

2011

Watchtime.net  
Das Uhren-Portal.

UHREN

# UHREN



NOW ALSO  
AS AN IPAD  
EDITION

News—Test Reports—Market Overviews—Specials

**Advice for  
Purchasers**

*Ten Issues Each Year*

VALID STARTING IN JANUARY 2011

ADVERTISING PRICE LIST NO. 24

# Media Information 2011

# MAGAZIN



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## UHREN-MAGAZIN Advice for purchasers – all about timepieces

UHREN-MAGAZIN sets **standards among watch magazines** – and for good reason!

Unique in its journalistic quality, this magazine is also unrivalled in its thematic diversity and timeliness. The fascination of the **highest quality mechanisms**, as well as the **utmost in artful watchmaking** and all its many facets, occupy the focal point of reportage each month.

We place particularly high priority on testing a watch's technical and mechanical components, verifying its functionality, and comparing the watch with other models in its category. The spectrum ranges from **entry-level models to high-tech complications**, thus assuring that watch enthusiasts who are interested in purchasing will find all the necessary detailed information on which to base buying decisions in all relevant price segments.

----- **Number of copies sold: 13,904 copies (IVW III/10)** 

## Address

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ADVERTISEMENT

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Price Guide  
to Wristwatches

Test Issue

Special “Knowledge”  
Issue

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## UHREN-MAGAZIN Buyer's Guide

Absolutely up to date after the watch fairs in Basel and Geneva, our »Preisführer Armbanduhren« is our big wristwatch catalogue. Published in early July, its 270 pages feature approximately 1,100 watches from 270 different brands. Arranged in **500 to over 30,000 Euro**, this compendium enables readers who are interested in purchasing wristwatches to directly compare all of the leading watch models, each of which is profiled together with comprehensive technical data. An index of manufacturers from A to Z refers the reader to the corresponding pages, thus making it easy to find one's favorite brand. This successful watch catalogue is therefore **unique in the German-language magazine portfolio** and is the best source for **unadulterated advice for purchasing**.

**Larger print run!** Publication date: issue no. 7-8/2011 will appear on July 1, 2011

----- PLEASE REFER TO PAGE 11 FOR ADVERTISING PRICES AND DEADLINES.



## UHREN-MAGAZIN Test Issue

The finest brands are compared with one another in exciting reportages and intensive comparative tests. The competence of our testing editors on more than 100 pages, with all dates and facts, clear test results, plus lavish and highly detailed illustrations.

Publication date: March 11, 2011

----- YOU CAN FIND ADVERTISING PRICES AND DEADLINES ON PAGES 6 AND 7.



## UHREN-MAGAZIN Special “Knowledge” Issue

We divulge the secrets behind the manufacturing of mechanical watches and we lead our readers to the interface between watchmaking, industrial production and individualized artistic craftsmanship – the source of the appeal and fascination of these little mechanical marvels.

Publication date: August 26, 2011

----- YOU CAN FIND ADVERTISING PRICES AND DEADLINES ON PAGES 6 AND 7.

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NEW!

## UHREN-MAGAZIN Monographs

With the monographs, the editors of UHREN-MAGAZIN begin a new chapter: the 20-page satellite issues in iPad-compatible format (198 by 148 mm) will be included in the ten upcoming issues of UHREN-MAGAZIN. Each monograph will be thematically devoted to one watch brand. Each monograph looks away from current events and focuses instead on the history and values of the highlighted watch brand. Each monograph paints a precise picture of the brand to which it is devoted by presenting the top models in the brand's collection and elucidating the technical backgrounds of those models. Beginning with A. Lange & Söhne, the first series of monographs will focus on watch brands from Germany.

Alongside the printed edition, each UHREN-MAGAZIN Monograph will also be published in an iPad version. This can be augmented with multimedia elements.



## UHREN-MAGAZIN Almanac

**Available in A5 format:** The annual almanac is a coveted **practically oriented reference work** for all watch aficionados and jewelers. It successfully augments our portfolio of titles. It contains all addresses in the watch industry; manufacturers or distributors of wristwatches, clocks, and wristbands; suppliers of accessories; and movement manufacturers. It also includes a unique directory of movements, auction houses, watch bourses, museums, etc.

