

UHREN



REFLEXIONEN

DIE WELT UHREN 2019

Media data

media **impact** ■

November 2018

DIE WELT UHREN

Editor's Quote



Inga Griese
Chief editor

”

We devote a lot of time and
space to watches,
so that you can forget about
the time.

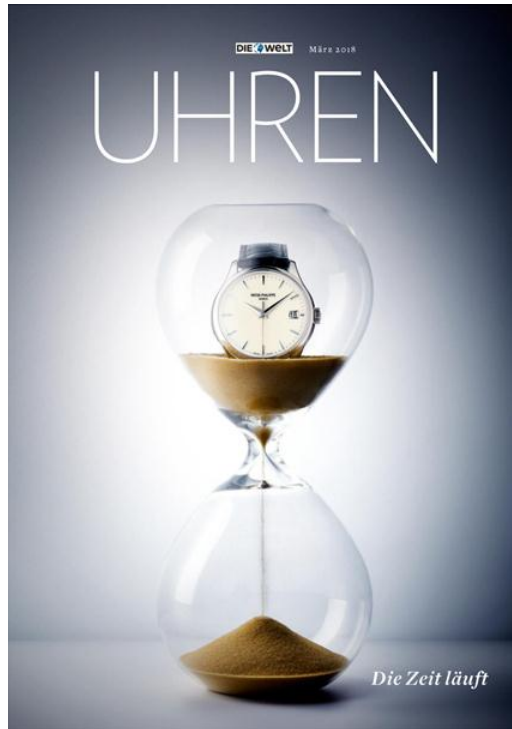


Dr. Philip Cassier
Editorial leadership

“

DIE WELT UHREN

The concept



FASCINATION

Since its launch in 2012 DIE WELT UHREN stands for the fascination of mechanical watches, both content-wise and optically, and primarily addresses a target group of male decision makers.

TRADITION

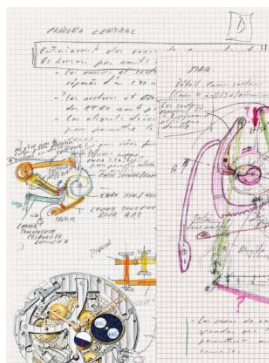
Under the editorial leadership of Dr. Philip Cassier our magazine provides insights into current trends, into tradition and craftsmanship. Collections, as well as the people behind the brands, always play a major role in our stories.

EXPERTISE

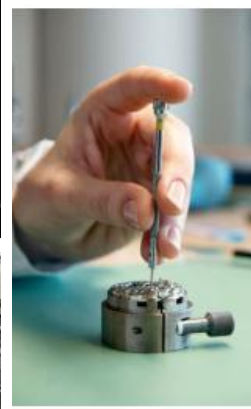
DIE WELT UHREN provides insights into an industry placing a premium both on tradition and craftsmanship, being nevertheless surprisingly innovative.

DIE WELT UHREN

Impressions



-  **Rolex**
-  **Jaeger-LeCoultre**
-  **Rado**
-  **Nomos**
-  **IWC**
-  **Corum**



DIE WELT UHREN

Readership

Gender

62% male / **Index 127**

Age

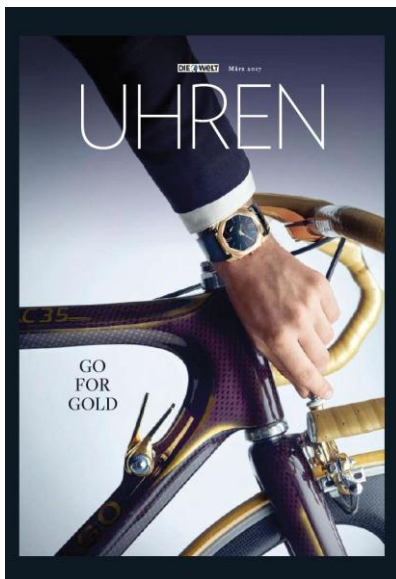
51% are aged 30-59 Jahre / **Index 106**

Net household income

64% 3,000 € plus / **Index 145**

High socio-economic status

53% (Level 1+2) / **Index 233**



Innovation orientation

45% innovators/trendsetter / **Index 285**

Target group

31% luxury-oriented consumers / **Index 295**

Consumer typology

43% with high brand affinity / **Index 133**

High-end watches (as of 500.-- Euro)

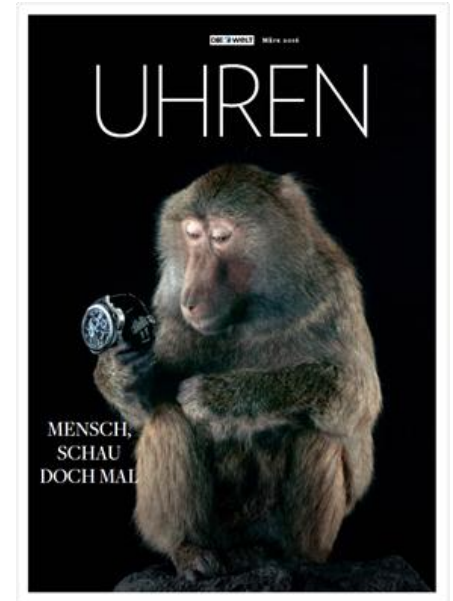
27% ownership / **Index 273**

DIE WELT UHREN is published in WELT Print Working Day including Kompakt edition. Source: AWA 2018, index values, total population = 100

Schedule
2019

Edition	On	Closing	Material
UHREN I	03/21/19	01/21/19	02/21/19
UHREN II	11/21/19	09/23/19	10/21/19

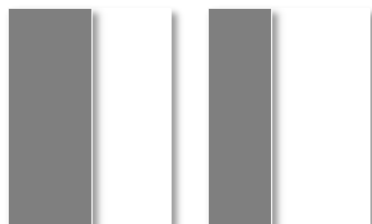
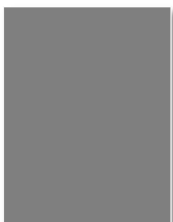
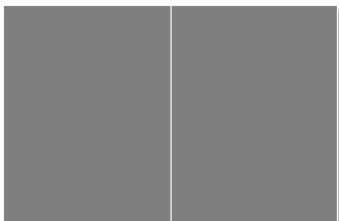
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*Source: IWWIV 2018. DIE WELT UHREN is published in WELT Print Working Day including Kompakt edition.

DIE WELT UHREN

Ad formats and rates 2019



Ad size	Formats	Rates
2/1 page	520 mm x 365 mm	39,500.00 €
1/1 page	260 mm x 365 mm	23,300.00 €
1/2 page – portrait	128 mm x 365 mm	13,900.00 €
1/3 page – portrait	105 mm x 365 mm	10,300.00 €
P Premium placements		
Opening Spread	Inside front cover + page 3	47,200.00 €
Against Editorial	Left page next to editorial	25,600.00 €
Facing Table of Content	Left page next to table of content	25,200.00 €
Cover pages	Inside back cover (IBC)	25,400.00 €
	Outside back cover (OBC)	30,800.00 €
Inside pages	1st right-hand page	27,100.00 €
	2nd right-hand page	25,500.00 €

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