

# MEDIAKIT DIGITAL 2026

As of January 2026

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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 IWV-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.

### Actual Reach

**Visits:** 408,371 monthly

**Online Visits Germany:** 75 %

**Page Impressions:** 743,793 monthly

Source: IWV, August 2025



## CONTACT



### Erika Sasse-Villemaire

Head of International Partnerships

Phone: +49 (0) 731 88005-7171

E-Mail: erika.sasse@ebnermedia.de



### Hasan Syed

Managing Director

E-Mail: hasan.syed@ebnermedia.de



### Daniela Pusch

Head of Editorial Germany

Phone: +49 (0) 731 88005-8209

E-Mail: daniela.pusch@ebnermedia.de



### Ivo Sadovnikov

Head of DACH Partnerships

Phone: +49 (0) 151 104 604 43

E-Mail: sadovnikov@ebnermedia.de

### 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 and Google Analytics data from the year 2024.

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.

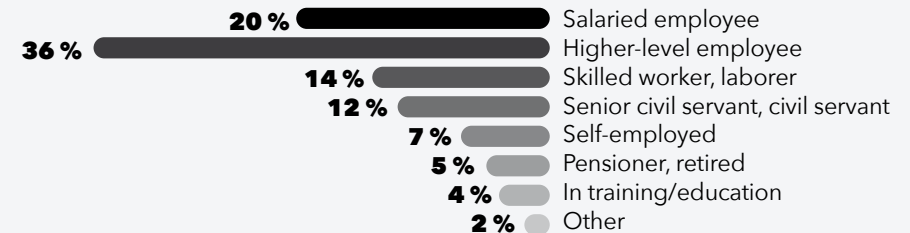
## Gender

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.



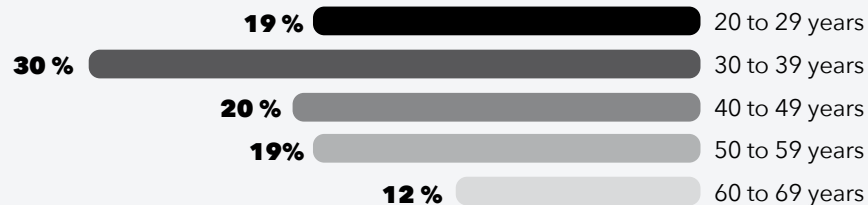
## Employment relationship

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



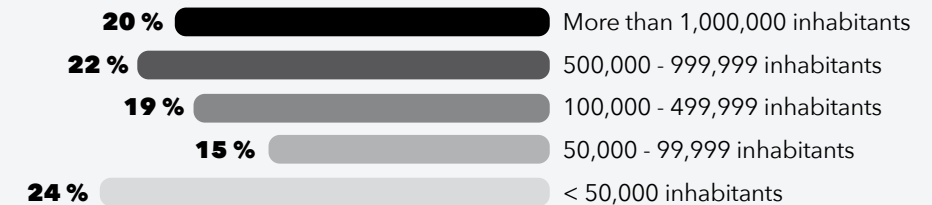
## Age

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.



# USER STRUCTURE DATA

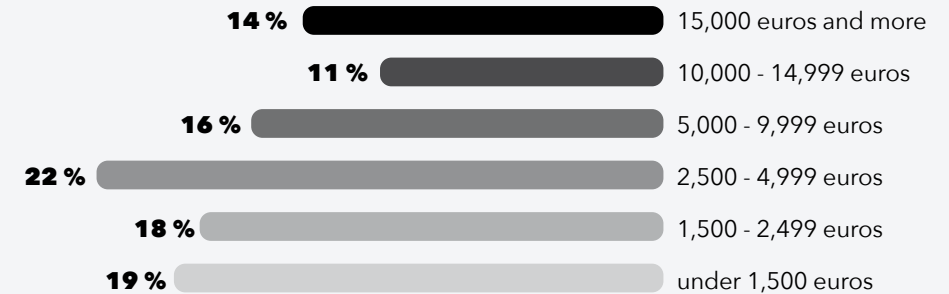
## Net household income

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.