The **best addresses** in the watch industry

The **reference work** for watch enthusiasts and jewelers

**Accurately target your customers:** Everyone who subscribes to UHREN-MAGAZIN receives a copy of the annual almanac.

**Long-term advertising medium:** The almanac remains up to date for an entire year.

**Circulation:** Sent to all subscribers to UHREN-MAGAZIN, also purchasable by retail customers

----- **YOU CAN FIND THE PRICES AND SCHEDULING FOR ADVERTISING ON PAGE 11.**

## Reach extension:

**Starting with edition 1-2/2011, UHREN-MAGAZIN will also appear on the iPad. All advertisements in the printed edition will be taken over into the iPad version without a surcharge – including links to the homepage!**

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## Themes & Dates

EDITION	FOKAL POINT	MARKET OVERVIEW	PRAXIS TEST	SPECIAL	ON SALE	ORDER DEADLINE	COPY DEADLINE
1/2 2011	Trade fair issue – SIHH preview	Power-reserve displays	Calendar week	2011 Almanac	15.12.2010	12.11.2010	18.11.2011
3 2011	Trade fair issue – SIHH preview	Annual calendars	Slim watches		18.02.2011	14.01.2011	20.01.2011
Test Issue	The test highlights of recent issues in a single magazine				11.03.2011	04.02.2011	11.02.2011
4 2011	Trade fair issue – Basel preview, SIHH follow-up reportage	Flybacks	Rectangular chronographs	The winners of the 2011 “Golden Balance”	24.03.2011	21.02.2011	25.02.2011
5 2011	Trade fair issue – Basel follow-up reportage	Rattrapantes	Time-zone displays		21.04.2011	14.03.2011	18.03.2011
6 2011	Watertightness	Chronographs up to 2,000 Euro	Sport chronographs		20.05.2011	15.04.2011	21.04.2011
7/8 2011	Price guide				01.07.2011	25.05.2011	01.06.2011
9 2011	Small grandes	Perpetual calendars	Pilot’s watches I		26.08.2011	22.07.2011	29.07.2011
Knowledge Issue	All about the manufacturing of mechanical watches				26.08.2011	22.07.2011	29.07.2011
10 2011	Sport watches	Multiple barrels	Pilot’s watches II		23.09.2011	19.08.2011	25.08.2011
11 2011	MunichTime		Regulators		28.10.2011	23.09.2011	30.09.2011
12 2011	Watch-winders	Pocket-watches	Grandes complications	Call for ballots for the 2012 “Golden Balance”	25.11.2011	21.10.2011	28.10.2011
Almanac	Unique – big detailed overview of calibers. All addresses, all important dates.				15.12.2011	26.10.2011	02.11.2011
1/2 2012	Trade fair issue – SIHH preview	Three-handed watch with small seconds	Long-lasting power reserve	Almanac 2012	15.12.2011	11.11.2011	18.11.2011

## Trade-Fair Data

Changes possible.

DATE	SHOW	
17. – 21. January 2011	SIHH GENÈVE	Geneva watch salon
25. – 28. February 2011	INHORGENTA EUROPE MUNICH	International watch and jewellery show
24. – 31. March 2011	BASELWORLD	International watch and jewellery show
03. – 05. September 2011	MIDORA LEIPZIG	Leipzig watch and jewellery days
28. – 30. October 2011	MUNICHTIME	Watch fair

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## Display Advertisement Rates, Special Positions

Format in parts of page	TYPE AREA		BLEED		ADVERTISMENT RATES IN EURO	
	Width (mm)	Hight (mm)	Width (mm)*	Hight (mm)*		
<b>1/1</b>	191	254	230	300	<b>5,280</b>	
<b>1/2</b>	vertical horizontal	93.5 191	254 125	113 230	300 148	<b>3,300</b>
<b>1/3</b>	vertical horizontal	61 191	254 82	80 230	300 97	<b>2,780</b>
<b>1/4</b>	horizontal	191	60	230	72	<b>2,125</b>
<b>2/1**</b>		422	254	460	300	<b>10,160</b>

