

2012

MEDIAPRESSE PUB SA
RÉGIE PUBLICITAIRE

THE SWISS WATCHMAKING YEAR 2013

ADVERTISING RATES



The Swiss Watchmaking
Year 2013
20TH EDITION

The Swiss Watchmaking Year 2013

- Media and technical Data
- Rates
- Circulation
- Formats



MEDIAPRESSE

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RÉGIE PUBLICITAIRE

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THE SWISS WATCHMAKING YEAR

Never before has a magazine so accurately met the expectations of an audience eager for information, analysis and explanations about the watchmaking industry. It acts as a witness of the actors and describes, in a very realistic way, the industrial, economic and financial stakes of this industry.

List of magazines by universe

Current Topics and Society:

Paris Match Suisse
Elle Suisse

Movies:

Avant Première
Film Demnächst

Economy and Companies:

Swiss Banking Yearbook
Banque & Finance
Vaud en chiffres
www.cfinancials.com

Employment and Training:

L'Hebdo

Events:

Programme Cinéma tous Ecrans
Programme Lake Parade Genève
Programme Supercross indoor

Watchmaking Industry:

The Swiss Watchmaking Year
Heure Suisse
Heure Schweiz

Real estate:

L'Hebdo

Lifestyle:

Hors Ligne
Helvetissimmo

Music:

Music@

Tourism:

Geneva Map. com
Lausanne Map.com



Every year, the **Swiss Watchmaking Year** takes the pulse of this industry that is emblematic of Swiss know-how. The **Swiss Watchmaking Year** has always been a reference. And this is because its editorial content evolves regularly and continues to represent a major work, a «Bible», of the watchmaking industry.

MEDIA AND TECHNICAL DATA

FREQUENCY	annually (November 2012 for 2013 issue)
CIRCULATION	2 editions: french and english
PRINT RUN	28'000 copies
FORMAT	230 x 300 mm (mirror: 192 x 256 mm)
SCREEN	60
PRINTING	Four-color offset
RESERVATION	20.07.2012
MATERIAL SUBMITTED	20.08.2012

SUPPORT	CD-Rom Mac or Mac/PC - PDF high definition
	<ul style="list-style-type: none"> • all fonts included (vectorized) • attach proof cromalin of ad

Via FTP:

- www.promoedition.ch/ftp
- username: (on request)
- password: (on request)

Language changes only available on the black colour and in positive

RATES IN SWISS FRANCS — + VAT 8%

FORMATS	FOUR-COLOUR
Folder 2 nd cover page + 2 folding inside pages	29'000.—
Folder 3 rd cover page + 2 folding inside pages	25'000.—
1/1 page, facing 1 st editorial	12'950.—
1/1 page, facing 2 nd editorial	11'950.—
1/1 page, facing 3 rd editorial	10'950.—
1/1 page	10'395.—
2/1 pages pano	18'500.—
1/2 page height	5'455.—
2/1 pages portrait*	16'500.—
Per extra page*	4'000.—

*Drafting, translation, layout and technical costs included.

Rates are available for printing material ready for impression.

Expenses related to a non-conform material will be charged.

Terms of payment: 10 days after publication.

SPECIAL RATES	Preferred positions:	+10%
	Discount for volume:	from 30'000.—: - 5%
		from 45'000.—: -10%
		from 55'000.—: -15%
	Repeats in 3 editions:	-10%

PRINCIPAL PARTNERSHIP (ON DEMAND)

Personnalisation of 1st and 4th cover page
 Hardback and magazine versions
 2/1 portrait pages
 1/1 advertising page
 300 copies offered

Agency commission / JUP (not cumulative): 15%

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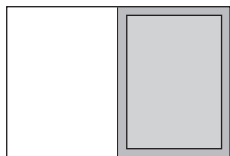
CIRCULATION

THE SWISS WATCHMAKING YEAR CIRCULATES:

COUNTRIES

Australia	Egypt	Luxembourg	Singapoor
Austria	France	Mauritius	Switzerland
Bahrain	Germany	Mexico	Taiwan
Belgium	Hong Kong	Pakistan	Turkey
Canada	India	Portugal	United Arab Emirates
China	Korea	Qatar	United States
Croatia	Kuwait	Romania	
Cyprus	Lebanon	Saudi Arabia	

FORMATS



1/1 free edges
230 x 300 mm + cut
page mirror 192 x 256 mm



2/1 pano free edges
460 x 300 mm + cut
page mirror 422 x 256 mm



1/2 height
100 x 275 mm

For free edges ads + 5 mm cut on every side. Texts and illustrations should not be placed less than 7 mm from the edges.