

ARMBAND UHREN


MEDIA DATA 2022

Print + Online

 facebook.com/armbanduhren.magazin

 instagram.com/armbanduhren_dasmagazin

 linkedin.com/company/armbanduhren

 armbanduhren-online.de/newsletter


 youtube.com/armbanduhren_dasmagazin



WWW.ARBANDUHREN-ONLINE.DE



PUBLISHING HOUSE PARTICULARS AND GENERAL INFORMATION

Publishing House:	HEEL Verlag GmbH Pottscheidt 1 53639 Königswinter Phone.: +49 (0)2223 9230-0 Fax: +49 (0)2223 9230-26 www.heel-verlag.de www.armbanduhren-online.de	Printing material:	Martina Rolfs Tel.: +49 (0)2223 9230-17 herstellung-zeitschriften@heel-verlag.de
Chief Editor:	Peter Braun Friedrichsplatz 12 68165 Mannheim p.braun@heel-verlag.de	Representative:	Nielsen 3b und 4 (Baden-Württemberg und Bavaria) Christian Keller Media Boulevard de la Promenade 46 F-11220 Lagrasse Tel.: +49 (0)162 2015013 christian@kellermedia.eu
Frequency:	Magazine issue 6 x annual Catalogue 1 x annual	Right of withdrawal from advertisements:	Until the advertising deadline; Cover pages and preferential placements up to 10 days before the advertising deadline.
Price:	Magazine issue € 7.90 (ePaper € 6.99) Catalogue issue € 19.90	Terms of payment:	Advertisement rates plus VAT Payment after receipt. USt-ID: DE 123 372 828 General terms and conditions of business and the supplementary terms and conditions of HEEL publishing apply to all advertising orders.
 <small>WISSEN, WAS ZÄHLT Geprüfte Auflage Klare Basis für den Werbemarkt</small>	Circulation: according to IVW III/2021 Total circulation: 6.880 Expl. Paid circulation: 6.511 Expl.	Bank accounts:	Deutsche Bank IBAN: DE74 3807 0059 0024 6769 00 BIC: DEUTDE33 Sparkasse KölnBonn IBAN: DE79 3705 0198 0000 0356 59 BIC: COLSDE33
Size of the magazine:	210 mm width x 297 mm height		
Managing Director Advertising Manager:	Sabine Blüm Phone: +49 (0)2223 9230-27 s.bluem@heel-verlag.de		
Advertising Consultants Print & Online:	Maren Isnenghi Phone: +49 (0)2223 9230-28 m.isnenghi@heel-verlag.de Monika Günther Phone: +49 (0)2223 9230-29 m.guenther@heel-verlag.de		
General terms and conditions see www.armbanduhren-online.de			

ABOUT US

For more than 25 years the HEEL Verlag has been serving the persistent fascination and interest in mechanical wristwatches by publishing the magazine ARMBANDUHREN and the annually ARMBANDUHREN Catalogue. These printed issues are complemented by mobile offers, an attractive website as well as by relevant digital social media channels.

Our wristwatch specialists are providing expertise about luxury wristwatches, their technology and the industry. Aesthetic detail shots and opulent photo spreads combine filigree craftsmanship with a sporty-luxurious lifestyle for our audience.

We bring together what belongs together: Buyers and collectors with watchmakers, designers, manufacturers and jewelers. All have in common the passion for mechanical watches, the newly in love as well as the longterm watch fans.

Sabine Blüm
HEEL Verlag GmbH

MAGAZINE PROFILE

ARMBANDUHREN is a magazine about high quality mechanical wristwatches. Reports about novelties, fascinating classics and portraits of wristwatch companies, manufacturers and their history are giving competent and comprehensive information for watch enthusiasts.

The magazine offers the ideal environment for your advertising and communication in a predominantly male, technology enthusiastic and well-informed readership.

The ARMBANDUHREN Catalogue is published once a year. As a reference book it gives an extensive overview of mechanical wristwatches by presenting over 1000 models of top brands.

OUR READER TYPES

The watch enthusiast as a «Multiplier»

Fascinated by wristwatches, their history and technique, he has great background knowledge. Culturally interested and conservative, he shares his watch expertise with missionary enthusiasm.