## Special positions, Cover pages

	FORMAT		ADVERTISMENT RATES IN EURO
	Width (mm)*	Hight (mm)*	
<b>Inside front cover</b>	230	300	<b>6,450</b>
<b>Inside back cover</b>	230	300	<b>6,050</b>
<b>Outside back cover</b>	230	300	<b>7,300</b>
<b>Opening Spread (Inside front cover &amp; page 3)</b>	460	300	<b>12 258</b>
<b>Gatefolder (Foldout front cover, 3 pages)</b>			<b>12 450</b>
<b>Watch foldout (manufactory portrait with foldout page)</b>			<b>3 950</b>

## Position charges

	CHARGES IN %
<b>1/3 page facing editorial</b>	20%
<b>1st Double page</b>	10%
<b>1st to 5th 1/1 advertisement</b>	10%
<b>Right hand page</b>	10%

\* Add 3 mm trim on each (outer) side for trim!

\*\* Plus 3 mm on each bound side.  
No additional charge for bleed or spread advertisements.

## Special advertisement formats

(Gatefolder, Backfolder)  
Prices on application

## Reservation

Reserved advertisements with  
placement assurances can be  
cancelled until two weeks prior to  
the advertising deadline.

## Reprints

Price information on page 13

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## Agency commission

15 %

## Series discounts

Within any twelve month period

VOLUME DISCOUNTS			FREQUENCY DISCOUNTS		
from 2	pages	4%	2	advertisements	3%
from 4	pages	8%	4	advertisement	6%
from 6	pages	12%	6	advertisement	10%
from 10	pages	15%	10	advertisement	15%

## Advertisements by regional watchmakers & jewellers

20% discount

(without further series discounts, no agency commission).

## Lineage advertisements

Price per column **mm** – **4.40 Euro** (column width 43 mm)

**Minimum format** 20 mm – **Maximum format** 250 mm

(For two, three or four column advertisements multiply the price by the appropriate number of columns)

## Classified advertisements

### COMMERCIAL CLASSIFIED ADVERTISEMENTS

for the first five lines **32 Euro**

thereafter per line **4 Euro**

Picture 4c **65 Euro**

(max. 50 mm Height)

No series discounts and no voucher copies.

### PRIVATE CLASSIFIED ADVERTISEMENTS

For free in [www.watchtime.net](http://www.watchtime.net)

## Recruitment advertisements

**25% discount** for display advertisements

(without further series discounts, no agency commission).

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## Magazine format

Width (mm)	Hight (mm)
230	300

## Printing process

### COVER

sheet fed offset

### BODY

sheet fed offset

## Paper

NB: allow for dot again

### COVER

250 g sm Lumi Silk, coated

### BODY

100 g sm Lumi Silk, coated

## Binding

PUR perfect binding

## Inks

European scale

## Screening

Frequency modulated screen

## Printing material

The production of UHREN-MAGAZIN is entirely digital and therefore only digital copy can be used (films will be redigitized at cost).

## Data carriers

CD-ROM (Mac), Zip (Mac), DVD

## DFÜ / ISDN

Leonardo Pro **+49 (0) 7 11 / 44 00 57-8**

A copy of the advertisement must be sent to the publisher at the same time as the data transfer. Fax: **+49 (0) 7 31 / 60 28 01 96**

## Proofs, progressives

If possible the same grade of paper as the print run should be used for the proofs. 100 g sm Nopacoat gloss. Proofs should use European scale inks. Colour deviations are unavoidable without proofs. The publisher will not accept claims in the event of incorrectly supplied printing material (for example, missing proofs).

## Colour advertisements

**PLEASE ALSO POST A PROOF TO:**

**Dr. Cantz'sche Druckerei** Abtlg. Produktion UHREN-MAGAZIN  
Zeppelinstraße 29-31 D-73760 Ostfildern Germany

## Proof

The proof must be produced from the supplied data.