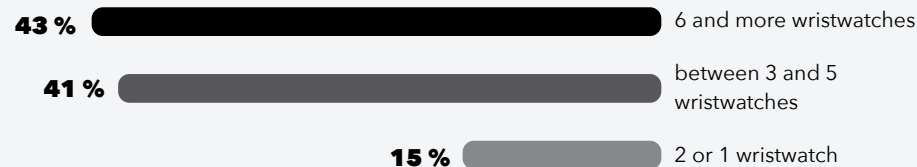
## Maximum willingness to spend on wristwatches

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.



# 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

- op positioning on the homepage (pinned)
- Attention-grabbing staging

**Price:** 2,450 euros per week

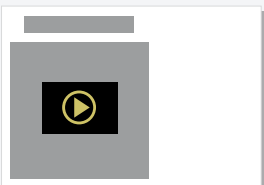
## Hotspot - Watch of the week

The hotspot for the latest models

- Positioning on the homepage
- High awareness - long-lasting effect

**Price:** 1,350 euros per week

Combine:



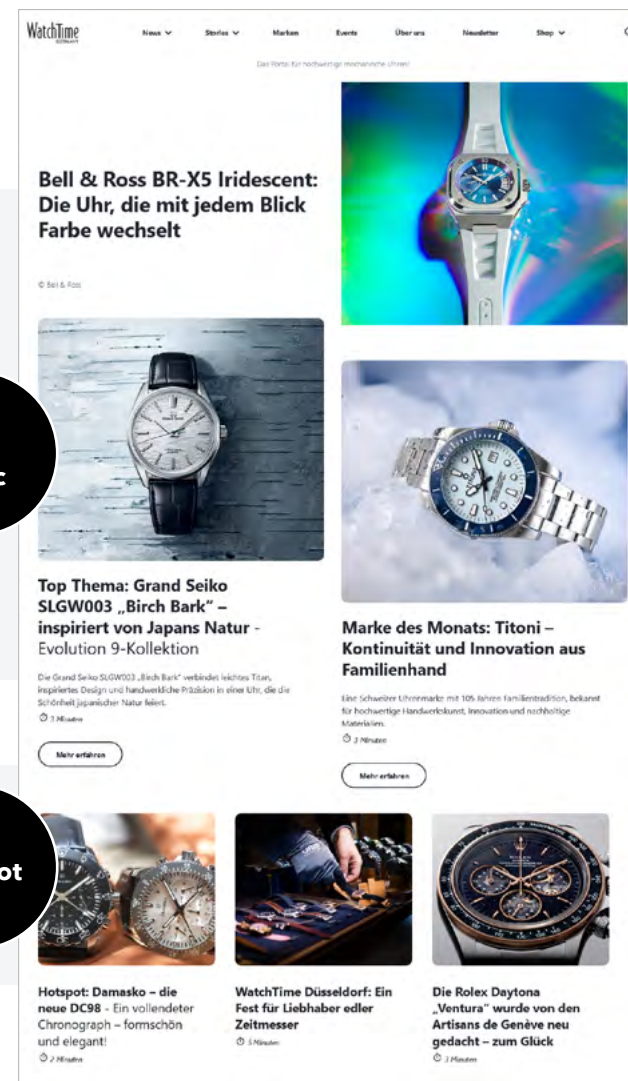
## Video

integrated in Hotspot / Top Topic

**Price:** 350 euros per integration

Top  
topic

Hotspot



# DISPLAY ADVERTISING MATERIALS / BANNER

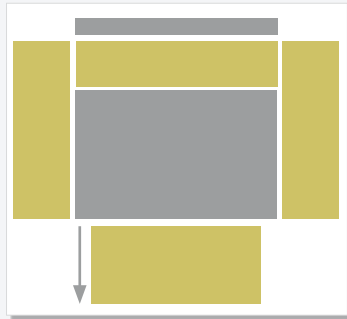
## Rotation

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

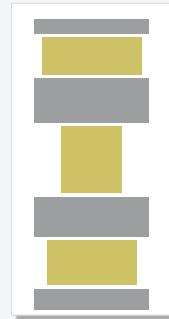
**Panorama Billboard** 1120 x 250 px

**Skyscraper left** 300 x 800 px

**Skyscraper right** 300 x 800 px

**Parallax Ad** 840 x 600 px

CPM\*: 160 Euro



Mobile view



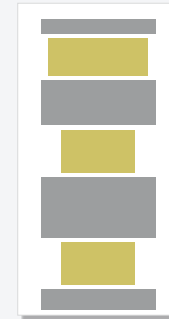
### Content Takeover

**Panorama Billboard** 1120 x 250 px

**Premium Inread Ad** 640 x 500 px

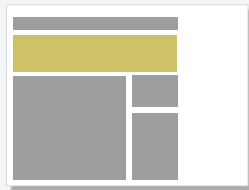
**Premium Inread Ad 2** 640 x 500 px

CPM\*: 149 Euro



Mobile view

## Individual formats

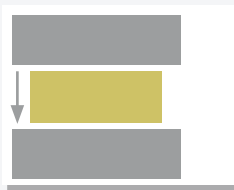


### Panorama Billboard

1120 x 250 px

640 x 500 px

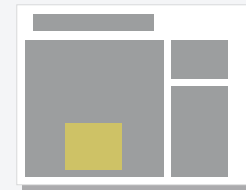
CPM\*: 109 Euro



### Parallax Ad

840 x 600 px

CPM\*: 110 Euro



### Inread Content Ad

640 x 500 px

CPM\*: 71 Euro



# BRAND IN FOCUS

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:** 4,500 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:** 1,300 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.



© Titoni

Beitrag

