

WATCHING

26
JAAR

Watching, a consumer magazine about watches, informs the reader about trends, new collections, technology, collectors items and the history of most watch brands. Everybody likes to wear a watch that fits the activities that he or she is going to undertake at a certain time on a certain moment. Watching informs consumers who are more than ever expressing their lifestyle by the way they dress.

TITLE

Watching

PUBLISHED BY

Special Interest Media bv

EDITORIAL STAFF

Bernard Werk en Jorrit Niels (editor in chief)

MANAGING DIRECTOR

Bernard Werk





PUBLISHER

Paul Heikens

PUBLICATION DATES 2021

March 26, June 18, September 17 and December 3

INTERNET

-  www.watching.nl
-  www.facebook.com/watchingmagazine
-  [@watchingtweets](https://twitter.com/watchingtweets)
-  www.instagram.com/watchingmagazine

CIRCULATION (OCTOBER 2020)

Printed edition	18.000
of which	
Paid subscriptions	4.100
Controlled circulation	2.000
Individual sales (Belgium)	1.400
Jewellers and specialist watch shops	6.000

and the way they spend their individual time. A watch to wear at work, to go out with, for sporting activities or just to wear for the fun of it, Watching tells you what to wear and where to buy! The overwhelming number of watches available, from classical to modern and from sportive to techno, indicates that the watch industry keeps track with these consumer demands. With more than 19.950 copies printed, Watching is read by over 50.000 consumers, mostly male and in the age of 18 - 55 years.

ADVERTISING

Special Interest Media BV
Tel: +31 (0)70-7440640
Fax: +31 (0)88-5496740
Gsm: +31 (0)6-25080838

SINGLE ISSUE

€ 5,95 (incl. VAT)

ANNUAL SUBSCRIPTION

€ 19,95 (incl. VAT) Consumerprice
€ 780,- (4 x 100 copies) jewellers/specialist watch shops

E-MAIL ADDRESSES

General: info@watching.nl
Editors: redactie@watching.nl
Sales: sales@watching.nl
Administration: administratie@watching.nl

FULL COLOUR PLACEMENTS

Size	1x	2x	3x	4x
2/1 page	€ 5.250,-	€ 5.200,-	€ 5.125,-	€ 5.000,-
1/1 page	€ 3.250,-	€ 3.200,-	€ 3.125,-	€ 3.000,-
1/2 page	€ 1.750,-	€ 1.725,-	€ 1.675,-	€ 1.575,-
1/3 page	€ 1.250,-	€ 1.240,-	€ 1.220,-	€ 1.150,-

SURCHARGES

PMS colour:	€ 450,-
cover:	100%
page 2 cover:	100%
page 3 cover:	100%
page 4 cover:	100%
special place:	15%

All prices are in Euro's and excl. VAT, except when specified.

ADVERTISEMENT FORMATS

Page size		
size	Portrait (mm)	Landscape (mm)
2/1 pag.	-	460 x 297
1/1 pag.	230 x 297	-
1/2 pag.	112 x 297	230 x 146

Type area

Size	Portrait (mm)	Landscape (mm)
2/1 pag.	-	440 x 277
1/1 pag.	210 x 277	-
1/2 pag.	-	210 x 136

inserts:
paper weight max. 120 gram
max. folded format 225 x 287 mm
staples:
techn. specifications at request
staple: at request
insert: at request
streamer on cover: at request
contract period: 12 months

reservation: 4 weeks before date of issue
digital or printed copy: 3 weeks before date of issue

TECHNICAL SPECIFICATIONS

	inside	cover
paper:	115 grs HV MC	250 grs HV MC
trim:	230 x 297	230 x 297
live area:	210 x 277	
raster full colour:	70	70
bleed:	3 mm	3 mm

DELIVERY

Certified PDF by e-mail to:
prepress@watching.nl (maximum 25 Mb).
Please send us a colourproof when your advertisement is full colour.
Special Interest Media BV
Kepplerstraat 143-145, 2562 VJ Den Haag
PO Box 61133, 2506 AC Den Haag
The Netherlands