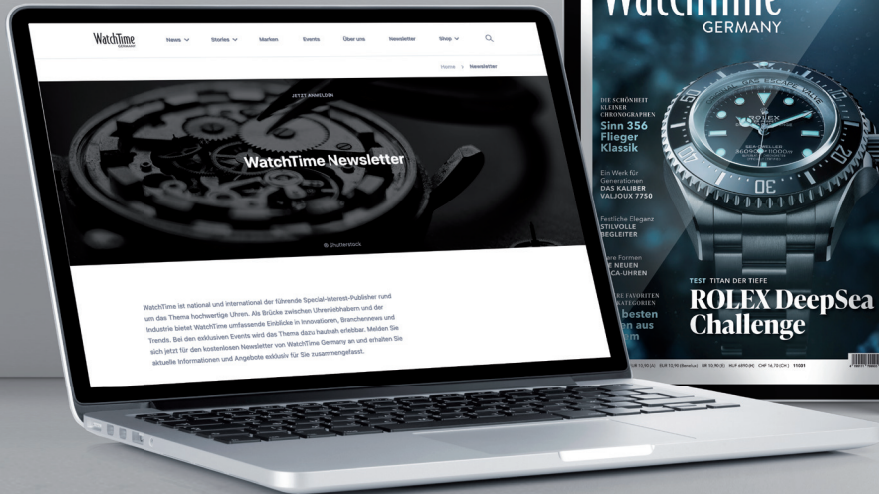


PRINT MEDIA DATA 2024



Valid from 01.03.2024

PUBLICATION DATES AND ADVERTISING DEADLINES

ISSUE	PUBLICATION DATE	ADVERTISING DEADLINE FOR PREMIUM/CONTENT**	ADVERTISING DEADLINE	DEADLINE FOR PRINTING MATERIALS
June 2024* (03/24)	24.05.2024 (Fr)	29.03.24	12.04.24	25.04.24
July/August 2024 (04/24)	12.07.2024 (Fr)	17.05.24	31.05.24	14.06.24
September/October 2024 (05/24)	06.09.2024 (Fr)	05.07.24	19.07.24	02.08.24
November/December 2024* (06/24)	25.10.2024 (Fr)	16.08.24	30.08.24	12.09.24
WatchTime Selection	15.11.2024 (Fr)	19.08.24	02.09.24	16.09.24
January/February 2025* (01/25)	06.12.2024 (Fr)	04.10.24	18.10.24	28.10.24

* Enlarged print run; ** Premium placements, special placements, product placements.

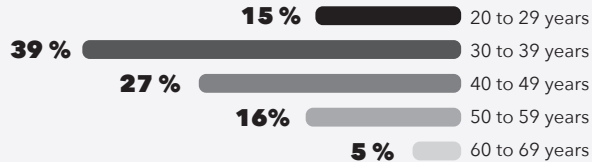
READERS STRUCTURE DATA

Information

The Uhren-Monitor 2022 serves as the basis for the following readers data.

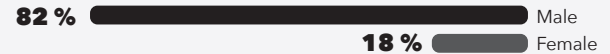
Age

WatchTime reaches luxury watch buyers of all age groups. More than half of its readers are under 40.



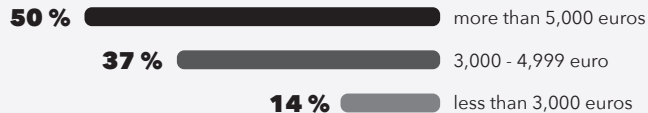
Gender

The mechanical watch is increasingly being discovered by women and the proportion of female readers in the overall target group is rising continuously.



