

2017

# Watch Journal

All That's Good in Time

*Watch Journal* is America's leading publication on the subject of time and its measurement. Each issue features illuminating stories on horology, the most important fine watches, industry news, and timepiece-related events all over the world.

Experts, thinkers, and insiders from a wide range of fields take to the pages of *Watch Journal* to share their diverse experiences of how the concept of time shapes them creatively and intellectually.

# Watch Journal Offerings

360 degree branding opportunities available.



Watch Journal Magazine



watchjournal.com



Watch Journal Newsletter



@WatchJournal



Watch Journal

Watch Journal

# Editorial

## **Editor-In-Chief of *Watch Journal* and Timepiece Editor for Surface Media: Jonathan Bues**

Jonathan Bues is an expert within the watch industry, and has covered luxury timepieces for over a decade. Prior to joining *Watch Journal*, Bues was the editor in chief of *Wristwatch* magazine. Earlier in his career he was the managing editor of *International Watch Magazine* after beginning at the publication as a copy editor. His work has appeared in *Elite Traveler*, *The Hollywood Reporter*, *Cellini Status*, and *Westime Extraordinary*.

## **Editorial Sections**

**Editor's Letter**

**News**

**Auctions**

**Style**

**Profile**

**Collector**

**Necessities**

**City Guide**

**Essay on Time**

**Cover Story**

**Movement Review**

**Factory Tour**

**Vintage Spotlight**

**Philanthropy**

**In the Market**

**Happenings**

**Horology Terminology**

**Interview**

# Editorial Calendar

## **December/January**

### **Culture**

Destination: Geneva

Space: Nov. 1, 2016

Material: Nov. 15, 2016

On Sale: Nov. 30, 2016

## **February/March**

### **Design**

Destination: Zurich

Space: Jan. 5, 2017

Material: Jan. 12, 2017

On Sale: Feb. 2, 2017

## **April/May**

### **Technology & Transportation**

Destination: San Francisco

Space: March 23, 2017

Material: April 3, 2017

On Sale: April 24, 2017

## **June/July**

### **Sport**

Destination: Hong Kong

Space: April 20, 2017

Material: April 27, 2017

On Sale: May 18, 2017

## **August/September**

### **Fashion**

Destination: New York

Space: June 29, 2017

Material: July 6, 2017

On Sale: July 27, 2017

## **October/November**

### **Heritage**

Destination: London

Space: Aug. 31, 2017

Material: Sept. 7, 2017

On Sale: Sept. 28, 2017

# Demographics and Distribution

*Watch Journal* is the only watch publication that is distributed through the nation's top 250 private jet airports and at more than 300 retail locations.

Readership  
**127,000+**

Total Distribution  
**25,000**

Male/Female  
**70/30**

Average Age  
**47**

Private Jet Airports/Aircrafts  
**48%**

Luxury Watch Retailers  
**18%**

Newsstands  
**15%**

Subscription  
**1%**

Event/Show Distribution  
**6%**

Other  
**2%**



Watch Journal

# Private Jet Air Terminals

Only *Watch Journal* reaches over six million ultra affluent private jet passengers per year.

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## Who Flies Private?

### Fortune 500 C-Level Executives

Chairmen  
CEOs  
Senior Management

### Entrepreneurs

Sole Proprietors  
Luxury Service Providers  
Luxury Retail Executives

### Sports Franchises and Affiliates

Agents  
Players  
Team Owners

### Entertainers

A-List Celebrities  
Movie/Television Icons  
Musicians/Performers

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### The Private Traveler:

Median Age	57
Male	70%
Female	30%
Average Annual HHI	\$9.2 million
Median Annual HHI	\$4.1 million
Average Net Worth	\$89.3 million
Median Net Worth	\$41.2 million