Im unterirdischen Zürich der neu- und wiederverbauten Referenzen des Stiles leben wir alle im Jahr 2026. Das ist das Thema Kontinuität und Innovation. Das ist das Thema der Marke Titoni, deren Name die Ursprungsworte der Familie Titoni – Titoni – und bedeutet, im Jahr 2026 Titoni 105. Geburtstag, Schweizer Uhrenmarke und als persönlicher Name der Marke Titoni und ihres Stiles, der Tradition des Stiles, in einem Moment, nachdem das Unternehmen auftritt und langfristig.



Die Titoni-Headquarters in Zürich, Schweiz  
© Titoni

#### Einblicke in die Firmenstruktur

Beitrag und das Titoni in Zürich immer willkommen und werden zu 2026-105-105, das ist das Thema Kontinuität und Innovation. Das ist das Thema der Marke Titoni, deren Name die Ursprungsworte der Familie Titoni – Titoni – und bedeutet, im Jahr 2026 Titoni 105. Geburtstag, Schweizer Uhrenmarke und als persönlicher Name der Marke Titoni und ihres Stiles, der Tradition des Stiles, in einem Moment, nachdem das Unternehmen auftritt und langfristig.

Titoni zur Marke erklären Sie hier



© Titoni

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

Titoni sind heute Uhren für mehr als 10 Kollektionen, darunter das Jahr 1915-1915, Titoni, Titoni und Titoni. Das ist das Thema Kontinuität und Innovation. Das ist das Thema der Marke Titoni, deren Name die Ursprungsworte der Familie Titoni – Titoni – und bedeutet, im Jahr 2026 Titoni 105. Geburtstag, Schweizer Uhrenmarke und als persönlicher Name der Marke Titoni und ihres Stiles, der Tradition des Stiles, in einem Moment, nachdem das Unternehmen auftritt und langfristig.



© Titoni

#### Investition in Innovationskraft und Zukunft

Langfristige, nachhaltige Investitionen in die Innovationskraft von Titoni sind das Thema Kontinuität und Innovation. Das ist das Thema der Marke Titoni, deren Name die Ursprungsworte der Familie Titoni – Titoni – und bedeutet, im Jahr 2026 Titoni 105. Geburtstag, Schweizer Uhrenmarke und als persönlicher Name der Marke Titoni und ihres Stiles, der Tradition des Stiles, in einem Moment, nachdem das Unternehmen auftritt und langfristig.



