

Now also
as an iPad
edition



THE WHOLE WORLD OF FINE WATCHES

- Number 1 among watch magazines – worldwide
- Bimonthly publication with additional special editions (Baselworld, Sports watches, Watch Tests)
- Aesthetic photography, layout with classic appeal
- Comprehensive product news, portraits, interviews, background information, reportage, focused coverage of specific themes, tests, and auctions
- Wide spectrum of mechanical watches with an emphasis on premium brands
- 84% male readership
- Lifestyle-oriented target audience



Media Rates 2011

Chronos

AD PRICE LIST NO. 19, VALID FROM 01.01.2011

Ad sales director:
Andrea Scheungrab



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Fax +49 (0) 731 15 20 - 342
E-Mail: scheungrab@ebnerverlag.de

Ad placement and classifieds:

Marianne Grünzweig
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Fax +49 (0) 731 60 28 01 96
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Address for written correspondence:

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Anzeigenabteilung Chronos
Karlstraße 41
89073 Ulm
Postfach 30 60
89020 Ulm
Germany

Banking information:
Sparkasse Ulm, BLZ 630 500 00,
Konto Nr. 90917

Terms of payment:
A net cash payment must be received within
14 days. Vat No. DE 147041097

Frequency of publication:
6 issues per year; themed special booklets
Publication dates: please see pg. 3
Ad close: please see pg. 3

Publisher:
Ebner Verlag GmbH & Co. KG, Ulm

Publishing director:
Martin Metzger
Tel. +49 (0)731 15 20 - 132
Fax +49 (0)731 60 280 - 192
metzger@ebnerverlag.de

Volume: Volume No. 19, 2011

Chronos in brief:
Chronos is the forum for high-class watch culture. Chronos readers are people who presently intend to purchase a highly valuable watch as well as lovers of watches. **Chronos is hereby a recognized purchase advisor with an opinion-forming function.** 2/3 (!) of the readers change their watches according to the occasion and their attire.

Purchase price
Annual subscriptions
Within Germany € 72,50
(incl. postage + sales tax)
Outside Germany € 83,- (incl. postage)
Newsstand price € 7,90

Verification of circulation: 

Paid circulation 3/10: 19.095 copies

Contents:

- 2** Characteristics in brief; contact information
- 3** Dates of publication and ad close schedule
- 4** Focus topics 2011
- 5** Pricing and formats
- 6** Special placement and ad specials
- 7** Chronos Specials 2011
- 8** Uhren Edition
Formats and pricing
- 9** Prices for Special Printings
- 10** Time taken for the purchase of a timepiece
- 11** Readers' spending limits
- 12** Market overlap
- 13** Chronos Worldwide
- 14** Terms and conditions
- 15** Data transfer
- 16** International titles

PUBLISHING DATES AND AD CLOSE SCHEDULE

Edition	Month/Theme	Publication Date	Deadline for Advertising	Deadline for Print Materials
01.2011	• January/February (Christmas Issue 2010)	15.12.10	05.11.10	12.11.10
02.2011	• March/April	25.02.11	21.01.11	28.01.11
Special no. 1	• Special Baselworld	24.03.11	18.02.11	25.02.11
03.2011	• Juni/July	20.05.11	15.04.11	26.04.11
Special no. 2	• Catalogue of sport watches / The best new sport watches in 2011	22.06.11	13.05.11	20.05.11
04.2011	• August/September	15.07.11	10.06.11	17.06.11
05.2011	• September/October	26.08.11	22.07.11	29.07.11
06.2011	• November/Dezember (Pre-Christmas Issue)	28.10.11	23.09.11	30.09.11
Special no. 3	• Chronos Extra Test Yearbook	18.11.11	14.10.11	21.10.11
Edition	• Uhren Edition 2012	18.11.11	02.09.11	09.09.11
01.2012	• January/February (Christmas Issue 2011)	15.12.11	04.11.11	11.11.11

Information subject to change.

Media Rates 2011

Chronos

THEMATIC FOCAL POINTS FOR 2011:

Chronos 01.2011:

Wed., Dec. 15, 2010

Thematic focal point: Chronometers

Tradition and innovation:

Grandes complications

Chronos 02.2011:

Fri., Feb. 25, 2011

Advice for purchasers: Chronographs

Special: Watches for newcomers

Chronos Special Basel:

Thur., Mar. 24, 2011

Big extra section: New items at the trade fairs.