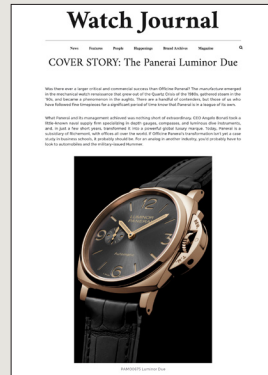
Watch Journal



# Partnership Platforms



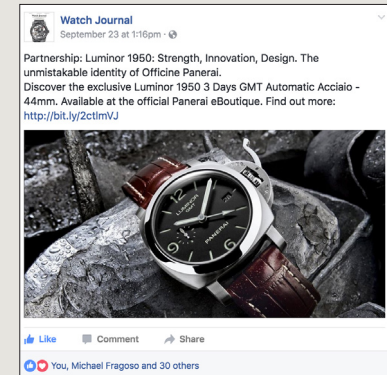
Cover



Website



Instagram



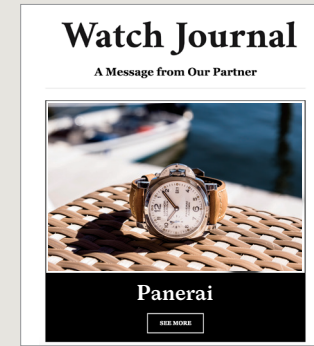
Facebook



Event



Post Event Editorial



Newsletter



# Rates

## Premium Position

Cover Story (C1): \$35,000

Includes cover image and  
five-page feature story,  
additional pages billed at \$2,000.

## Cover Ad Pages

Cover two spread: \$14,000  
Cover three spread: \$12,000  
Cover four: \$17,000

## Full Page

Open rate: \$10,600  
Three times: \$9,540  
Six times: \$8,480

## Two-Page Spread

Open rate: \$12,720  
Three times: \$11,660  
Six times: \$10,600

## Social Media Outlets

Instagram: \$5,000  
Facebook: \$5,000

## Digital Newsletter

Ownership: \$6,000  
Per unit: \$3,000

# New Advertising Specifications 2017

Ad sizing requirements are listed below, and remember to allow for bleed.  
(0.125 inches beyond trim).

## Single Page Dimensions:

Trim Size: 8 x 10.875 inches  
Bleed Size: 8.25 x 11.125 inches  
Live Area: 7.375 x 10.25 inches  
(Keep all text within this area)

## Text Area Margins:

Top: .5"  
Bottom: .5"  
Sides: .625"  
Bleed area must be .125 inches beyond trim

## Two-page Spread Dimensions:

Trim size: 16 x 10.875 inches  
Bleed Size: 16.25 x 11.125 inches  
Live area: 14.75 x 10.25 inches  
(Keep all text within this area)

## Text Area Margins:

Top: .5"  
Bottom: .5"  
Sides: .625"  
Bleed area must be .125 inches beyond trim

*Watch Journal* prefers ads to be submitted as final high-res CMYK PDFs. All PDF files must meet PDF/X-1A standards at 300dpi. Spreads must be submitted as two single page PDF/X-1A files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded (no subsets) in the PDF document. All files must be CMYK. We will not accept RGB. All RGB files will be converted. This may cause color shifts in reproduction that *Watch Journal* will not be responsible for. *Watch Journal* also supports files created in Quark Xpress, Adobe Photoshop, Illustrator or Indesign. All files should be collected with fonts and images.

## Image Resolution:

High-res images (including logos) must be a minimum of 300 DPI at final size. Do not resample a file larger than its original size.

## Image Formats:

Images must be saved as a TIFF or EPS format in CMYK. If an image needs to be converted to CMYK, *Watch Journal* will not be responsible for color reproduction.

## Color Specifications:

When choosing colors, use only process colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. We do offer Pantone. Check with representative for an upgrade.

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**Questions concerning ads:** Please contact Publisher, Katie Reed, 917-975-2928, [kreed@surfacemedia.com](mailto:kreed@surfacemedia.com)

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# Surface Magazine Offerings



Surface Magazine Timepiece Profile



Surface Magazine Watch Guide

surfacemag.com  
 @Surfacemag  
 Surface Magazine

## Surface Magazine Rates

Covers (four color)

Cover Two, Page One

\$41,055

Cover Three

\$18,000

Cover Four

\$30,000

Run of Book (4 Color)

One time: \$16,350

Five times: \$13,625

Ten times: \$10,900

Limited Special Unit

Twice per Year:

Cover Two, Page One

Outside Gate-fold

\$70,380

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