Titoni zur Marke erklären Sie hier  
© Titoni



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\*: 1,350 euros  
from 3 weeks: 1,250 euros

### Display advertising media / Banner

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

Price per week\*: 1,250 euros  
from 3 weeks: 1,150 euros

\* Two mailings per week

**TOP placement** plus 25% placement surcharge

All prices plus VAT.

5 Mail wird sich Ihnen angezeigt

WatchTime  
GERMANY

**Liebe Leserin, lieber Leser,**

Fliegenführer-Fans dürfen sich freuen: ab sofort ergänzt die Preventor 5 die Kollektion von Hanhart. Die Produktion der Uhr mit schwarzem PVD-Gehäuse und brauner Lederuhr mit neuem Uhr ist 2024 auf 100 Stück limitiert. Ebenso legendär Chanel präsentiert wiederholend die 22.2. Monstrous und Boy Friend mit Bezug zur Welt der innovativen Materialien und Handwerkskunst. Viel Freude beim Entdecken!

Mit den besten Grüßen  
Daniela Pauch  
Head of Editorial Germany

**Zenith Defy Skyline Chronograph**

Der neue Defy Skyline Chronograph ist der Höhepunkt von über 50 Jahren Forschung und Entwicklung am El-Ehrenwerk. Wie das Automatenmodell der Defy Skyline und sein schwebendes Pendel hat Zenith auch dieses Zeitmesser mit der Zeitmessfunktion ausgestattet. In der Form eines Zeitmessers-Chronographen.

[Mehr erfahren](#)

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

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

[Mehr erfahren](#)

**>>> 100 Jahre Schweizer Uhren**

100 Jahre Schweizer Uhren. Ein Jubiläum, das Tradition und Innovation verbindet. Die neue Kollektion von Super Titanium zeigt die Vielfalt der Schweizer Uhrenherstellung.

[Mehr erfahren](#)

**Hanhart: Preventor 5**

Die Preventor 5 ergänzt ab sofort die Kollektion der auf Fliegenführer spezialisierten Hersteller Hanhart aus dem Schwarzwald. Die Produktion der Uhr mit schwarzem PVD-Gehäuse und brauner Lederuhr mit neuem Uhr ist 2024 auf 100 Stück limitiert.

[Mehr erfahren](#)

**Code41: X41**

Entdecken Sie die neue X41, ein Traum der Haute Horlogerie aus der Gemeinschaft der endlich wieder gewonnen ist. Schwebende Handwerkskunst, perfekte Uhrwerkmechanik, hochwertige Materialien und Verarbeitung, erstklassige Leistung, einfaches Design. Die X41 Edition 1 kann bis zum 22. Mai zum Einbürgerungspreis gekauft werden. (Code41) wird erstellt werden, damit konfiguriert.

[Mehr erfahren](#)

**Chanel: Uhren**

# 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 2026:

Pilot's Watches (21 Feb 2026)

World-Time Watches (07 Mar 2026)

New Releases of the Year (11 Apr 2026)

Diver's Watches (16 May 2026)

Holiday Watches / Summer Hits (13 Jun 2026)

Top 5 Watches for a Wedding (04 Jul 2026)

The New Chronographs (05 Sep 2026)

Top Watches Under €2,000 (26 Sep 2026)

Italian Watch Brands (03 Oct 2026)

Skeleton Watches (31 Oct 2026)

Pilot's Watches (07 Nov 2026)

Artistic Dials (21 Nov 2026)

The Most Beautiful Watches for the Holidays (05 Dec 2026)

Women's Watches as Gifts (12 Dec 2026)

**Price:** 1,500 euros per Newsletter (Further topics on request)

WatchTime  
GERMANY

**Liebe Leserin, lieber Leser,**

Der Frühling ist ein sehr besonderer Zeitpunkt, um wieder neue Uhren zu entdecken. Unsere Uhren sind Uhren, die die perfekte Verbindung von Uhrwerk und Design bieten und für Outdoor-Enthusiasten konzipiert sind. Und die ebenfalls hohen Ansprüche an Abwechslung, Qualität und Optik erfüllen. Entdecken Sie hier: Viel Freude beim Entdecken.

