

THE WATCH MAGAZINE OF  
IWC SCHAFFHAUSEN

# WATCH

INTERNATIONAL



MEDIA  
INFORMATION  
2012

# OUR READER

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Our reader\* is an affluent, male watch aficionado, with discerning taste. He is emotionally inspired by technical advancement, and is constantly searching for the unusual and non-conformist. For almost 100,000 such men each quarter, Watch International offers an insider perspective on watch-making and innovation at IWC, on craftsmanship, technicity, and on leadership and masculinity. Watch International is available by direct personal subscription, and through exclusive IWC retailers and VIP events.

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\* The data provided above is taken from a 2009 survey prepared for IWC by the research institute Publitest and is based on responses from a sample group of WATCH subscribers in Switzerland, Germany, Great Britain and the USA.

# CONNOISSEUR



82% OF ALL READERS  
HAVE A WELL STOCKED  
WINE CELLAR

# COSMOPOLITAN



OUR READERS  
SPEND 4 WEEKS ON HOLIDAY  
ABROAD EACH YEAR

# COMMITTED



33% OF ALL READERS PASS  
WATCH INTERNATIONAL ON  
TO OTHER READERS,  
53% COLLECT THE MAGAZINE

# AFICIONADO



21% OF ALL READERS OWN  
A CLASSIC OR ANOTHER HIGHLY  
DESIRABLE CAR

# GOURMET



88% OF ALL READERS ENJOY  
EATING AT GOURMET RESTAURANTS  
OFTEN OR VERY OFTEN

# BON VIVANT



74% OF ALL READERS FEEL  
TOTALLY AT EASE  
IN A GOOD FIVE-STAR HOTEL

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IWC dedicates all its passion to technology, precision and perfection. Like the watches, which set the standard for high aesthetics, quality and understated elegance, Watch International strives to male and impact without disrupting. Watch International has, since 1991, taken men into a world of heightened senses, technical innovation, and luxury, across continents. The spotlight is not just on our products, but on the stories which are inextricably bound to them.

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**WATCH INTERNATIONAL 2012  
CIRCULATION:**