What he expects: critically commented, widely scattered technical and historical facts.

The established «Connaisseur»

Professional, socially and financially well-off and with a passion for technical «men's toys» he wants his money to be well invested.

What he expects: opulent pictures, buying advice, interesting facts about brands, history and technology.

The brand makes the difference: «The Rising Star»

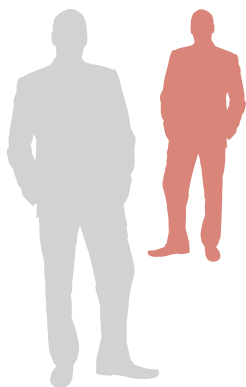
The first career steps are done, he is at the height of time with a strong brand awareness. Interested in technology and multimedia innovations he is looking for a prestige object.

What he expects: news about major brands, model comparisons, buyer's guide.

The most necessary: «The Engineer»

Objective calculator with a clear idea of price and performance. Technically well-experienced and equally interested in innovations as in traditional quality.

What he expects: facts, tests, market surveys, buyer's guide.



READERSHIP PROFILE*

The typical ARMBANDUHREN READER is male, on average 55 years old, in senior professional function and has an average monthly HHI of € 5.073

82,6 % are exclusive subscribers, as they have not subscribed to any other watch magazine

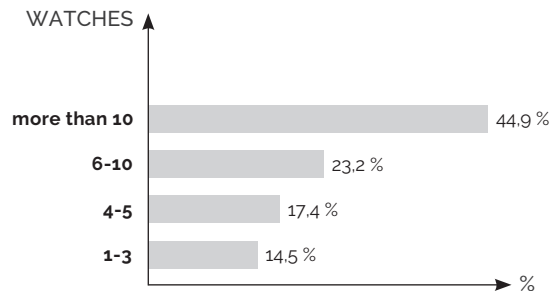
44,2 % are exclusive readers, as they do not read any other watch magazine

71,7 % are asked by their personal environment for advice or opinion when buying wristwatches

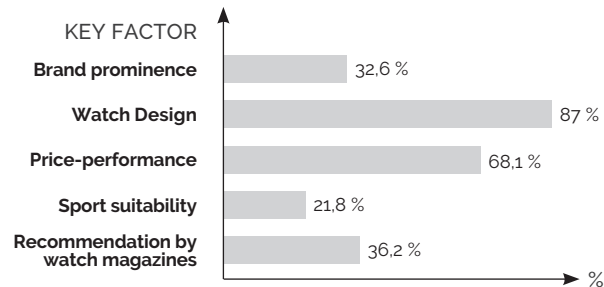
53,7 % are willing to spend over 2500 EUR for a wristwatch, **25,4 %** are willing to spend more than 10.000 EUR for a wristwatch.

*Results of the reader survey 2021 on the basis of 220 questionnaires evaluated.

ARMBANDUHREN-READER OWN SEVERAL WRISTWATCHES



TOP 5 KEY FACTORS FOR WRISTWATCH PURCHASE DECISIONS OF ARMBANDUHREN-READER

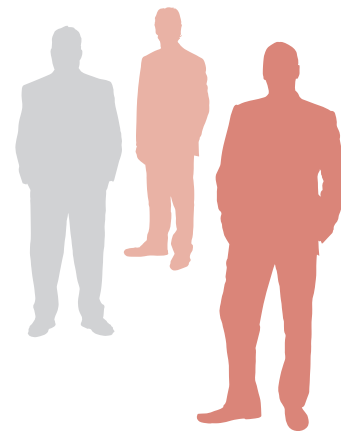


READING BEHAVIOUR

88,2 % of the ARMBANDUHREN-reader use ARMBANDUHREN 4 or more times to read or browse

84,1 % of the ARMBANDUHREN-reader read at least 2/3 of the magazine

80,5 % of the ARMBANDUHREN-reader read ARMBANDUHREN at home



*Results of the reader survey 2021 on the basis of 220 questionnaires evaluated.