## Production manager

**Michael Kessler** Phone **+49 (0) 7 11 / 4 48 17-30**

## Bank details

<b>Bank</b>	Ulmer Volksbank, Ulm	<b>BIC</b>	ULMVDE66XXX
<b>Sort code</b>	630 901 00	<b>IBAN</b>	DE49630901000002101009
<b>Account No.</b>	2 101 009	<b>VAT No.</b>	DE 147041097
		<b>Tax No.</b>	28/880301040

**REQUEST THE CHECKLIST  
FOR THE DATA TRANSFER.**

## Ad specials

## Bound Inserts

## Loose Inserts

## Tip Ons

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## Loose inserts

WEIGHT	FULL RUN	SPLIT RUN
up to 25 gm	<b>200 Euro</b> per 1,000 copies	<b>295 Euro</b> per 1,000 copies
up to 50 gm	<b>290 Euro</b> per 1,000 copies	<b>430 Euro</b> per 1,000 copies
over 50 gm	<b>Prices on request, Split runs possible.</b>	

### FORMAT

Maximum 215 mm wide, 285 mm high.

### SAMPLE

Acceptance of the order is conditional up provision of a contract sample.

## Bound Inserts

Prices inclusive of postal charges.

BOUND INSERTS	FULL RUN	SPLIT RUN
<b>2</b> pages	<b>190 Euro</b> per 1,000 copies	<b>285 Euro</b> per 1,000 copies
<b>4</b> pages	<b>280 Euro</b> per 1,000 copies	<b>420 Euro</b> per 1,000 copies
<b>8</b> pages	<b>340 Euro</b> per 1,000 copies	<b>510 Euro</b> per 1,000 copies
<b>16</b> pages	<b>410 Euro</b> per 1,000 copies	<b>615 Euro</b> per 1,000 copies

Bound inserts should be delivered untrimmed

Please allow	<b>3 mm</b> trim at the head and <b>5 mm</b> at the foot
	<b>3 mm</b> trim on the outer sides
	<b>3 mm</b> trim for each bound side

## Postcard tip ons

Postcard tip ons may be glued to advertisements. They must be printed by the advertiser and supplied ready for gluing. Empty envelopes and glued coupons count as postcards.

COSTS FOR THE TIP ONES	FULL RUN	SPLIT RUN
up to 25 g	<b>49 Euro</b> per 1,000 copies	<b>73.50 Euro</b> per 1,000 copies (plus postal charges for subscription distribution)

### MINIMUM SIZE OF

1 / 1 page

### SAMPLE

A contract sample of the postcard tip on that provides an indication of the format and the ease of handling must be supplied with the advertisement order.

## Order and cancellation deadlines

The relevant advertisement order deadline deadlines (see page 6).

## Delivery deadline

Two weeks prior first day on sale.

## Delivery address

**Großbuchbinderei Wennberg**, Taifinger Straße 15, 71665 Vaihingen/Enz, Germany

## Delivery

The consignment should be conveniently packaged. The individual packages and delivery notes must clearly state the quantity and the phrase, Postkarten-Beikleber, Beilagen oder Beihefter in UHREN-MAGAZIN, Heft Nr.... of ... (Postcard tip ons, loose inserts or bound inserts in UHREN-MAGAZIN, issue No.... of ...)  
All delivery charges must be met by the sender.

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## Almanac

**MAXIMUM ADVERTISING IMPACT FOR AN EXCEPTIONALLY GOOD PRICE!**

<b>Basic offer</b>	<b>780 Euro</b>	Full page +logo + col. background
<b>Double-page movement portrait</b>	<b>780 Euro</b>	Double-page +logo + col. background
Logo added to address	160 Euro	
Address on a colored background	140 Euro	
Combination of color and logo	220 Euro	
Publication date: December 15, 2011. Advertising deadline: early October 2011		

