

WATCHPRO ARABIA

THE WORLD'S MOST INFLUENTIAL WATCH TITLE

MEDIA DECK 2023

INTRODUCTION

WatchPro is the world's most authoritative platform for information and business intelligence on the watch industry. With daily updated websites, daily news alerts via email and monthly print titles for qualifying retailers and brands, WatchPro is the go-to source for industry news.

From breaking news and exclusive interviews with chief executives of industry leading companies, to analysis of business strategies and industry best practices — WatchPro keeps those at the heart of this market informed and up to date with insightful reports and research.

Through its engagement with retailers, designers, and brands, WatchPro offers suppliers and wholesalers an unrivalled opportunity to reach industry decision-makers and build brand awareness in the sector. In addition to print, digital and social media campaigns, WatchPro offers unique sponsorship opportunities in its events. WatchPro holds yearly events in the form of awards, luxury consumer shows and smaller scale events for our WatchPro Club members.

WatchPro is a global brand being written in four languages across five countries with more on the way.

Promedia Digital is a subsidiary of the Dubai-headquartered ITP Media Group, which helps brands reach a global audience through its portfolio of publications, websites and events. The company also has offices in Abu Dhabi, Riyadh and Mumbai, and publishes more than 40 consumer and B2B titles.



READERS INCLUDE EXECUTIVES FROM RETAILERS SUCH AS

WatchPro is distributed to senior individuals in management from the leading watch retailers, watch wholesalers, watch brands and general service providers. This includes owners, managing directors, general managers and senior buyers.

- WATCHES OF SWITZERLAND GROUP
- SIGNET
- BUCHERER
- BEAVERBROOKS
- FRASER HART
- F HINDS
- LAINGS
- CHISHOLM HUNTER
- LVMH
- RICHEMONT
- PRESTONS
- DAVID M ROBINSON
- MOVADO GROUP
- HAMILTON & INCHES
- HARRODS
- JOHN LEWIS
- WILLIAM & SON
- BÖHNLEIN
- LONDON JEWELERS
- RAZNY
- REEDS
- AHMED SEDDIQI & SONS
- AL HUSSAINI TRADING CO
- RIVOLI
- SADDIK & MOHAMED ATTAR CO

WEBSITES

Our websites are a web portal for the watch industry, representing a truly valuable opportunity for business advertisers: you can speak directly to the owners, operators and management personnel. We also have a growing consumer audience consisting of dedicated watch collectors who have a need to know everything there is to know about watches