EDITORIAL CALENDAR 2022



ISSUE	MAIN TOPICS	Publishing Date	COPY Deadline	Material Deadline
1/2022	Novelties 2022 and Inhorgenta 2022	18.02.2022	17.01.2022	24.01.2022
2/2022	Watches & Wonders Geneva, Trends 2022, Watch of the Year 2022	08.04.2022	07.03.2022	14.03.2022
3/2022	Hybrid technology: update of the mechanics, new materials & technologies	17.06.2022	10.05.2022	18.05.2022
4/2022	Sports watches for summer	26.08.2022	25.07.2022	01.08.2022
5/2022 Catalogue 2022/23	Guide to the top watches of all popular brands with technical datas and prices	23.09.2022	22.08.2022	29.08.2022
6/2022	Cruise-Collections: Watches for traveling	21.10.2022	15.09.2022	23.09.2022
7/2022	Christmas edition – stunning watch gifts	25.11.2022	19.10.2022	27.10.2022

RATE CARD 2022

All ads from the print version will be transferred to the smartphone or tablet version without surcharge and will be linked to the advertiser's website. Rich-media contents as picture galleries and videos can be integrated.

AD FORMAT	TRIM SIZE* mm width x mm height	4c-price in EUR
 2/1**	420 x 297	10.850,-
 1/1	210 x 297	5.650,-
 1/2 vert. 1/2 horiz.	106 x 297 210 x 143	3.200,-
 1/3 vert. 1/3 horiz.	74 x 297 210 x 106	2.300,-
 1/4 vert. 1/4 horiz.	60 x 297 210 x 81	1.850,-

SPECIAL PLACEMENTS

Inside Front Cover	in EUR
Inside Back Cover	6.700,-
Outside Back Cover	5.990,-
Opening Spread (Inside Front Cover + Page 1)**	7.130,-
	12.390,-

ADVERTORIAL

1/1 page 4c	in EUR
	5.650,-

DISCOUNTS

Volume discount

2 pages	5%
3 pages	6%
4 pages	8%
7 pages	12%
10 pages	15%
15 pages	20%

Frequency discount

from 2 ads	3%
from 4 ads	6%
from 7 ads	10%
from 10 ads	13%
from 12 ads	15%

* Plus 3 mm bleed at each side. Vital elements should be 4 mm from bleed and 10 mm from back margin.

** Plus 3 mm bleed at each side. In the middle the trim must be doubled (6 mm) for motifs that run over the inner binding edge to avoid that text or images may be cut off. Please send the file as two single pages.

AD SPECIALS: BOUND INSERTS | LOOSE INSERTS | TIP-ONS

Prices: Discounts are not given for ad specials

Basis for calculation: The current circulation

Order: The presentation of five valid technical samples is obligatory part of the order. Content and layout needs to be approved by the publisher before printing

Quantity delivered: Please contact the advertising sales department

Delivery: Free home delivery to the delivery address in the order confirmation with the delivery note: ARMBANDUHREN, Issue No.:

BOUND INSERTS

Price:

2 pages: EUR 190,- per thousand

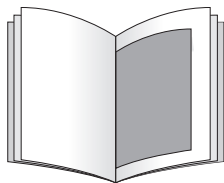
4 pages: EUR 230,- per thousand

6 pages: EUR 270,- per thousand

8 pages: EUR 290,- per thousand

Placement: Print run, split run on request, subscription circulation 50 % surcharge.

Format: Bounded inserts have to be delivered folded and in untrimmed size. Please send five technical samples to the advertising sales department until the material deadline.



LOOSE INSERTS

Price (up to 25 g):

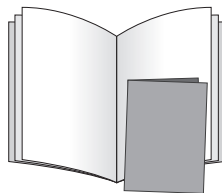
EUR 230,- per thousand, every further

10 g plus EUR 20,- per thousand

Bookmark: EUR 230,- per thousand

Placement: Print run, split run on request, subscription circulation 30 % surcharge.

Format: Minimum DIN A6, maximum 200 mm x 287 mm. Please send five technical samples to the advertising sales department.