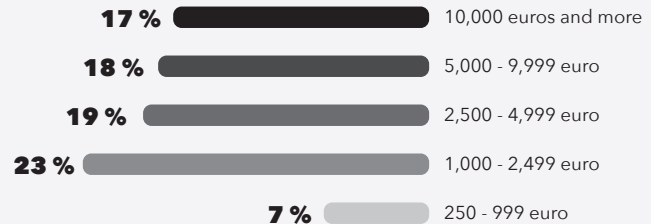
Net household income

The income of the readers is absolutely above average - every second reader has a net income of more than 5,000 euros per month.



Spending on wristwatches in the last 12 months

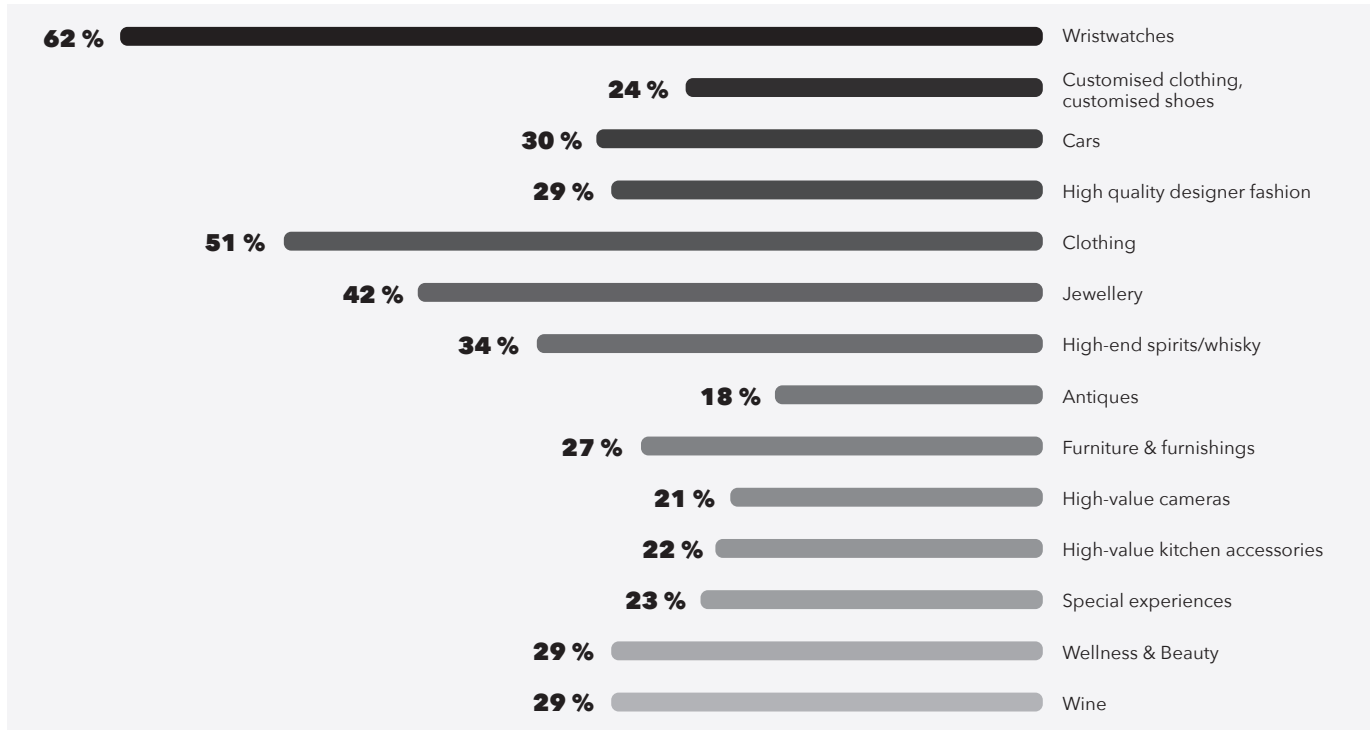
The variety of topics covered by WatchTime is also reflected in the readers' willingness to spend money. Every third reader has spent more than 5,000 euros on wristwatches in the last 12 months.