As always, this special edition will be published to coincide with the first day of Baselworld and will contain a synoptic overview of all the important new items.

Chronos 03.2011:

Fri., May 20, 2011

Advice for purchasers: Watches for extreme missions

Special: Shaped calibers

Chronos Catalogue of Sport Watches:

Wed., Jun. 22, 2011

NEW!!! Big catalogue edition with all important sport watches from all significant brands.

Chronos 04.2011:

Fri., Jul. 15, 2011

Advice for purchasers: Diver's watches

Materials, part 1: Stainless steel

Chronos 05.2011:

Fri., Aug. 26, 2011

Advice for purchasers: Elegant watches

Materials, part 2: Gold

Chronos 06.2011:

Fri., Oct. 28, 2011

Special: Watch-winders and safes

Materials, part 3: Platinum

Chronos Extra Watch Tests:

Fri., Nov. 18, 2011




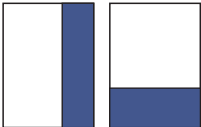

All Chronos tests from 2011, exclusively collated in this extra edition. A first classic aid for decision-making prior to purchasing watches for Christmas.

Chronos 01.2012 / The Christmas edition:

Thur., Dec. 15, 2011

Advice for purchasers: New chronographs



AD PRICES & FORMATS	Bleed Formats (Width x Height)	Cropped Formats (Width x Height)	Prices	
Printed Page Layout (210 x 280 mm)		1/1 Full Page 210 x 280 mm	175 x 245 mm	€ 6.390,-
		2/1 Double Page Gutter bleed 420 x 280 mm (plus 3mm Double page spread)		€ 12.590,-
		1/2 Page Vertical 105 x 280 mm 1/2 Page Horizontal 210 x 140 mm	85 x 245 mm 175 x 120 mm	€ 3.870,-
		1/3 Page Vertical 72 x 280 mm 1/3 Page Horizontal 210 x 93 mm	55 x 245 mm 175 x 80 mm	€ 2.950,-
		1/4 Page Horizontal	175 x 60 mm	€ 2.240,-

3mm additional trim on outer edges. (All prices in euros subject to VAT)

SPECIAL PLACEMENTS AND AD SPECIALS

Special placements:

U2 = € 8.070,-
 U3 = € 7.090,-
 U4 = € 8.390,-

Additional special placements:

	surcharge
Editorial	20 %
Opposite the table of contents*	10 %
One double page	10 %
Advertisements 1-5	10 %
Right-hand placement	10 %

*Layout has priority

Reserved special placements can only be cancelled up to 14 days before ad close.

Discounts:

2-year agreements are possible; loose inserts and bound inserts are not subject to discount. Color surcharges will be subject to discount from 01/09.

Quantity discounts: Frequency 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%

Business classified ads:

Per mm (single column/40 mm wide, b/w) € 4,90

Classified ads, text only:

Business classified ads per line: € 8,-
 Charge for special characters: € 5,-
 per photo b/w € 30,-
 per photo 4c € 60,-

Text Classified Ads are not subject to discount

Ad prices for special publications:

All Chronos Specials have the same ad pricing as the main magazine and can be included in discount plans.

These additional special media services are available on request:

- Adverts
- Dutch door
- Fold-out title
- Touter
- Back-gate folder
- Flyer
- Centerfold gate folder
- Brand booklets
- Mega-Insert
- Online-promotion
- Pop-up ad
- Postcard insert
- Print promotion
- Special editions
- Title gate fold
- Product samples

Bound inserts:

Up to 25 g € 200,- per thousand
 26g - 35g € 220,- per thousand
 36g - 50g € 250,- per thousand
 Please provide the publisher with 3 printed proofs by ad materials close.