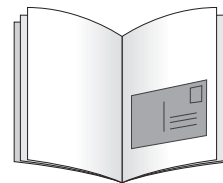
TIP-ON-CARD

Price: EUR 80,- per thousand incl. postal charges

Placement: Print run, split run on request

Advertisement page: 1/1 page b/w or 4c, charges according to the rate card

Placement: The placement of the advertisement page and the positioning of the tip-on-card have to be coordinated with the advertising sales department.



WATCH MARKET / CLASSIFIEDS

COMMERCIAL ADVERTISEMENT AND JOB ADVERTISEMENTS:

mm-price b/w: € 2,55
mm-price 4c: € 2,93

column width:	1 column	43,0 mm
	2 column	90,5 mm
	3 column	138,0 mm
	4 column	185,5 mm

How to calculate the price for your commercial advertisement/
job advertisement:

mm-price times height of the advertisement (mm) times
number of columns (max. 4)

Example: Commercial advertisement 50 mm high, 2 columns

b/w: € 2,55 x 50 x 2 = **€ 255,-**

4c: € 2,93 x 50 x 2 = **€ 293,-**

1/1 page 4c in the market

(in the type area 185 mm x 254,5 mm): **€ 2.900,-**

Please deliver classified ads in the watch market without
crop marks and registration marks.

PRIVATE CLASSIFIEDS:

Continuous text advertisements up to a length of 300 characters are for our private readers for FREE. This offer depends on space and availability. Please notice there is no entitlement to a specimen copy.

Please upload your text before the advertising deadline here:

www.armbanduhren-online.de/private-kleinanzeigen

AD SPECIFICATIONS/DATA TRANSFER

Printing Process: Offset, European offset colour scale

Printing Profile: Iso Coated V2 300

Binding: Perfect bound (Hotmelt)

Printing Material: Preferably PDF/X1 files. Maximum area coverage 300%. Plus 3 mm bleed at each side. Vital elements should be 4 mm from bleed and 10 mm from back margin. We can't guarantee for the correct display of text elements smaller than 8 pt, and of lines thinner than 0.75 pt.

Delivery of Data:

Via e-mail to herstellung-zeitschriften@heel-verlag.de.
Please specify the magazine and the advertisement.

Proof: Correctness of colour only with proof, otherwise no responsibility can be taken.

Please send the proof to: HEEL Verlag GmbH,
Martina Rolfs, Pottscheid 1, D-53639 Königswinter

ONLINE MEDIA DATA 2022

We develop with you an exclusive content-strategy to support ...

... the launch of a new model

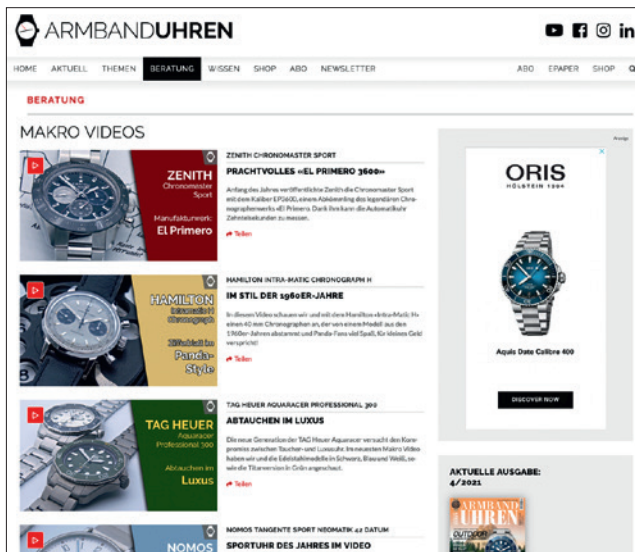
- «Watch of the month» plus calendar sheet
- Top-position within the fortnightly newsletter
- postings in our social media channels (Facebook, Instagram and LinkedIn)

... your brand communication

- Stand-Alone-Newsletter
- Listing within «Brands from A to Z» within «Knowledge» including a link to your website
- Brand quiz within «Knowledge»

... your technical expertise

- Promotions and Product-Placement
- «Knowledge-Sponsor» within our dictionary
- Interactive Quiz