READERS STRUCTURE DATA

Interest

WatchTime readers have keen interest in other luxury topics. All the areas of interest mentioned deviate positively from the representative comparative target group of exclusive buyers. The darker the bar, the greater the positive deviation and thus the accessibility of the target group via WatchTime.



Source: Responso Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, regular use (3 out of 6) Chronos and Uhren-Magazin, n=390 cases



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HEAD OF EDITORIAL

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”

With our realignment, we are relying on a global brand that enables us to further develop our journalistic strength with new handwriting. In the new magazine, we not only provide exclusive insider knowledge, but also inspire and ignite dreams in our readers. Our passion for design and technology takes centre stage, while celebrating the timeless elegance of watches and telling the fascinating stories behind each brand. Our focus is on the perfection of craftsmanship and the unique experience that each watch embodies. Exploring these values, aesthetics and potential drives our passion and creates a conversation with friends, colleagues and family.

For over 25 years, WatchTime has been a leading media brand in the watch sector,

characterised by our journalistic approach, which is perfect for watch lovers who appreciate the art of timepieces.



Ivo Sadovnikov

HEAD OF SALES PRINT & DIGITAL EDITIONS

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WatchTime goes beyond Chronos and Uhren-Magazin in its offerings.








Modern, luxurious, and inspiring, it appeals to not only its existing readers and buyers but also attracts new target groups with its high-quality presentation and features. This is all crowned with journalistic excellence and a fresh, unique perspective.

‘Touching a page of high-quality paper ignites an additional 1000% in brain activity compared to just visual formats. This is because each additional sense engaged causes the nerve cells in the brain to fire ten times more powerfully.’

In times of global stimulus overload, journals stand as steadfast beacons. Special interest print media allow readers to delve into specific topics with the depth and tranquility they desire and appreciate. Thanks to the high qualifications and influential status of its editors, WatchTime possesses a commanding influence over consumer interpretations. This extends to referral ads and native advertising formats. The higher selling price of regular and special issues acts as an effective filter, distinguishing affluent potential customers from less decided prospects. Our reach is regularly and independently verified by IVW, providing the necessary reliability and transparency for advertising planning.







WatchTime – *A passion for watches,* styled with sophistication.

PRICES AND FORMATS

BLEED FORMATS (WIDTH X HEIGHT)		ADVERTISING PRICES	
plus 3 mm trim along the outer edges		regular print runs	enlarged print runs (June, Nov/Dec, Jan/Feb)
	Opening Spread. The best exclusive premium placement in eye-filling panorama format incl. 2nd cover page. 2/1 double page: full bleed, 420x280 mm plus 5 mm overfill in the gutter	20,200.-	20,800.-
	First 2/1 double page. The first exclusive premium placement in eye-filling panorama format after OPS. Full bleed, 420x280 mm plus 5 mm overfill in the gutter	18,450.-	19,000.-
	2/1 double page. The exclusive premium placement in eye-filling panorama format. Full bleed, 420x280 mm plus 5 mm overfill in the gutter	16,800.-	17,250.-
	Outside back cover. The best exclusive Full Page Premium-Position on the cover 1/1 page: 210x280 mm printed pages format	11,380.-	11,710.-
	Inside front cover. The best Full Page Premium-Position inside the cover. 1/1 page: 210x280 mm printed pages format	10,980.-	11,320.-
	Inside back cover. The Full Page Premium-Position inside the cover. 1/1 page: 210x280 mm printed pages format	9,850.-	10,170.-
	1/1 page premium placement opposite editorial, opposite table of content, 1, to 5. after table of content. 1/1 page: 210x280 mm printed pages format	9,300.-	9,690.-