**30,000 ENGLISH  
30,000 GERMAN  
30,000 CHINESE**

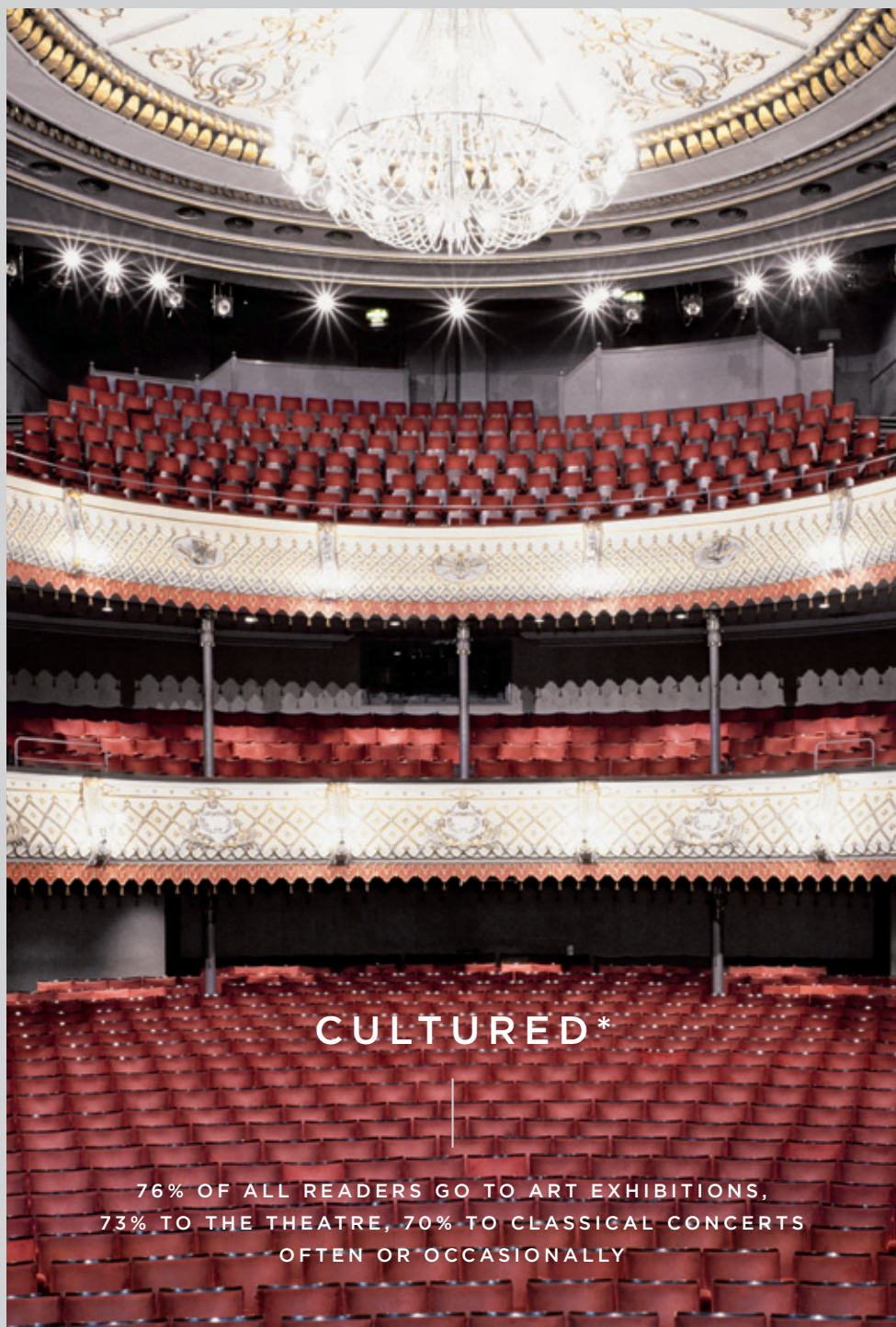
**CIRCULATION BASE: 90,000**

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**TOTAL  
CIRCULATION  
PER ISSUE,  
2012:  
ESTIMATED  
AT 90,000  
COPIES**

\* The Circulation of WATCH includes 10,000 Bonus Copies for Public Placement. Public Placement is through first class lounges (Air France, Swiss Air Lines) and exclusive hotels (Park Hyatt, Standard Hotels/Andre Balasz Properties, Design Hotels, Soho House Group), and exclusive partnerships such as the private Hirslanden Clinics worldwide.