150,000
monthly impressions

80,000
monthly users

82%
of sessions via mobile website

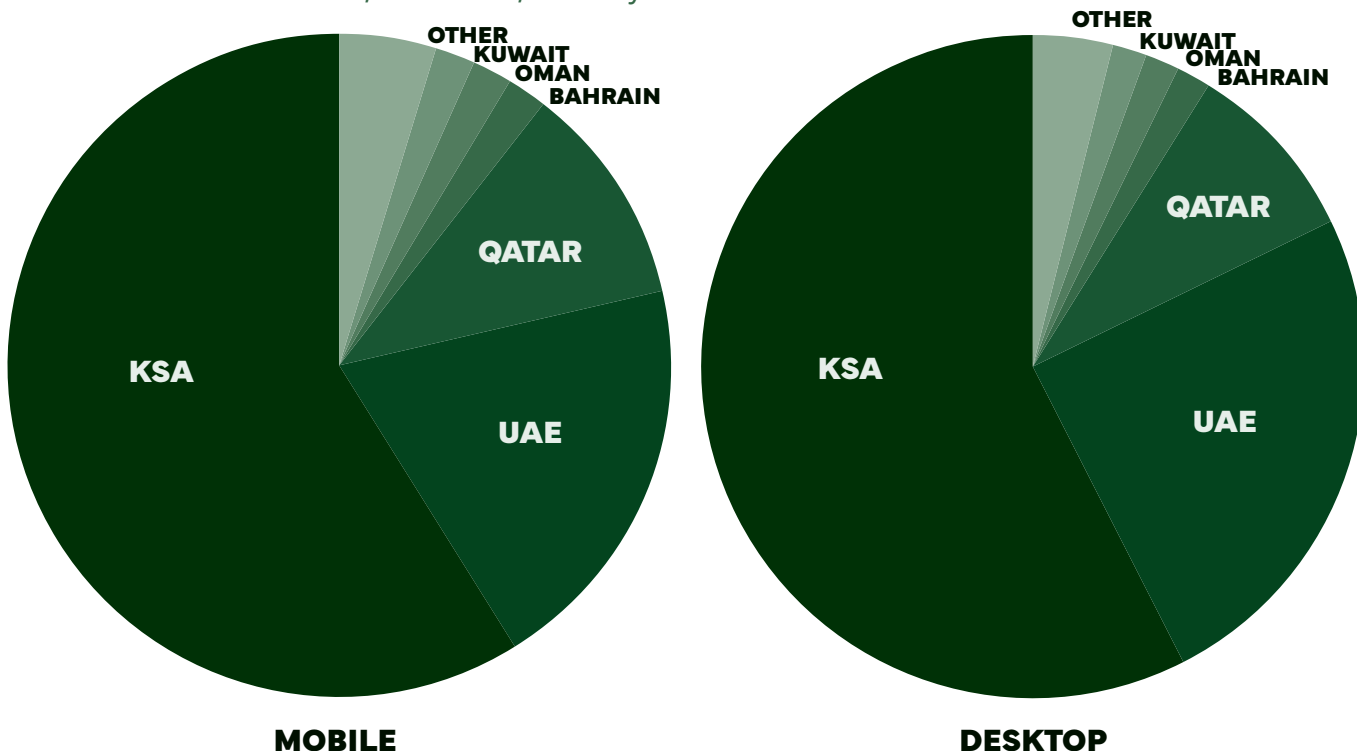
WEBSITE ADVERTISING COSTS

| POSITION | MOBILE/DESKTOP | PRICE (per month) | SIZE (pixels) | AVERAGE CTR |
|-------------|----------------|-------------------|---------------|-------------|
| Wallpaper | Desktop | \$7,850.00 | 1920 x 1080 | 2.5% |
| Pop-up | Both | \$7,000.00 | 800 x 400 | 0.6% |
| Mobile | Mobile | \$6,500.00 | 1080 x 1920 | 1.0% |
| Leaderboard | Desktop | \$4,250.00 | 1040 x 120 | 0.1% |
| Tower | Desktop | \$4,600.00 | 300 x 600 | 0.2% |
| MPU | Desktop | \$4,600.00 | 650 x 250 | 0.3% |

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and multi-region packages.

GEOGRAPHIC TRAFFIC BREAKDOWN

*Other traffic includes France, Switzerland, Germany and the Middle East



DAILY NEWS ALERTS

Our daily news alerts are emails we send out to our most dedicated audience members. Those who truly cannot miss out on our updates will subscribe to receive their news direct to their inbox. Each news alert consists of the newly posted articles of the day along with banners from our advertising partners. Our daily news alerts are sent Monday-Friday to over 1,200 subscribers.

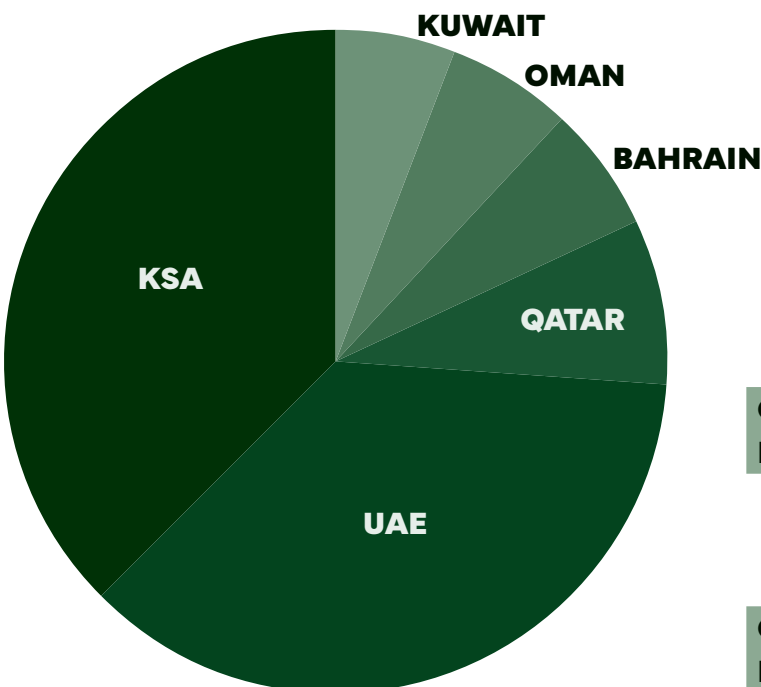
| | | | | | |
|---------------|--------------|---------------|---------------|--------------|----------------|
| 24,000 | monthly sent | 11,500 | monthly opens | 2,000 | monthly clicks |
|---------------|--------------|---------------|---------------|--------------|----------------|