Mit den besten Grüßen  
Daniela Pauch  
Head of Editorial Germany

**Vielfalt der Aktivitäten**

Vor dem Kauf einer Outdoor-Uhr ist es wichtig, die Art der geplanten Tätigkeit zu berücksichtigen. Je nach Aktivität sind Uhren mit verschiedenen Funktionen und Funktionen erforderlich. Für Bergsteiger können Uhren mit Höhenmesser und Barometer wichtig sein. Für Wasser- und Tauchaktivitäten sind Uhren mit Wasserdichtigkeit und Kompass. Die Uhr ist ein Begleiter für Outdoor-Enthusiasten, aber auch eine zuverlässige Funktionsuhr. Sie verfügt über eine Vielzahl von Funktionen, die Sie bei Ihren Aktivitäten unterstützen. Sie ist ein Begleiter für Outdoor-Enthusiasten, aber auch eine zuverlässige Funktionsuhr. Sie verfügt über eine Vielzahl von Funktionen, die Sie bei Ihren Aktivitäten unterstützen.

**Hamilton Khaki Field**

Die Khaki Field Kollektion von Hamilton ist bekannt für ihre Zuverlässigkeit und Funktionalität. Die Khaki Field Expedition ist eine Uhr, die für Outdoor-Enthusiasten konzipiert ist. Sie ist ein Begleiter für Outdoor-Enthusiasten, aber auch eine zuverlässige Funktionsuhr. Sie verfügt über eine Vielzahl von Funktionen, die Sie bei Ihren Aktivitäten unterstützen.

[Mehr erfahren](#)

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

Während der Outdoor-Aktivitäten ist es wichtig, die Uhr zu verwenden, um die Zeit zu messen. Die Uhr ist ein Begleiter für Outdoor-Enthusiasten, aber auch eine zuverlässige Funktionsuhr. Sie verfügt über eine Vielzahl von Funktionen, die Sie bei Ihren Aktivitäten unterstützen.

- **Wasserdichtigkeit:** Eine Uhr, die für Outdoor-Aktivitäten geeignet ist, sollte wasserdicht sein. Dies ist besonders wichtig, wenn Sie in der Natur unterwegs sind.
- **Wasserdichtigkeit:** Eine Uhr, die für Outdoor-Aktivitäten geeignet ist, sollte wasserdicht sein. Dies ist besonders wichtig, wenn Sie in der Natur unterwegs sind.
- **Wasserdichtigkeit:** Eine Uhr, die für Outdoor-Aktivitäten geeignet ist, sollte wasserdicht sein. Dies ist besonders wichtig, wenn Sie in der Natur unterwegs sind.



# NEWSLETTER PREMIUM FORMAT

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

## Extra charge thematic newsletter:

600 euros

Further options on request

All prices plus VAT.

6.800 € inkl. MwSt. zzgl. Porto\* (177 € incl. excl. Porto\*)

WatchTime  
GERMANY

Liebe Leserin, lieber Leser,

Taucheruhren sind nicht nur stilvolle Accessoires, sondern auch herausragende Werkzeuge, die speziell für den Einsatz unter Wasser entwickelt wurden. Deshalb waren Taucheruhren eine Wahl, die das Überleben des Trägers sichert. Heute gelten sie mehr denn je als Ausdruck eines sportlichen Lebens, egal ob man taucht oder nicht. Entsprechend groß und wichtig ist der Anspruch auf den Markt.

