

2018

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: Stephen Watson

Prior to joining Surface Media, Watson served as Hearst Media's Digital Editor, covering timepieces for TownandCountryMag.com, Esquire.com, MarieClaire.com, HarpersBazaar.com, and ELLE.com. Watson's accomplished career includes roles as the Fashion Director of *Men's Vogue* and Associate Fashion Editor of *Vogue*, where he worked alongside legendary editors Andre Leon Talley, Candy Pratts Price, Jay Fielden, and Anna Wintour. He was recently nominated for a Gem Award in 2017 for Media Excellence by the Jewelers of America.

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

January/February

Culture & SIHH

Space: December 1, 2017
Material: December 15, 2017
On Sale: January 1, 2018

March/April

Design & Baselworld

Space: January 15, 2018
Material: February 1, 2018
On Sale: March 1, 2018

May/June

Technology and Transportation

Space: March 15, 2018
Material: April 15, 2018
On Sale: May 1, 2018

July/August

Travel

Space: April 15, 2018
Material: May 15, 2018
On Sale: July 1, 2018

September/October

Fashion

Space: July 15, 2018
Material: August 8, 2018
On Sale: September 1, 2018

November/December

Heritage

Space: September 14, 2018
Material: October 4, 2018
On Sale: November 1, 2018

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.

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

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


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

Watch Journal

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

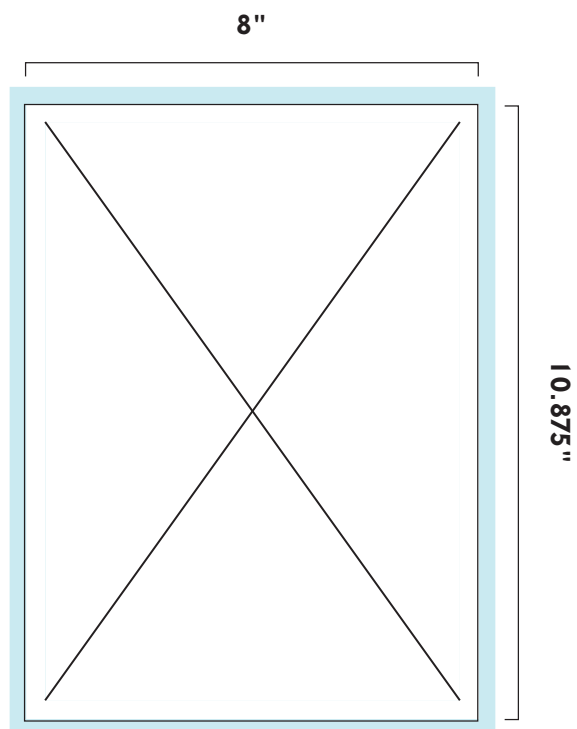
Social Media Outlets

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

Digital Newsletter

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

New Advertising Specifications 2018



- ⊞ Bleed .125"
- ⊞ Crop marks .25" offset
- ⊞ Trim 8" x 10.875"
- ✕ Safe area 7.375" x 10.25"
 - .3125" away from trim
 - Keep all text within this area

All print creative (two-page spread or one-page single) must be supplied as single pages.



Max Ink Density
280 dpi



Image resolution
300 dpi minimum



60 lb
Uncoated Stock



4-color process CMYK;
5th color upon request

Print Method

CTP, Web offset, SWOP standards, SWOP2006_Coated3v3 profile

File Formats

Watch Journal prefers ads to be submitted as final high-res CMYK PDFs. All PDF files must meet PDF/X-1A standards at 300dpi. 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. 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.

Two-Page Spread Materials

Must be supplied as single pages, per the full-page size requirements at left.

Proofs

SWOP standard contract proof with color bars are accepted but not required.

Questions concerning ads

Please contact Publisher, Katie Reed, 917-975-2928, kreed@surfacemedia.com

There is 5% chance of printing variance, which is industry standard.
Watch Journal aims to keep this between 1% to 3%.