publisher the right to license the contents to third parties who keep these contents available in the internet, or to use the contents for offers in other forms (so-called "content syndication").

10.3 The customer grants these rights for the duration of the placement of the advertisement. With regard to the content syndication as specified in paragraph 10.2, the rights are granted in perpetuity, but the grant can be revoked at any time with two weeks' prior notice.

## 11. Liability of the Publisher

11.1 The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular backup of the data had been undertaken. Further liability of the licensor is excluded.

## 12. Place of Jurisdiction, Place of Performance and Applicable Law

12.1 The place of jurisdiction and the place of performance is the head office of the publisher in Ulm, Germany. This applies only if the customer is a merchant in the sense of §§ 1, 2, 3, 5 and 6 HGB (German Civil Code), a legal entity or a special fund under public law, or if the customer's domicile or habitual residence is unknown at the time when the complaint is raised, or if, after the signing to contract, the customer's domicile or habitual residence changes to a location beyond the jurisdiction of the law, or if the customer has no general jurisdiction in Germany. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

12.2 German law applies with the exclusion of the UN Sales Convention.