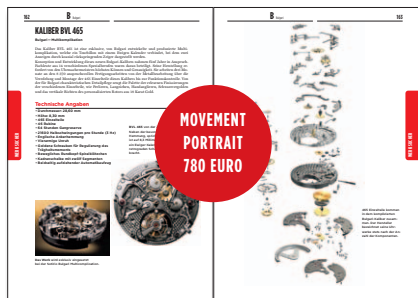
<b>Front cover</b>	<b>4,200 Euro</b>
<b>Outside back cover</b>	<b>3,450 Euro</b>
<b>Inside front cover</b>	<b>2,960 Euro</b>
<b>Inside back cover</b>	<b>2,350 Euro</b>

**THE TOP ADDRESSES  
IN THE WATCH INDUSTRY**  
The reference work for  
the watch enthusiasts  
and jewellers.

**TARGETED CUSTOMER CONTACTS:**  
Subscribers to UHREN-MAGAZIN  
receive the Almanac as an  
annual gift. Promotion in the  
issue and on  
[www.watchtime.net](http://www.watchtime.net)

**LONG TERM ADVERTISING IMPACT:**  
The Almanac is used through-  
out the year as a reference work.

**TOTAL PRINT RUN:**  
Subscribes UHREN-MAGAZIN  
plus sale by retail.



**MOVEMENT  
PORTRAIT  
780 EURO**



**SAMPLE BASIC  
OFFER  
780 EURO**

## Buyer's Guide

**THE ADVERTISING MEDIUM THAT LASTS TWELVE MONTHS**

<b>Front cover</b>	<b>7,600 Euro</b>
<b>Premium page</b>	<b>2,890 Euro</b>
<b>Additional entry</b>	<b>360 Euro</b>

Publication date: Issue 7/8 2011 is 01. 07. 2011

**ADDITIONAL  
ENTRY  
360 EURO**

**PREMIUM PAGE  
2,890 EURO**

**STANDARD ENTRIES**

**ALSO AS APP  
FOR IPHONE**

**STANDARD ENTRIES**

Each watch brand may have up to  
three entries free of charge. We will  
invoice you for Euro 360 for each  
additional entry.

**PREMIUM PAGE**

Premium pages offer you a high  
profile and cost effective way of  
presenting your watch brand to  
the readers.

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

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## UHREN-MAGAZIN Special Printings

Take advantage of the article about your brand in UHREN-MAGAZIN to optimally solicit your customers. We'll gladly compile a special printing for you containing articles from various issues. We can also offer you the entire issue at attractive special rates.

You'll find an overview of the various options and prices on the next page.

--- CALL US: WE'LL BE HAPPY TO ADVISE YOU!

Telephone: +49 (0) 7 31 / 15 20-341



## Prices for Special Printings 2011

Amount	PRINT RUN / STYLING		PRICES IN EURO							
	1,000	1,000	2,000	2,000	3,000	3,000	4,000	4,000	5,000	5,000
Special	Special	Special	Special	Special	Special	Special	Special	Special	Special	Special
Printings	Printings	Printings	Printings	Printings	Printings	Printings	Printings	Printings	Printings	Printings
Normal	Premium*	Normal	Premium*	Normal	Premium*	Normal	Premium*	Normal	Premium*	Premium*
<b>2 pages</b>	<b>1,350</b>	<b>1,670</b>	<b>1,990</b>	<b>2,470</b>	<b>2,565</b>	<b>3,190</b>	<b>2,930</b>	<b>3,655</b>	<b>3,225</b>	<b>3,955</b>
<b>4 pages</b>	<b>1,540</b>	<b>1,900</b>	<b>2,270</b>	<b>2,820</b>	<b>2,925</b>	<b>3,640</b>	<b>3,355</b>	<b>4,175</b>	<b>3,680</b>	<b>4,585</b>
<b>6 pages</b>	<b>1,700</b>	<b>2,110</b>	<b>2,520</b>	<b>3,125</b>	<b>3,250</b>	<b>4,040</b>	<b>3,725</b>	<b>4,635</b>	<b>4,090</b>	<b>5,100</b>
<b>8 pages</b>	<b>1,845</b>	<b>2 290</b>	<b>2,730</b>	<b>3,395</b>	<b>3,530</b>	<b>4,395</b>	<b>4,045</b>	<b>5,040</b>	<b>4,445</b>	<b>5,540</b>

Shipping costs will be added to all prices listed above.