Loose inserts:

Up to 25 g € 200,- per thousand (incl. postage)
 Up to 50 g € 290,- per thousand (incl. postage)
 Total subscriptions: 50% surcharge

Glued postcards on advertisements

€ 60,- per thousand (includes postage)

Terms of payment:

Payment within 14 days in the full amount (no discount), VAT Reg. No. DE 147041097
 Bank Details
 Sparkasse Ulm
 Sort code 630 500 00, Account no. 90917

Typesetting or litho costs shall be charged as incurred. If motifs spread across the inside margins of facing pages: Overlapping in gutter margin at least 3mm or additional film copy required; 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 concept.

CHRONOS SPECIALS 2011:

Chronos Special Basel:

Thur., Mar. 24, 2011

Big extra section: New items at the trade fairs. As always, this special edition will be published to coincide with the first day of Baselworld and will contain a synoptic overview of all the important new items.

Chronos Catalogue of Sport Watches:

Wed., Jun. 22, 2011

NEW!!! Big catalogue edition with all important sport watches from all significant brands.

Chronos Extra Watch Tests:

Fri., Nov. 18, 2011

All Chronos tests from 2011, exclusively collated in this extra edition. A first classic aid for decision-making prior to purchasing watches for Christmas.



UHREN EDITION, AD FORMATS AND PRICES



The Chronos Edition in XXL-Format Aesthetic. Fascinating. A true pleasure.

This special edition has gained a considerable following over the years. And has done so with a unique concept: each brand is presented on a double-page spread. Current innovations take the foreground with captivating descriptions by the editors of Chronos. At the same time, the large-format display of watches sets a new benchmark. Each year, a new, thorough photographic concept presents these timepieces as the stars of the scene. This special edition will also become a coffee table book on account of its high quality layout. The date of publication for this book, always bound in metallic colors: one month before Christmas. This edition is sent to our subscribers as a little "thank you".

Magazine format XXL: 30% larger than DIN A4

240 x 340 mm*

Type area:

193 x 313 mm*

Bleed format

240 x 340* mm with 3mm additional trim on outer edges

* Indicated formats are width x height

Prices:

- | | |
|-----------------------------|-----------|
| 1 Double-Page Advertorial: | € 2.950,- |
| 2 Double-Pages Advertorial: | € 5.100,- |
| 3 Double-pages Advertorial: | € 6.990,- |
- Prices per brand

Special placements:

- | | |
|------|-----------|
| U2 = | € 8.070,- |
| U3 = | € 7.090,- |
| U4 = | € 8.390,- |
- (All prices in euros subject to VAT.)

The Chronos Edition will also be published online at Watchtime.net. With this attractive offer, you increase your reach for the journalisticly styled advertorial. The advertorials will be published on a dedicated microsite at Watchtime.net and will be advertised in the Ebner Content Network with an additional media performance of 500,000 ad impressions. Price, not including online presence: € 900,-

PRICES FOR SPECIAL PRINTINGS 2011

Amount	Print run / styling		Prices in Euros							
	1,000	1,000	2,000	2,000	3,000	3,000	4,000	4,000	5,000	5,000
	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings	Special Printings
	Normal	Premium*	Normal	Premium*	Normal	Premium*	Normal	Premium*	Normal	Premium*
2 pages	1,350	1,670	1,990	2,470	2,565	3,190	2,930	3,655	3,225	3,955
4 pages	1,540	1,900	2,270	2,820	2,925	3,640	3,355	4,175	3,680	4,585
6 pages	1,700	2,110	2,520	3,125	3,250	4,040	3,725	4,635	4,090	5,100
8 pages	1,845	2 290	2,730	3,395	3,530	4,395	4,045	5,040	4,445	5,540

Shipping costs will be added to all prices listed above.

PRICES FOR SPECIAL AMOUNTS / ORDERS OF ISSUES 2011

Prices in Euros					
Amounts (Domestic)	Price per copy	Shipping	Amounts (Foreign)	Price per copy	Shipping
5 to 9 copies	5.95	2.55	5 to 9 copies	5.95	5.10
10 to 50 copies	5.15	5.00	10 to 50 copies	5.15	10.00
51 to 200 copies	4.35	15.35	51 to 200 copies	4.35	30.70
201 or more copies	3.95	35.00	201 or more copies	3.95	70.00

All the stated prices are net and subject to VAT at the applicable rate

Premium Special Printing means:

The highlighted watch will be shown on the cover of the specially printed magazine.