Mit dem besten (Stellen)  
Dorothea Pusch  
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 einer Tiefe von 200 Metern wasserdicht sein, und das Anbringen des professionellen Tauchers gilt als Standard.
- **Robuste Konstruktion:** Die meisten Uhren sind aus unzerstörbaren Materialien wie Edelstahl oder Titan gefertigt, um den hohen Druck und die rauen Bedingungen unter Wasser zu widerstehen.
- **Leuchtendes Zifferblatt:** Eine absolut notwendige Funktion ist das Leuchtende Zifferblatt, das unter Wasser genau zu lesen und die verbleibende Lebensdauer zu überwachen.
- **Leuchtstange und Leuchtstange:** Für alle, die gerne tauchen, sind Leuchtstangen, die die Uhr und Leuchtstange leuchten lassen.
- **Wasserdichtigkeit:** Das professionelle Taucheruhr ist gefüllt mit Wasser und ist absolut wasserdicht, da die Gehäuse aus robustem Material sind.

Mehr erfahren

Montblanc Ocean Deep 4610

Als Taucheruhr zum 4610 in der Welt der Uhren gilt Montblanc, mit der Zeit der Ocean Deep 4610 ist es in der Welt. Diese neue Taucheruhr ist eine der 4610 zum Geburtstag von Montblanc und eine unverwundbare Kombination aus Robustheit und Eleganz. Die Taucheruhr ist eine der 4610 zum Geburtstag von Montblanc und eine unverwundbare Kombination aus Robustheit und Eleganz. Die Taucheruhr ist eine der 4610 zum Geburtstag von Montblanc und eine unverwundbare Kombination aus Robustheit und Eleganz.

Mehr erfahren

Pflege und Wartung

Um sicherzustellen, dass Ihre Taucheruhr immer zuverlässig funktioniert, sollten Sie folgende Pflichten beachten:

- **Wasserdichtigkeit:** Achten Sie darauf, dass die Taucheruhr immer wasserdicht ist, bevor Sie sie ins Wasser geben. Vermeiden Sie die Uhr in kaltem Wasser zu tauchen.
- **Regelmäßige Wartung:** Bringen Sie Ihre Uhr (je nach Tauchgang und Klima) Wasser, um Salz- und Chloridgehalt zu entfernen. Denken Sie auch an die Leuchte und Leuchte, die Sie beim Tauchen gegenwärtig zu tragen, um sich möglicherweise daraus befreien zu lassen.
- **Vermeiden Sie Chemikalien:** Tragen Sie Taucheruhren immer in einem sauberen, trockenen Zustand. Vermeiden Sie, dass sie in einem sauren oder alkalischen Medium stehen.
- **Überprüfen Sie die Leuchte:** Die Leuchte ist ein wichtiger Bestandteil der Uhr. Überprüfen Sie die Leuchte, um sicherzustellen, dass sie immer in einem guten Zustand ist.
- **Regelmäßige Wartung:** Bringen Sie Ihre Taucheruhr immer in einem sauberen, trockenen Zustand.

# 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: 6,800 euros\*

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

6.800 € inkl. MwSt. zzgl. Porto\* (177 € incl. excl. Porto\*)

WatchTime  
GERMANY

Liebe Leserin, lieber Leser,

In dieser Ausgabe unseres Spezialmagazins dreht sich alles um das markenreife Produkt und die Innovationen von Leica, die sich über die Grenzen der Fotografie hinausziehen. Entdecken Sie die Leica mit modernster Technologie und höchsten technischen Standards. Entdecken Sie die Leica mit modernster Technologie und höchsten technischen Standards. Entdecken Sie die Leica mit modernster Technologie und höchsten technischen Standards.

Mit dem besten (Stellen)  
Dorothea Pusch  
Head of Editorial Germany

Made by Leica

Leica produziert nicht nur Kameras, Ferngläser und Uhren - Leica schafft Maßstäbe. Und nicht nur das. Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren.

Mehr erfahren

Mechanische Präzision

In der Welt der Fotografie ist die Leica eine unverwundbare Marke. Und nicht nur das. Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren.

Mehr erfahren

Eine Hommage an den Leica Ursprung

Geht es um die Leica, so ist es eine Hommage an den Ursprung. Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren. Die Leica ist ein Unternehmen, das auf weltweitem Niveau und in der Lage ist, die Leica zu produzieren.