## Prices for Special Amounts / Orders of Issues 2011

Amounts (Domestic)	PRICES IN EURO		Amounts (Foreign)	PRICES IN EURO	
	Price per copy	Shipping		Price per copy	Shipping
<b>5 to 9 copies</b>	<b>5.95</b>	<b>2.55</b>	<b>5 to 9 copies</b>	<b>5.95</b>	<b>5.10</b>
<b>10 to 50 copies</b>	<b>5.15</b>	<b>5.00</b>	<b>10 to 50 copies</b>	<b>5.15</b>	<b>10.00</b>
<b>51 to 200 copies</b>	<b>4.35</b>	<b>15.35</b>	<b>51 to 200 copies</b>	<b>4.35</b>	<b>30.70</b>
<b>201 or more copies</b>	<b>3.95</b>	<b>35.00</b>	<b>201 or more copies</b>	<b>3.95</b>	<b>70.00</b>

### Premium Special Printing means:

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

\*Redesign of cover: additional 290 Euro

### PDFs:

Print PDFs (300 dpi):

First page: 320 Euro

Each additional page: 170 Euro

Online-capable PDFs (150 dpi):

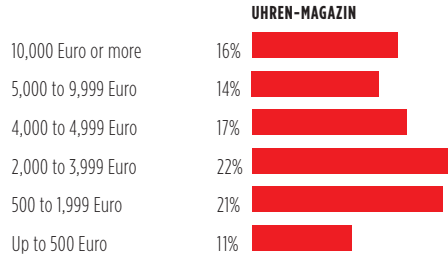
Per page: 110 Euro

Readership Profile

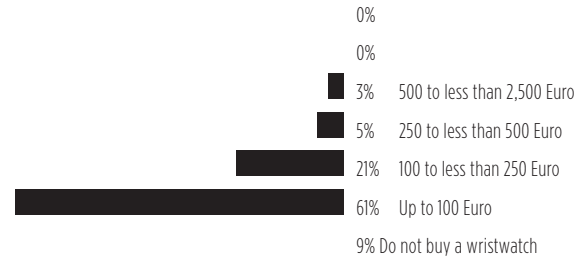
Buying Behavior

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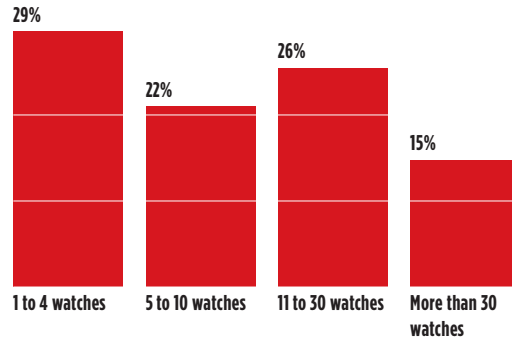
## HOW MUCH MY NEXT WRISTWATCH CAN COST



## COMPARISON AMONG INFO ELITE (FOCUS STUDY COMMUNICATION NETWORK 12.0)



## ONE WATCH ISN'T ENOUGH FOR A READER OF UHREN-MAGAZIN



## QUESTION:

How many watches  
do you own?

AVERAGE:  
17 WATCHES

When the task is to purchase a luxury watch, our readers gladly invest.

Approximately half our readers are prepared to spend more than 4,000 Euro, and over 16% are willing to pay more than 10,000 Euro.