* Redesign of cover: additional 290 Euros

PDFs:

Print PDFs (300 dpi):

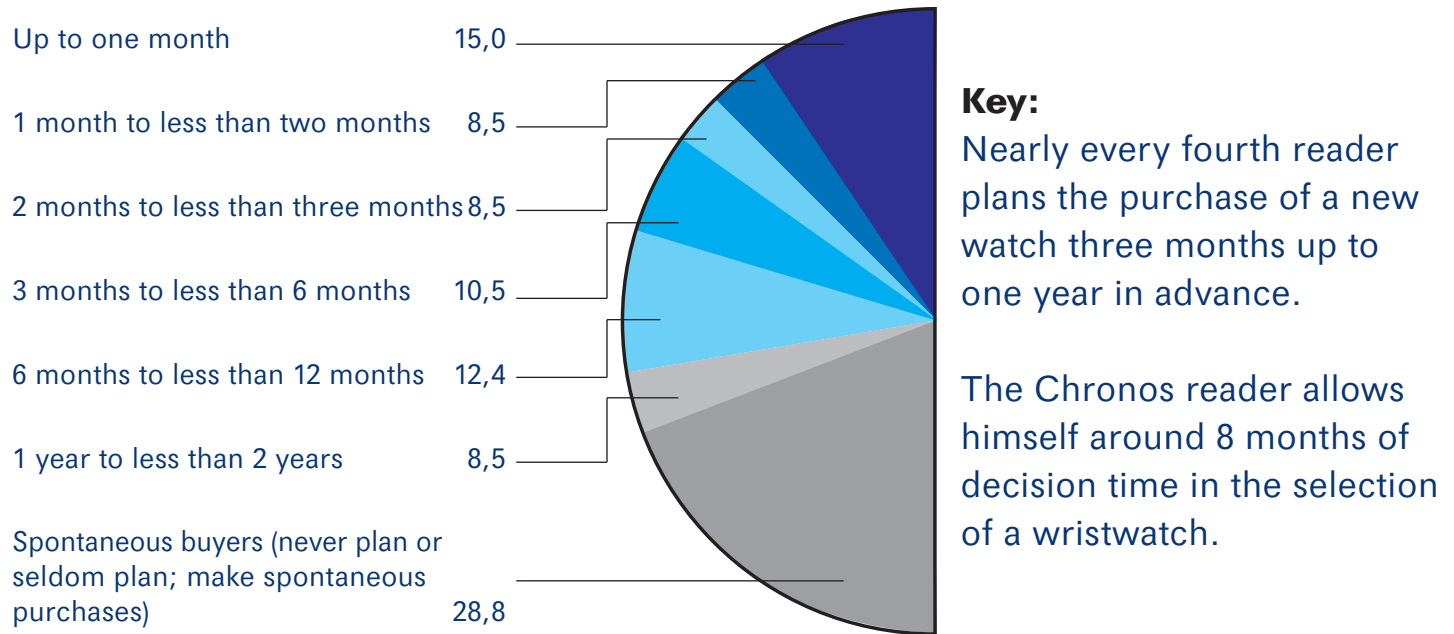
First page: 320 Euros

Each additional page: 170 Euros

Online-capable PDFs (150 dpi):