NATIVE ADVERTISING & NEWSLETTER

Werbeformat	Preis	Description
Macro Video:	1.900,- Euro	In about 3 minutes, the editors present a watch and explain its features competently and in detail. The video will be published on our website, via our social media channels and YouTube. One week teased on the home page in the highly regarded Homeslide, continuously in the advice / macro video section.
Watch of the month including calendar sheet:	1.500,- Euro	Your contribution (picture/video, text and link) as a promotion linked to your website. One week teaser advertisement on the much-noticed homeslide of our mainpage, placed as «watch of the month» within the section "Current topics". Image motif of your choice as wallpaper and monthly calendar sheet to be downloaded.
Watch of the week:	350,- Euro	Your contribution (picture/video, text and link) linked to your website. One week teaser advertisement on the much-noticed homeslide of our mainpage.
Cross-media Advertorial:	on request	Further PR-Placements Print and Online.
Knowledge-Quiz:	on request	Interaction: Knowledge-Quiz with price competition within „Knowledge“.
Knowledge-Sponsor:	190,- Euro	Knowledge-Sponsor within „Dictionary“ for a technical term. Definition of the term with picture and logo and a note to your company as the sponsor.
Newsletter Stand-Alone:	950,- Euro	Exclusive newsletter including a number of up to five contributions (picture/video, text and link) linked to your website.
Newsletter Top-Placement:	690,- Euro	Your contribution (picture/video, text and link) linked to your website, placed just below the editorial.
Newsletter Banner:	290,- Euro	Banner in the ARMBAND UHREN -Newsletter linked to your website. Format 610 x 160 px.

DISPLAY AD-FORMATE

Banner: Rotating ads on ARMBANDUHREN-ONLINE.DE linked to your website

Price: 450,- Euro per month

Banner: Highly visible and exclusive placement on the right sidebar: halfpage-ad inserted in each article on ARMBANDUHREN-ONLINE.DE.

Price: 900,- Euro per month

Our formats are meant to reach the highest display-quality for your ads – on all devices. Therefore, we require at least two formats: one for desktop computers and one for mobile devices. The variants of the following two formats can be combined:

Placement



Formats for desktop-computers

Full Size Banner
468 x 60 px

Leaderboard
728 x 90 px

Large Leaderboard
970 x 90 px

Billboard
970 x 250 px

TECHNICAL DIRECTIVES FOR ONLINE ADVERTISING MATERIAL

The promotional materials can be embedded as **images** (static as JPG or animated as GIF). In this case, we require the corresponding target link.

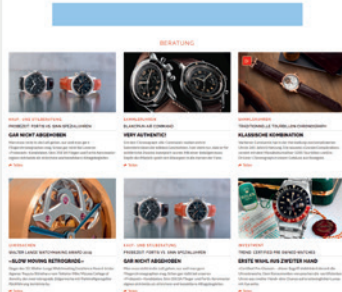
Newsletter Postings

Top-Placement:

Images: in High Resolution
as JPG, GIF or PNG

Text with logo:

continous text, max. 420 characters
incl. blanks plus headline
(55 characters) und link (65 characters)



Formats for mobile devices



Rectangle
250 x 250 px



Medium Rectangle
300 x 250 px



Triple Widescreen
250 x 360 px

Text-/Content

Content: max. 1.000 words (open document such as RTF-, TXT-, DOC- no PDF). Links or the use of images need to be marked. The layout needs to be visible.

Headline: max. 58 characters

Teaser: min. 200 characters; max. 300 characters

Images: in high resolution as JPG, GIF or PNG

Video: YouTube, Vimeo or mp4

Link-Integration/any number of external links possible

Formats for any device



Halfpage
300 x 600 px

inserted in each article



CONTACT

For further requests which have not been listed please contact

HEEL Verlag
Monika Günther
Tel.: +49 (0) 2223 – 9230 -29
m.guenther@heel-verlag.de

FOR FURTHER INFORMATION PLEASE CONTACT:

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Tel.: 02223 9230-29, -28 | Fax: 02223 9230-26

www.heel-verlag.de

ARMBAND UHREN

OUR MAGAZINES



www.porsche-fahrer.de



www.maranello-world.de



www.mixx-online.de



www.eat-love-vegan.de