Cover Gatefolder **23,100.-**

PRICES AND FORMATS

BLEED FORMATS (WIDTH X HEIGHT)		ADVERTISING PRICES	
plus 3 mm trim along the outer edges		regular print runs	enlarged print runs (June, Nov/Dec, Jan/Feb)
	1 Full Page 1/1 page: 210x280 mm printed pages format.	8,490.-	8,790.-
	1/2 Page 105x280 mm high or 210x140mm horizontal.	5,310.-	5,500.-
	1/3 page Premium opposite the Editorial 72x280 mm high or 210x93 mm horizontal.	4,960.-	5,070.-
	1/3 page 72x280 mm high or 210x93 mm horizontal.	4,130.-	4,240.-
	Native advertising formats Product Placement (Advertising format with an editorial feel)	4,540.-	4,720.-
	Native advertising formats Product Placement (Advertising format with an editorial feel)	2,330.-	2,420.-

Discounts:
Placements in second half of magazine -15 %
(when explicitly ordered)

Quantity discounts:

2 pages 4 %	3 x 4 %
4 pages 8 %	6 x 8 %
6 pages 12 %	9 x 12 %
12 pages 15 %	12 x 15 %

Help-wanted ads:
25% discount on the mm price

Business classified ads:

per mm	€ 5.20
	(1 column/ 42 mm wide)
	(2 column/ 88 mm wide)
	(3 column/135 mm wide)
	(4 column/181 mm wide)

Commercial classified advertisements:

Business classified ads, per line	€ 8.-
Code fee	€ 5.-
Per picture (b/w)	€ 30.-
Per picture (4-color)	€ 60.-
(max. height 50 mm)	

Bound inserts:

	Full Run	Split Run
	(p.1,000 copies)	(p.1,000 copies)
2 pages	€ 190.-	€ 285.-
4 pages	€ 280.-	€ 420.-
6 pages	€ 320.-	€ 480.-
8 pages	€ 340.-	€ 510.-
16 pages	€ 410.-	€ 615.-

Postcards pasted onto ads:
€ 60 per thousand *

Supplements:
Up to 25 g € 200,- per thousand *
Up to 50 g € 290,- per thousand *

Subscription edition:
50% surcharge
Delivery date: 2 weeks prior to first day of sale.
* including postage

WATCHTIME SELECTION 2025

This special edition is a highlight for watch enthusiasts. Unique in form and content, the WatchTime Edition stands for pure watch fascination. Be it the aesthetics of the photography and layout, or the high-quality paper and the highest standard quality - the WatchTime Edition is a very special watch pleasure of a very special kind. Here you present your models in a highly emotional way on a double page in a large format individually customised for you by the editors - for both men and women.

The edition is published in the consumer-intensive pre-Christmas period and whets the appetite for watches.



Advertorial per brand:
 1 Double-Page Advertorial: € 3,800.-
 2 Double-Page Advertorial: € 6,840.-
 regular ads: prices as for Chronos

Publication date 15.11.24
Advertising deadline 02.09.24
Deadline for advertising copy 16.09.24

All prices stated in euros plus VAT

EVENTS

With its virtual and physical events, WatchTime Germany offers the ideal platform for direct dialogue with watch enthusiasts and collectors. Present your innovations and latest creations to more than 3,200 visitors to WatchTime Düsseldorf or during an individual signature event.