Per page: 110 Euros

TIME TAKEN FOR THE PURCHASE OF A TIMEPIECE

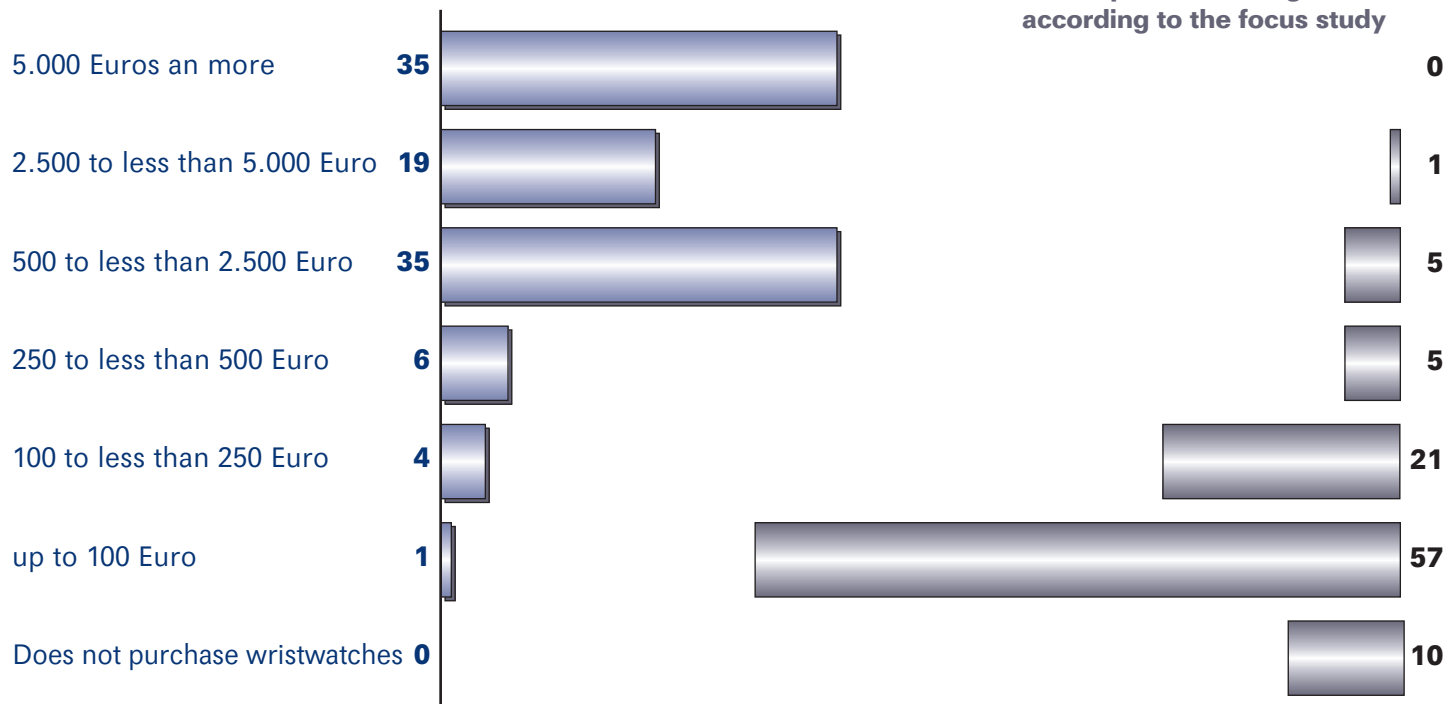


The average time spent in the planning of a purchase is about 7.6 months

Source: COPYTEST AdCheck 2007 from 26.07.2007 to 29.08.2007, 153 personal interviews (at random addresses), primarily readers of Chronos Magazine.

THE NEXT WRISTWATCH CAN COST AS MUCH AS

In comparison to magazine readers according to the focus study

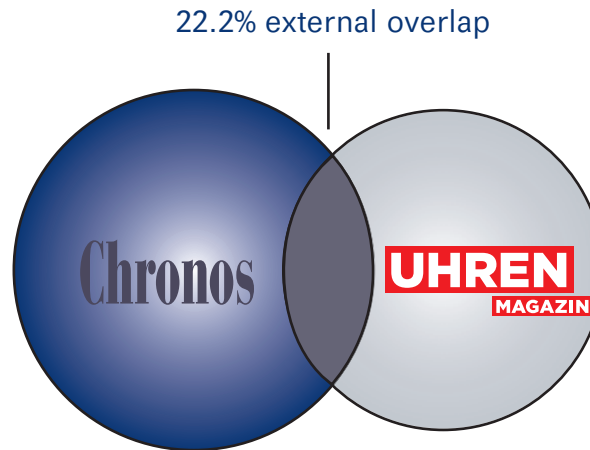


Question: If you purchase a wristwatch, what is the maximum amount of money you are willing to spend on it?

Source: tns emnid Copytest AdCheck 2007 from 26.07.2007 to 29.08.2007,
153 personal interviews (at random addresses), primarily readers of Chronos Magazine.