DAILY NEWS ALERT ADVERTISING COSTS

| POSITION | PRICE (per month) | SPECIFICATIONS (pixels) |
|-------------------|-------------------|-------------------------|
| E-Shot | \$6,500.00 | .html file |
| Leaderboard | \$4,600.00 | 728 x 90 |
| Top Button | \$3,950.00 | 425 x 140 |
| Tower | \$5,250.00 | 220 x 550 |
| Small Leaderboard | \$2,600.00 | 465 x 75 |
| Button | \$1,500.00 | 220 x 75 |

- Costs listed are per month (per send for eshot) and subject to VAT.
- Discounts available for multi-month and multi-region packages.
- Daily News Alert banners appear on all news alerts for the months booked (sent Monday-Friday).

GEOGRAPHIC AUDIENCE BREAKDOWN



| | OPEN RATE |
|------------------|-----------|
| OUR AVERAGE | 40-50% |
| INDUSTRY AVERAGE | 21% |

| | CLICK TO OPEN RATE |
|------------------|--------------------|
| OUR AVERAGE | 16-23% |
| INDUSTRY AVERAGE | 15% |

MAGAZINES

Our monthly magazines are sent out free of charge to qualifying professionals in the watch industry. The magazine is a captivating showcase of our most interesting news and informative articles along with some exclusive interviews. Advertisers can showcase their products and services inside this luxury magazine and be seen by the most influential buyers in the industry.