# WEB SPECIAL THE NEW WATCHES 2026

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 2026

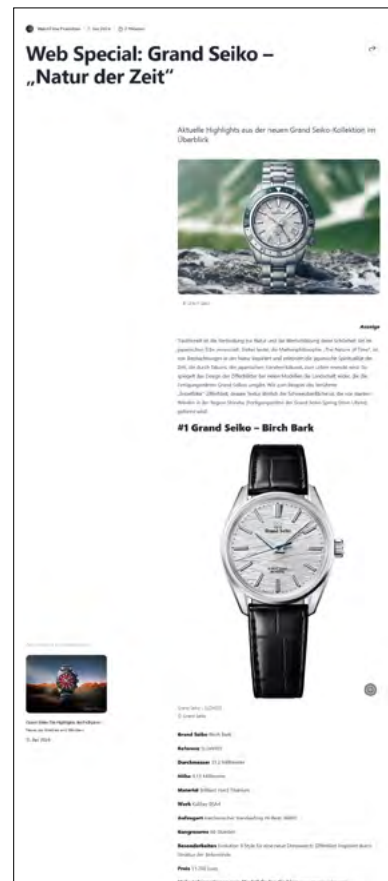
Special to communicate the new watch models

**Optimal launch date:** May/June 2026

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

**Price:** 3,000 euros

All prices plus VAT.



# SPECIAL GERMAN WATCH BRANDS

The interactive map with a portrait of your brand

**New edition:** 01.10.2026

**Duration:** 1 year

**Price:** 1,325 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.

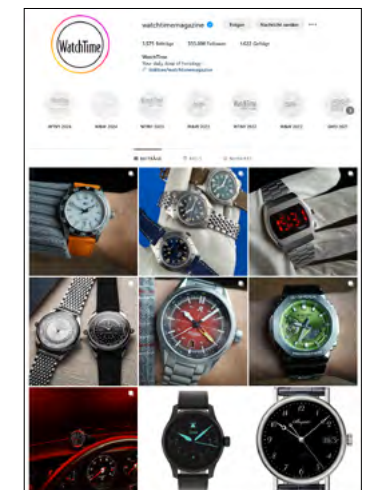
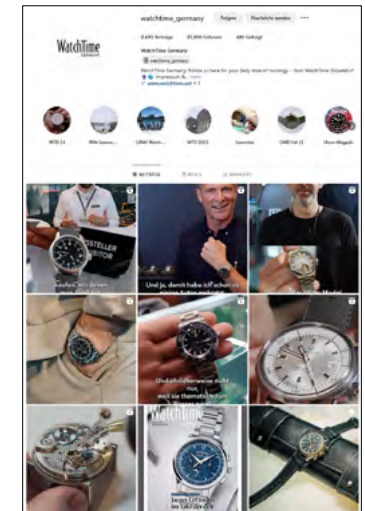
**Instagram channels:**

**@watchtime.net**

**@watchtimemagazine**

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

Status: October 2024





## SIGNATURE EVENT *by WatchTime*

The Signature Event offers a curated, premium experience for passionate watch enthusiasts, collectors, and high-end consumers. In an exclusive setting, it combines editorial expertise with moderated discussions, personal interactions, and an immersive brand experience. With a year-round format and a minimum lead time of three months, participating partners gain a high-impact platform to showcase their brand, engage directly with a highly discerning audience, and drive meaningful activation.



### EXCLUSIVE WATCHTIME EXPERIENCE

**Curated Program:** Connect with industry experts through a moderated discussion, interactive Q&A, exclusive meet & greet, and hands-on presentations of the finest watch highlights.

**VIP Guest Management:** 30 carefully selected WatchTime community members receive personalized invitations with RSVP and reminders, ensuring the right audience for your brand.



**Full-Spectrum Communication:** Amplify your presence across watchtime.net, newsletters (editorial + VIP stand-alone), social media, and a premium event report in our print magazine.

**Optional Premium Enhancements:** Champagne reception, gourmet finger food, exclusive goodie bags including a WatchTime print edition, extended photo/video coverage, and paid social media promotion for maximum visibility.