Results in %

UNIQUE MAGAZINES – UNIQUE READERSHIP



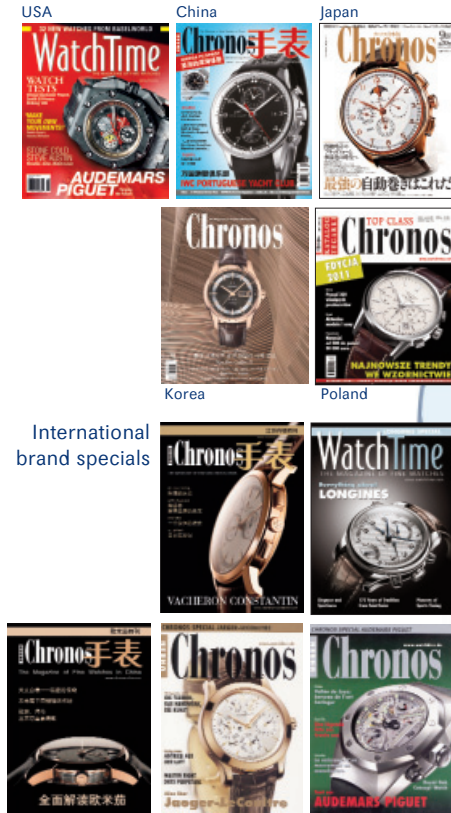
Key:

Only 22.2% of Chronos readers
also read Uhren-Magazin

This means: each watch magazine has a high percentage of exclusive readers who won't be reached through other magazines.

Source: tns emnid Copytest AdCheck 2007 from 26.07.2007 to 29.08.2007, 153 personal interviews (at random addresses), primarily readers of Chronos Magazine, FOCUS Communication Networks 11.0

CHRONOS – THE WHOLE WORLD OF FINE WATCHES



International Chronos editions

Chronos – 6 editions



Starting in December 2010 with annual extras: "Best of Brand X"



International brand specials



Chronos-Specials Starting in 2011 with the catalogue of sport watches



NEW!

1. Starting in 2011, Chronos also appears on the iPad. Printed advertisements including link to homepage will be taken over without a surcharge.
2. Sport Watch Special will be upgraded to become a full-fledged catalogue of sport watches.

Media Rates 2011

Chronos

TERMS AND CONDITIONS General terms and conditions for advertisements and external supplements in newspapers and magazines

1. "Advertising Order" within the meaning of the following Standard Terms and Conditions of Business is a contract for publication of one or more of an advertiser's advertisements, in a printed publication, for the purpose of dissemination.

2. In case of doubt, advertisements must be called off for publication within one year of the contract being concluded. If the right to carry out individual advertisements is granted in the framework of the contract, the order shall be carried out in the issues that appear within the twelve months following appearance of the first advertisement provided that the first advertisement has been called off and published within the period specified in sentence 1.

3. In termination within the agreed-upon grace period or the grace period as defined in sentence 2, the customer is also entitled to call off further advertisements within a multi-ad package deal as named in the contract.

4. If an order is not carried out through no fault of the publishing house, the customer shall - irrespective of any other legal obligations - reimburse the publishing house the difference between the discount for the quantity of insertions agreed and the actual volume of advertisements inserted. If the magazine cannot appear at all owing to force majeure (e.g. war, mobilization, labour disputes or any other unforeseeable circumstances), or cannot appear in full or on schedule, this shall not entitle the customer to assert claims accordingly. Verleges beruht.

5. With regard to the calculation of the quantities of advertisements purchased, text millimeter lines will be converted into advertisement millimeters according to the price.

6. Any orders for advertisements and external supplements which are expressly to be published exclusively in certain issues, in certain editions or at certain positions in the publication must be received by the publishing house in such good time that the customer can still be notified before the closing date for advertisements if the order cannot be carried out in this way. Classified advertisements will be printed in the relevant section without any need for express agreement.

7. Full-position advertisements are advertisements which border at least two pages of reading matter and do not border any other advertisements. Advertisements which, due to their editorial nature, are not recognizable as ads, shall be identified as such with the word "advertisement" by the publishing house.

