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
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

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

**Who Flies Private?**

**Fortune 500 C-Level Executives**
- Chairmen
- CEOs
- Senior Management

**Sports Franchises and Affiliates**
- Agents
- Players
- Team Owners

**Entrepreneurs**
- Sole Proprietors
- Luxury Service Providers
- Luxury Retail Executives

**Entertainers**
- A-List Celebrities
- Movie/Television Icons
- Musicians/Performers

**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

Source: Russ Alan Prince & Associates
Partnership Platforms

Watch Journal

Cover
Website
Instagram
Facebook

Event
Post Event Editorial
Newsletter

All That's Good in Time
Volume 19, Number 6
The Fashion Issue
Featuring:
The Panerai Luminor Due
Also:
Crafting Chronographs in Saint-Imier.
The Art of Miniature Enamel.
Watch Collector William Massena.
Panerai
Watch Journal

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

Watch Journal
**New Advertising Specifications 2017**

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

<table>
<thead>
<tr>
<th>Single Page Dimensions:</th>
<th>Two-page Spread Dimensions:</th>
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</thead>
<tbody>
<tr>
<td><strong>Trim Size:</strong> 8 x 10.875 inches</td>
<td><strong>Trim size:</strong> 16 x 10.875 inches</td>
</tr>
<tr>
<td><strong>Bleed Size:</strong> 8.25 x 11.125 inches</td>
<td><strong>Bleed Size:</strong> 16.25 x 11.125 inches</td>
</tr>
<tr>
<td><strong>Live Area:</strong> 7.375 x 10.25 inches</td>
<td><strong>Live area:</strong> 14.75 x 10.25 inches</td>
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<td>(Keep all text within this area)</td>
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<tr>
<th>Text Area Margins:</th>
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<tr>
<td><strong>Top:</strong> .5”</td>
<td><strong>Top:</strong> .5”</td>
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<td><strong>Bottom:</strong> .5”</td>
<td><strong>Bottom:</strong> .5”</td>
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<tr>
<td><strong>Sides:</strong> .625”</td>
<td><strong>Sides:</strong> .625”</td>
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<tr>
<td>Bleed area must be .125 inches beyond trim</td>
<td>Bleed area must be .125 inches beyond trim</td>
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</table>

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.

**Questions concerning ads:** Please contact Publisher, Katie Reed, 917-975-2928, kreed@surfacemedia.com
Ralph Lauren has come to be recognized as the elder statesman of American fashion, a mantle born of his early success marketing neckties and sustained by his compelling vision for elevated leisure lifestyle. A serious watch collector with an appreciation for the craftsmanship inherent to haute horlogerie, Lauren resisted licensing his name to a watch brand of lesser quality. Instead, he bided his time and partnered with the Richemont Group, parent company of Cartier, to make high-quality Swiss mechanical watches, in 2008.

In the aptly named RL Automotive, the designer’s passion for timepieces converges with another of his hobbies: classic cars. Never afraid to experiment with new or unusual materials, Lauren looked to the dashboard of his 1938 Bugatti Type 57 SC Atlantic Coupe, one of only four such cars in the world, when he endowed the Automotive with a hand-finished amboyna burl wood bezel. Hewn from shot-blasted gun-metal stainless steel, the piece is sporty and durable, powered by a manually-wound movement produced for Ralph Lauren by watchmaking powerhouse Jaeger-LeCoultre. Odds are its wearer is not driving one of the other three extant Type 57 SCs, but with the RL Automotive under a leather driving glove, another mode of transport will seem just fine.

Ralph Lauren Automotive
39 mm
Black Steel; $15,400, ralphlauren.com

—Jonathan Bues