## CULTURED\*

76% OF ALL READERS GO TO ART EXHIBITIONS,  
73% TO THE THEATRE, 70% TO CLASSICAL CONCERTS  
OFTEN OR OCCASIONALLY



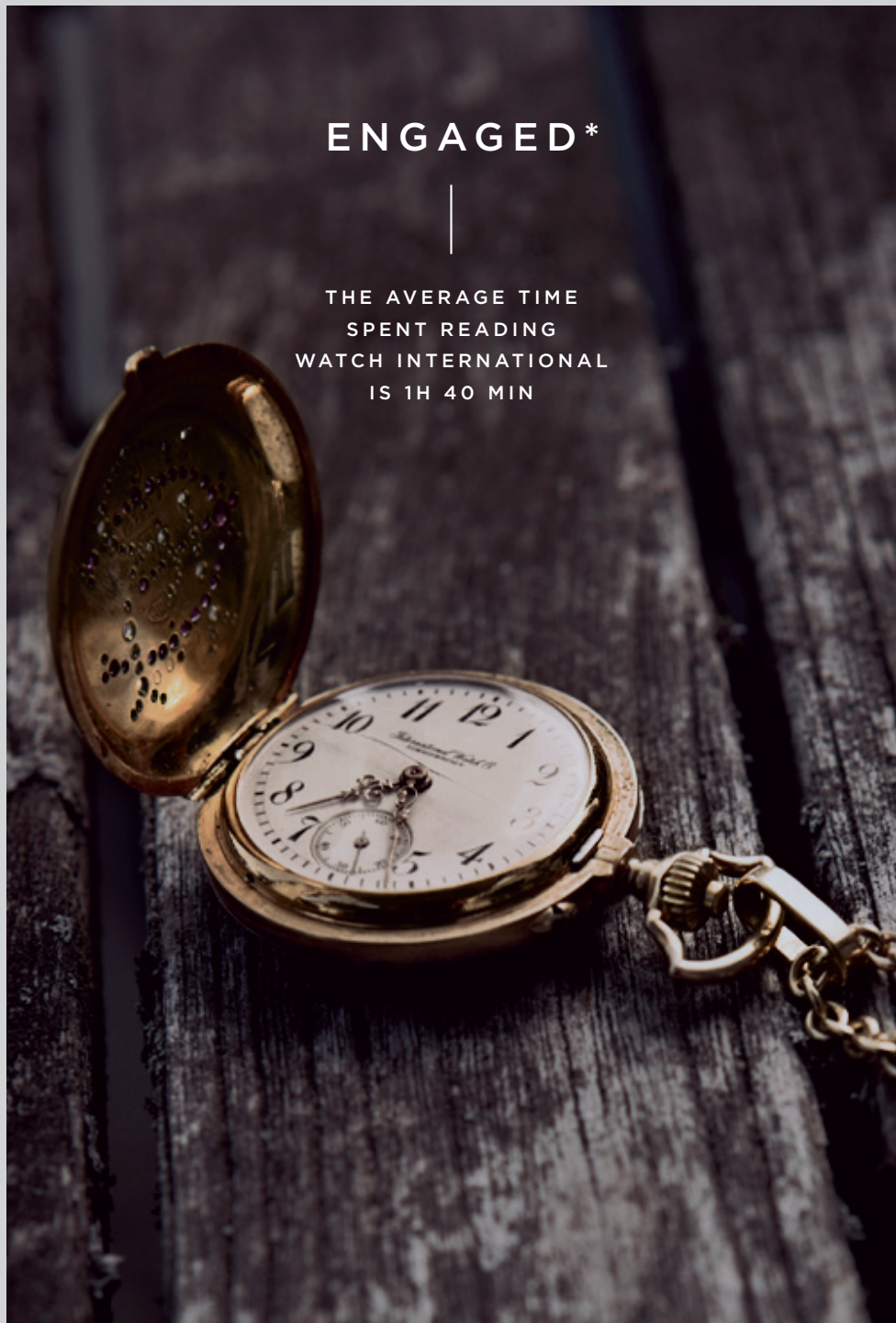
# AESTHETE\*

41% OF ALL READERS GREATLY  
ENJOY WEARING TOP-NAME MEN'S CLOTHING,  
47% FIND DESIGNER FURNITURE AN  
ESSENTIAL COMPONENT FOR THEIR HOMES

ENGAGED\*



THE AVERAGE TIME  
SPENT READING  
WATCH INTERNATIONAL  
IS 1H 40 MIN





## FIT\*



44% OF ALL READERS GO SKIING,  
24% GO MOUNTAIN CLIMBING,  
21% PLAY TENNIS, 19% GO SAILING

THESE ARE THE

# DETAILS

**NO 01/2012**

**TOP GUN ISSUE**

Booking deadline: Jan 21st

Material deadline: Jan 28th

Publication: Feb 24th

**NO 02/2012**

**AROUND THE WORLD  
ISSUE**

Booking deadline: Apr 21st

Material deadline: Apr 28th

Publication: May 24th

**NO 03/2012**

**SUMMER CULTURE ISSUE**

Booking deadline: Jul 21st

Material deadline: Jul 28th

Publication: Aug 24th

**NO 04/2012**

**HOLIDAY ISSUE**

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Material deadline: Oct 28th

Publication: Nov 24th

**ADVERTISEMENT**

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and Chinese

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(+ 3 mm bleed)

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**DOUBLE PAGE SPREAD**

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(+ 3 mm bleed)

CHF 15,000.-

**SPECIAL POSITIONS**

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CHF 18,000.-

Cover 4:

CHF 9,000.-

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English version: 30,000

Chinese version: 30,000

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Hotels and Airport Lounges

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300 dpi, GCR 320 %,   
PDF/X-3 Standard

**FREQUENCY DISCOUNT**

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4 pages: 10%

6 pages: 15%

10 pages: 20%

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\* Prices and conditions may be  
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