8. The publishing house reserves the right to refuse advertising orders or orders for supplements - even individual call offs within the framework of a multi-ad package deal - on grounds of content, origin, or technical form. The publishing house also reserves the right to refuse advertising orders if

the content of such orders violates laws or official provisions or if it would be unreasonable to expect the publishing house to publish the same. This also applies to orders placed with branch offices, advertisement offices or agents. Supplement orders will only be binding on the publishing house after submission of a specimen of the supplement and its approval. Supplements which, because of their format or layout, give the reader the impression that they are a constituent part of the newspaper or journal or which contain any external advertisements will not be accepted. The customer shall be notified of rejection of an order immediately.

9. The customer is responsible for timely delivery of flawless masters or supplements. If submitted printing materials are obviously unsuitable or damaged, the publishing house shall request resubmission immediately. The publishing house guarantees the printing quality customary for the publication in question as permitted by the masters.

10. In the event of illegible, incorrect, or incomplete printing of the advertisement, the customer shall be entitled to either a reduction in payment or a flawless substitute advertisement to the extent that the objective of the advertisement was impaired. If the publishing house allows a reasonable period granted to it for this purpose to expire or if the replacement advertisement is once again not flawless, the customer shall be entitled to a reduction in payment or may cancel the contract.

Damage claims resulting from the positive breach of obligations, from culpa in contrahendo and from tortious acts will be excluded, including but not limited to cases in which orders are placed by telephone. Damage claims arising from impossibility of performance and delay in providing the service will be limited to the refunding of the foreseeable damage and to the remuneration to be paid for the advertisement or supplement concerned. This shall not apply in cases of wrongful intent or gross negligence on the part of the publishing house, its legal representatives or agents in performance. This will not affect any liability of the publishing house for damages caused by the lack of warranted characteristics.

Furthermore, the publishing house will not be liable for the gross negligence of agents in performance in commercial business dealings; in all other cases, the liability for gross negligence in relation to merchants will, according to the scope, be limited to the foreseeable damage up to the amount of the advertisement remuneration in question.

Any complaints (except in the case of non-evident deficiencies) must be asserted within four weeks of receipt of the invoice and the copy.

11. Proof sheets will only be supplied upon express request. The customer shall be responsible for the correctness of the returned proof sheets. The publishing house will take account of all the error corrections communicated to it within the period set at the time when the proof sheet was sent.

12. If no particular size stipulations are made, the size will be based on the actual printing height of the calculation which is customary for the type of advertisement.

13. If the customer does not effect advance payments, the invoice will be sent immediately, but if at all possible 14 days after the publication of the advertisement. The invoice must be paid within the period calculated from receipt of the invoice, as indicated on the price list, unless a different payment term or advance payment has been agreed upon in the specific case.

14. In the event of delay or default on payment, interest as well as collection costs shall be charged. If payment is delayed, the publishing house will be able to postpone the further execution of the ongoing order until payment has been effected and to demand an advance payment for the remaining advertisements.

If there are any justified doubts about the solvency of the customer, the publishing house will be entitled, even during the term of an advertisement transaction, to make the publication of additional advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoices without taking account of any originally agreed time allowed for payment.

15. Upon request, the publishing house will provide an advertiser's copy together with the invoice. Advertisement excerpts, copy pages or complete copy issues will be supplied depending on the type and scope of the advertisement order. If it is no longer possible to procure a copy, this will be replaced by a legally binding attestation of the publishing house with regard to the publication and circulation of the advertisement.

16. The customer shall bear any costs incurred for the production of ordered printing documents and drawings as well as for significant amendments to originally agreed designs made at the request of the customer or for reasons for which the customer is responsible.

17. If a transaction relates to several advertisements, a claim for a price reduction may be derived from a decrease in the press run if the total average press run in the year beginning with the placement of the first advertisement is lower than the average press run specified on the price list or in any other way or, if a press run is not specified, than the press run sold on average in the preceding calendar year (if applicable, the average press run actually circulated in the case of trade journals).

A decrease in the press run will only be a deficiency justifying a price reduction if it amounts to

- 20% with a press run of up to 50,000 copies
- 15% with a press run of up to 100,000 copies
- 10% with a press run of up to 500,000 copies
- 5% with a press run of over 500,000 copies.