BRINGING THE WATCH COMMUNITY TOGETHER

WatchTime Düsseldorf

25 - 27 October 2024

Rheinterrasse Düsseldorf

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

Signature event on request



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DATA TRANSMISSION

Printing method	Cover: sheet-fed offset Inside: sheet-fed offset
Paper	Cover: 4-colour process printing on both sides, matt w/free white 250 g/m ² image printing Inside: 4-colour process printing on both sides, glossy w/free white 135 g/m ²
Binding method	PUR adhesive binding
Color	Euroscale
Raster	Frequency-modulated screening
Printing materials	Watchtime is produced on an exclusively digital basis. For this reason, only digital printing materials can be used
Via E-Mail to	clientsuccess@ebnermedia.de (Email attachments should always be packed with the aid of a compression program and should be identified with the name of the issue and the name of the advertisement.) Checklist for data transfer included. Further checklists available upon request.
Color ads Please send an additional proof via post to:	Ebner Media Group, Watchtime, Mrs. Marianne Grünzweig Karlstr. 3, D-89073 Ulm
Proof	The proof is to have been generated using the supplied materials and printed on Fogra-certified proof paper. The proof must include a Media Wedge OBA Semimatt (Fogra 51). Deviations from the intended color are inevitable without a color proof. Claims on the basis of improperly submitted print materials (for example, no proofs supplied) may not be accepted by the publisher.

Checklist	CLOSED DATA: PDF (Offsetprofil: PS0coated_v3.icc)
Ad material supply	Please send ready-for-press PDF/X-3 or PDF/X-4 files including output intent of the appropriate color space IMAGE DATA/COMPRESSION - Image data formats: TIFF or EPS - Colour mode: CMYK (PSO Coated_v3) - For flawless print quality your continuous tone images should be scanned at a minimum resolution of 300 dpi. For line art 1200 dpi is ideal (600 dpi minimum). - Image elements that are used should not be compressed (no JPEG compression).

Contact	Ebner Media Group, Watchtime, Mrs. Marianne Grünzweig Karlstr. 3, D-89073 Ulm Phone +49(0)731 88005-7123 E-Mail: clientsuccess@ebnermedia.de
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If typesetting or litho costs arise, these will be charged as incurred. If motifs spread across the inside margins of facing pages: Please plan to include a 5-mm-wide doubling of the motif on each page. Without this doubling, important elements of the pages are liable to shift or be lost in the gutter. The publishers disclaim all warranty for the correct distance between the motif and the margin. The publishers reserve the right to reject advertisements which do not fit in with the magazine's concept.

For supplements, bound inserts and stickers:
Acceptance of the order is conditional up provision of a contract sample. They are not eligible for discounts or agency commission

Delivery adress:
Silber Druck GmbH & Co. KG
Otto-Hahn-Straße 25
34253 Lohfelden

TERMS AND CONDITIONS

Terms and Conditions for Advertisements and Third-Party Supplements in Newspapers and Magazines

WatchTime
GERMANY

Print Media data 2024

1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, D-89073 Ulm (hereinafter referred to as „publisher“) markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (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, if another as the publisher orders other contractors with attendances.

2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an „advertising order“ is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the predefined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

3. Calculation of Volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word „advertisement.“

4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

5. Obligations of the Customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication or reply which refers to actual assertions in the publisher's advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

6. Liability of the Publisher

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 back up of the data had been undertaken. Further liability of the licensor is excluded.

7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements. If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

8.5 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. Cost; Price Reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents: 20% price reduction for circulation up to and including 50,000 copies 15% price reduction for circulation up to and including 100,000 copies 10% price reduction for circulation up to 500,000 copies 5% price reduction for circulation of 500,000 or more copies. Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of boxnumber services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. 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.

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



FREQUENCY OF PUBLICATION

6 times per year +
thematic special issues

MONITORING OF PRINT RUN IVW

Sold copies Q3/2023: 10,272
(Chronos)

PRINTED EDITION

Q2/2024: 20,000 copies

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SUBSCRIPTION PRICE

One-year subscription
Domestic € 79.75
(incl. postage and VAT)
Foreign € 83.00 (incl. postage)
Individual retail price € 9.90.

ADDRESS

Ebner Media Group GmbH
& Co. KG
Anzeigenabteilung Chronos
Karlstraße 3, D-89073 Ulm
Postfach 30 60, D-89020 Ulm

BANK DETAILS

Sparkasse Ulm
IBAN: DE56 6305 0000 0000 0909 17
BIC: SOLADES1ULM

TERMS OF PAYMENT

Payment within 14 days, strictly net.
Sales tax ID no. DE 147041097