**Pricing: Upon request - custom packages tailored to your brand's needs.**



# WATCHTIME DÜSSELDORF

Germany's premier luxury watch event, WatchTime Düsseldorf brings together discerning collectors, connoisseurs, and modern luxury enthusiasts from across Central Europe. Over a multi-day showcase with 5,000 visitors, brands enjoy an intense, direct connection with an engaged audience, fueled by passion, expertise, and a love for mechanical watches.

As the largest event of its kind in Germany, WatchTime Düsseldorf gives manufacturers an unmatched platform to showcase innovations, celebrate craftsmanship, and create unforgettable brand experiences.



## BRINGING THE WATCH COMMUNITY TOGETHER

### **WatchTime Düsseldorf**

23-25 October 2026 | Rheinterrasse by D.LIVE

#### **Exclusive Access:**

3 days of curated presentations, talks, panels, guided tours, and direct engagement with serious collectors.

#### **Prestigious Recognition:**

Participate in the WatchTime Award, the event's highlight.

#### **Elite Audience:**

Reach 5,000 qualified visitors from DACH, Benelux, and France, all premium segment buyers.

#### **Premium Brand Exposure:**

High-quality exhibition stands, extensive editorial coverage, social media, video content, and live communications.

**Your brand, directly in front of the most discerning watch enthusiasts.**



# PRINT MEDIA DATA 2026

WatchTime  
GERMANY  
Print Media data 2026





# PUBLICATION DATES AND ADVERTISING DEADLINES

ISSUE	PUBLICATION DATE	ADVERTISING DEADLINE FOR PREMIUM CONTENT**	ADVERTISING DEADLINE	DEADLINE FOR PRINTING MATE- RIALS
<b>March/April</b> (2/26)	06.03.26	09.01.26	23.01.26	06.02.26
<b>May/June*</b> (3/26)	22.05.26	18.03.26	08.04.26	21.04.26
<b>Annual edition WatchTime Edition</b>	03.07.26	30.04.26	12.05.26	27.05.26
<b>July/August</b> (4/26)	24.07.26	21.05.26	03.06.26	18.06.26
<b>September/October</b> (5/26)	04.09.26	03.07.26	17.07.26	31.07.26
<b>October/November*</b> (6/26)	23.10.26	14.08.26	28.08.26	11.09.26
<b>December/January*</b> (1/27)	11.12.26	05.10.26	09.10.26	26.10.26

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

# TERMS AND CONDITIONS FOR ONLINE ADVERTIZING

## 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 advertizing 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 advertizing 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 advertizing Media

- 2.1 "Services" within the meaning of these terms and conditions are all online advertizing media which are bookable from the publisher, as well as other services of the publisher which are bookable in the context of the advertizing (e.g. the programming of advertizing media, microsites, implementation on marketing programs, etc.).
- 2.2 "Online advertizing 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 advertizing, 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 "Advertizing order" is the contract for the placement of an online advertizing medium or other services for the purpose of dissemination by the publisher.

## 3. Conclusion of the Contract

- 3.1 An advertizing 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 advertizing agency), then, in case of doubt, the contract comes into being with the advertizing 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 advertizing media are to be placed by the publisher, then the customer must make the advertizing 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 advertizing 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) advertizing, 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 advertizing 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 advertizing media and for ensuring that the online advertizing media do not infringe upon third-party rights. The publisher is not obliged to monitor the online advertizing 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 advertizing 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 Advertizing Campaign, Identifiability

- 6.1 The publisher can refuse individual online advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing.

6.5 At the publisher's discretion, advertizing media that are not clearly identifiable as advertizing 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 advertizing medium in accordance with the data provided by the customer.
- 7.2 If the published online advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing; Use of Data, Period of validity, Availability, Prices

- 8.1 The publisher will place the advertizing media within the framework of each booked advertizing 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 advertizing campaign, only in accordance with the currently valid data-protection regulations, and only if such evaluation has been agreed within the context of the advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing media (general agreement), the revocation of individual advertizing 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 advertizing media that were specified in the order. If the complete revocation of the booked advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing 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 advertizing media and to other contents which are published in the context of the advertizing 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 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.