Furthermore, price-reduction claims will be excluded in the case of transactions if the publishing house has notified the customer of the decrease in the press run in such good time that the customer would have been able to withdraw from the contract before the advertisement was published.

18. In the case of box-number advertisements, the publishing house will apply the due diligence of a prudent businessman with regard to the safekeeping of the offers and to their forwarding in good time. Registered letters and express letters in response to box-number advertisements will only be forwarded by normal mail. The received replies to box-number advertisements will be kept for four weeks. Any replies which are not collected within this period will be destroyed. The publishing house will return any valuable documents without being obliged to do so.

In the interest and for the protection of the customer, the publishing house will reserve the right to open the incoming offers for checking purposes in order to prevent the misuse of the box-number service. The publishing house will not be obliged to pass on any business recommendations or placement offers.

19. Printing documents will only be returned to the customer upon particular request. The obligation to keep them will end three months after the order has expired.

20. The place of performance will be the head office of the publishing house.

In business dealings with merchants and legal entities under public law or in the case of special funds under public law, the place of jurisdiction for legal actions will be the head office of the publishing house. In so far as any legal actions on the part of the publishing house cannot be asserted in the summary proceedings for the recovery of debts, the place of jurisdiction for non-merchants will be determined according to their place of residence. If the place of residence or habitual abode of the customer (also in the case of non-merchants) is unknown at the time when a legal action is commenced or if the customer has, after the contract has been concluded, transferred his place of residence or habitual abode outside the territorial scope of the law, it is agreed that the head office of the publishing house will be the place of jurisdiction.

DATA TRANSMISSION – AD MATERIALS

Magazine format	210 mm wide	280 mm high
Bleed format	216 mm wide	312 mm high
Type area	175 mm wide	245 mm high
Printing method	Cover: Sheet-fed offset Inside: Sheet-fed offset	
Paper	Cover: 250 g/m ² Lumi Silk halbmatt, BD Inside: 115 g/m ² Lumi Silk halbmatt, BD (Please pay attention for the dotgain)	
Binding method	PUR adhesive binding	
Color	Euroscale	
Raster	Frequency Modulated Screen	
Printing materials	Chronos is produced on an exclusively digital basis. For this reason, only digital printing materials can be used (Film can be digitalized at advertiser's cost).	
Storage mediums	CD-ROM (Mac), DVD, USB	
Remote data transmission/ISDN	Leonardo Pro: +49 (0) 711 44 00 578 1. Naming the folder: Edition 3/08 Name of the advertiser e.g.: CHRONOS_3_08_Advertisers Name 2. Message to the Advertising Department per e-mail: gruenzweig@ebnerverlag.de or per fax +49 (0) 731 60 28 01 96 Checklist for data transfer included. Further checklists available upon request.	

Print, Color scale Preferably, the press proof is to be printed on the same type of paper as the issue. 115g/m² Lumi Silk, halbmatt. To be printed in Euroscale color. 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.

Color ads Please send an additional proof via post to:
Dr. Cantz'sche Druckerei. Abtlg. Produktion Chronos
Zeppelinstr. 29-31
73760 Ostfildern-Ruit, Germany

Proof The proof is to have been generated using the supplied materials and printed on original proof paper. The proof must include a Fogra Media Wedge.

Checklist

Ad material supply All typefaces used must be supplied (PostScript). All data used (photos, logos, etc.) in TIFF or EPS format, resolution min. 300 dpi. The following programs can be accepted: QuarkXPress, Photoshop, Illustrator, and Freehand. Please note: Colors in RGB mode are not acceptable (CMYK only). Image formats such as JPEG can only be photoset in color after conversion, i.e. after work has been put in.

Contact Ebner Verlag Chronos, Mrs. Marianne Grünzweig
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Email: gruenzweig@ebnerverlag.de

Media Rates 2011

Chronos

THE FOLLOWING INTERNATIONAL EDITIONS ARE AVAILABLE THROUGH OUR PUBLISHING GROUP:



Wolfgang Blum
U.S. Publishing Director
Ebner Publishing
International, Inc.
274 Madison Avenue, Suite 705
New York, NY 10016
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Fax: +1/646/742-0749
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