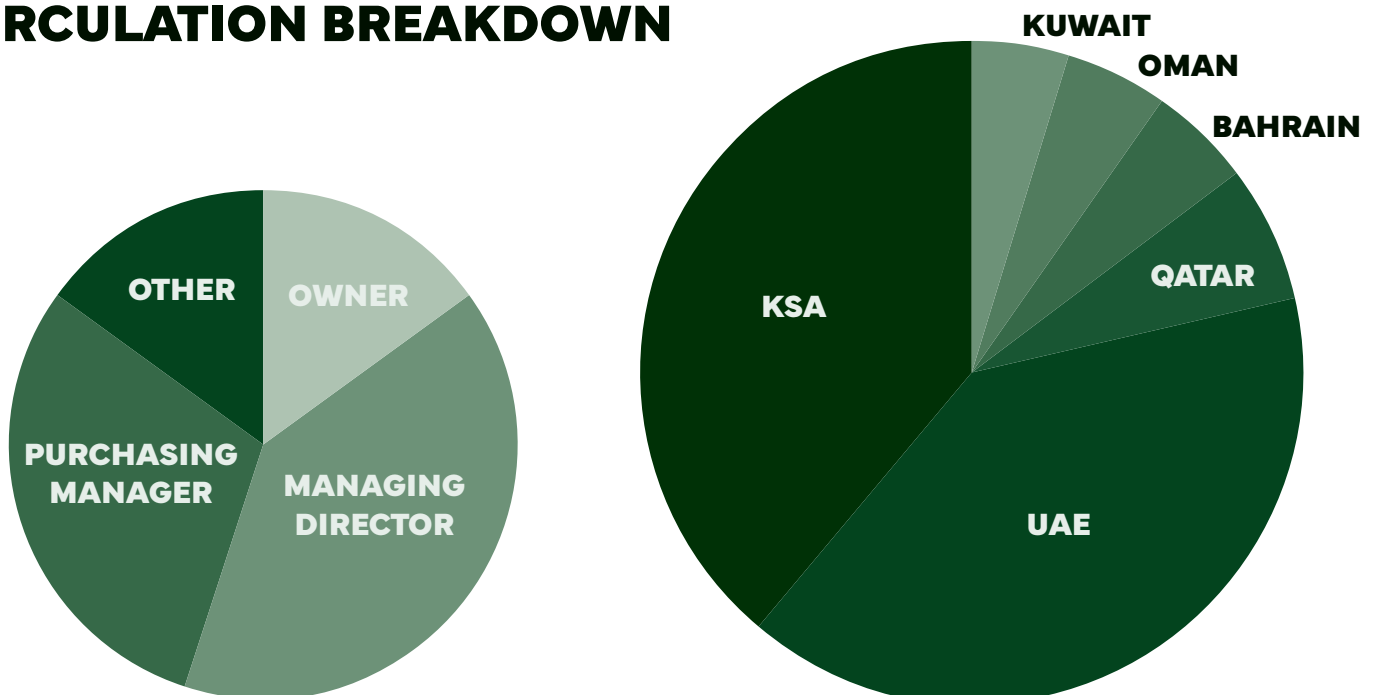
MAGAZINE ADVERTISING COSTS

All print artwork must be supplied in CMYK Fogra39 colour format with 3mm bleed on each edge. Artwork must be supplied at least a week ahead of the print date in order to ensure any potential issues are flagged up and dealt with ahead of time.

| POSITION | PRICE (per month) | SIZE (height x width) |
|---------------------------|-------------------|--|
| Front Cover Package | \$19,000.00 | 215mm x 285mm |
| Inside Front Cover Spread | \$13,000.00 | 215mm x 285mm (Two Pages) |
| Outside Back Cover | \$12,000.00 | 215mm x 285mm |
| Inside Front Cover Page | \$10,000.00 | 215mm x 285mm |
| Double Page Spread | \$11,000.00 | 215mm x 285mm (Two Pages) |
| Full Page | \$8,000.00 | 215mm x 285mm |
| Double Page Advertorial | \$14,300.00 | 215mm x 285mm (Two Pages) |
| Full Page Advertorial | \$10,400.00 | 215mm x 285mm |
| Insert* | \$10,000.00 | <small>Most inserts close to the size of the magazine can be accommodated. Anything over 100 grams may carry an additional cost.</small> |

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and multi-region packages.

CIRCULATION BREAKDOWN



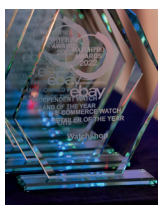
EVENTS

WATCHPRO AWARDS

The WatchPro Awards has been the premier event for the British watch industry for nearly a decade, celebrating the achievements of leading watch brands and retailers. Expanding on this success, the next edition of the WatchPro Awards is set to be the biggest event yet, with the highly anticipated debut in the United States on September 14th at the iconic Cipriani, 25 Broadway, in New York City's Financial District.

The UK event will take place on November 9th at the stunning 8 Northumberland, a Victorian ballroom located just off Trafalgar Square in Central London. With its expansion into the US market, the WatchPro Awards are poised to become an even more prominent and influential event in the global watch industry, solidifying its position as a must-attend occasion for professionals and enthusiasts alike.

WatchPro presents numerous opportunities for companies to sponsor the awards, enabling them to not only make a mark in the retail industry but also gain nationwide exposure in various press outlets such as newspapers and online coverage.



WATCHPRO SALON

The second edition of the Salon in 2022 bought over 1,400 watch lovers, retailers and journalists to fifty of the world's most exciting luxury watch brands.

With dedicated sessions for retailers, press and consumers, the event brought together over 50 retailers; over 100 mainstream press, influencers, YouTubers & bloggers; hospitality groups with private tours; plus collectors and aficionados.

The Salon is a retail space, offering a brilliant opportunity to maximise on the Christmas selling period.

The Salon begins Friday morning with a private session for retailers and press before opening the doors to VIP consumers for preview access to the showcase (plus the option to book private appointments with brands), before the public opening night reception on Friday evening. Saturday is a general public event all day which includes a curated programme of fireside talks and discussions.

WatchPro handle everything in terms of production and each package includes manufacture and delivery of your stand. We also work with a selection of suppliers for showcases and furniture which you can hire directly through WatchPro, and these items will be delivered and installed for you.



WATCHPRO TEAM

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