## Readership Profile,

## Reading Behavior

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## AGE STRUCTURE

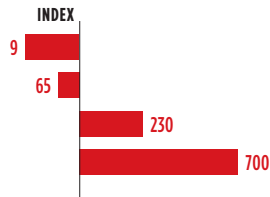
IN %	UHREN-MAGAZIN READERS	AWA 2008
30 to 39 years old	11%	36%
40 to 49 Years old	40%	19%
50 to 59 years old	21%	15%
60 to 69 years old	23%	15%
70 years or older	5%	15%



## NET MONTHLY HOUSEHOLD INCOME

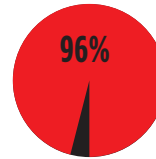
	UHREN-MAGAZIN READERS	AWA 2008
Less than 2,000 Euro	4%	44%
2,000 Euro to less than 5,000 Euro	33%	51%
5,000 Euro to less than 6,000 Euro	7%	3%
6,000 Euro or more	21%	3%

Average: 5,227 Euro

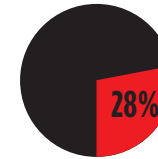


People who invest plenty of money need plenty of information! The best source is UHREN-MAGAZIN, which has a high percentage of exclusive readers who cannot be reached via other watch magazines.

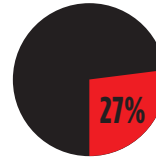
And you can be sure your advertisement will be seen because our average reader views 96% of each issue.



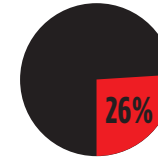
UHREN-MAGAZIN



SPIEGEL

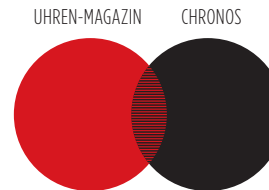


STERN

GQ GENTLEMEN'S  
WORLD

Definition of "reading amount": the reading amount is the percentage of all pages which a reader turns and opens during one reading session.

## INDIVIDUALISTIC MAGAZINES – INDIVIDUALISTIC READERSHIP



**22% EXTERNAL OVERLAP**

Reading example:  
Only 22% of Chronos' readers also read UHREN-MAGAZIN. UHREN-MAGAZIN has a very high percentage of exclusive readers who cannot be reached via Chronos.

## General Terms and Conditions of Business

**1.** An »advertisement purchase order« in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

**2.** In case of doubt, it is to be requested that advertisements be published within a year of the contract's being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement, and its actual publication, both take place within the period stated in the preceding sentence.

**3.** The advertising rates result from that publisher's list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract's conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

**4.** If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwithstanding any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual purchase, if–by reason of force majeure (e.g., war, mobilization, labour disputes or other unpredictable events) – the magazine cannot be published at all, cannot be published to its full extent or cannot be published at the proper time, the client cannot make any claims on the basis of this.

**5.** In calculating the amounts purchased, millimetres of depth of lines of text are, in accordance with the rate, converted into millimetres of advertisement depth.

**6.** Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the publisher early enough for it to be possible, before the copy date, to inform the client accordingly. Classified advertisements are printed in the relevant section of the classified advertisements without this having to be expressly agreed.

**7.** Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word »advertisement« (in German: »Anzeige«), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

**8.** The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content does not correspond to the concept of the magazine, if it violates laws or official regulations, or if its publication is unsuitable for the publisher. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

**9.** The purchaser is responsible for delivering in good time either the text of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

**10.** If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order. No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract's conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher's legal representative or the publisher's agents. Any liability of the publisher's for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected. In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for gross negligence is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement. Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received.

**11.** Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all the corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

**12.** If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

**13.** If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

**14.** If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing discount rate of the Deutsche Bundesbank. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client's solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

**15.** The publisher will, upon request, supply a voucher copy along with the invoice. Excerpts from advertisements, voucher

pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

**16.** The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any such considerable alterations to originally agreed methods of working as are requested by or are imputable to the client.

**17.** If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to 20% for a print run of up to 50,000 copies. However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

**18.** In box-numbered advertisements, the publisher will apply, to the presentation and prompt forwarding of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post. Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will

send back valuable documents, but without being obliged to do so. In the client's interests and for the client's protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

**19.** Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

**20.** Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

**21.** Confirmations of placings apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases. Reserved advertisements with placement assurances can be cancelled until two weeks prior to the advertising deadline.

**22.** The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any plaintiffs. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter's place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the claim is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law's jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.