MrWatchMaster

Talking about watches

MEDIA KIT 2024 (GBP)

MWM KEY PRINCIPLES:

AUTHENTIC

PASSIONATE

CREATIVE

QUALITY

HONEST

TRANSPARENT

LUXURY



ANDREW CANTER

EDITOR-IN-CHIEF

"WE SPEAK FROM A COLLECTOR'S PERSPECTIVE AND SHARE UNIQUELY AUTHORITIVE VIEWS FROM A RANGE OF LEADING WATCH MAKERS AND INDUSTRY PERSONALITIES WITH PASSION. WE STRIVE TO BE RELEVANT, THOUGHT-PROVOKING, AND ENTERTAINING."

PROUD MEMBERS



















60,000+ UNIQUE USERS

10,000+ SOCIAL MEDIA

6,000+ DATABASE*

"I am always delighted to partner with MrWatchMaster as they embrace the values which make the watch industry so unique and beautiful: passion and craftsmanship. They have great attention to detail and create exceptional content while always highlighting the people behind the watches and, therefore, bringing the watch industry to life." Aurélie Picaud, Team Lead Product Strategy Classics, IWC Schaffhausen

^{*} Fully GDPR compliant See audience data in the appendix

THE GREAT STORIES BEHIND THE BRANDS

- We go 'behind the brands' to hear from and share the views of the 'influencers' of the watch world
- We pride ourselves on bringing our audience the highest quality content
- We focus on the leading luxury brands that make up a significant segment of the watch industry
- We will always be transparent and share our honest thoughts and opinions across the board



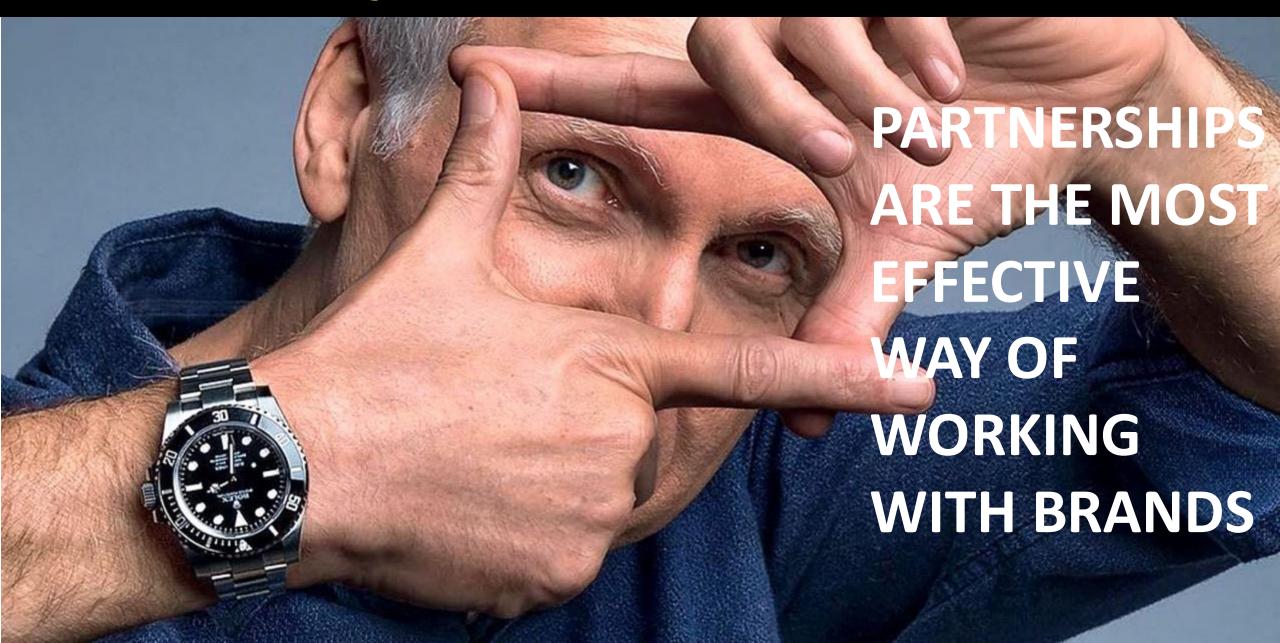
ADVERTISING RATES/FORMATS

(GBP£ PER MONTH)

Page	Format	Size	Cost
Home Page	Leaderboard	728x90	1,500
Home Page	Medium rectangle	300x250	1,500
Home Page	Wide skyscraper	160x600	1,500
Home Page	Full banner	468x60	1,500
Home Page	Video	Full HD 1080	1,500
Features	Full banner	468x60	1,200
Reviews	Full banner	468x60	1,200
Interviews	Full banner	468x60	1,200
Friends	Full banner	468x60	1,200
Brands	Full banner	468x60	1,200
Collectors	Full banner	468x60	1,200

N.B. All costs quoted are EXC. VAT and subject to change without prior notice. Other sizes available upon request





PARTNERSHIP RATES

(GBP£)

Page	Cost	
Content created by us, to your brief and approved by you in each of the following categories: MrWatchMaster 'Meets', 'Visits', 'Thinks' etc – Cost per written feature:	2,250	
Bespoke branded video and audio content creation	POA	
Special Reports – commissioned by the brand	3,500*	
Strategic brand consultancy and communications planning advice	1,750**	
Dedicated 'Brand' page	2,250	
Newsletter Insertion (per week – sent to 6,000+)		

N.B. All costs quoted are EXC. VAT and subject to change without prior notice



^{*} Minimum

^{**} per day







AUDIENCE DATA







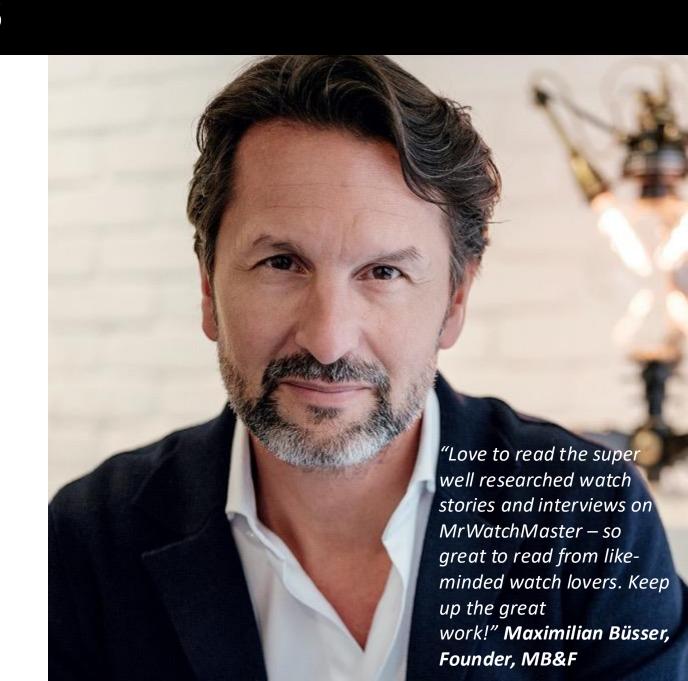
- 5,000 unique users per month
- 72% under 44-years old
- 80% male
- 2.5 pages per session
- 3.5 minutes dwell time
- 10,000+ active users across social channels (incl. LinkedIn)
- Predominantly UK, USA, Switzerland, France, Germany



ADDED VALUE

From interviews with some of the world's greatest watchmakers to the people who collect the outcome of their craftsmanship,
MrWatchMaster provides unique content that reaches serious watch enthusiasts and is shared with other watch publishers. MWM content has appeared in the following publications and websites...

- Revolution Magazine
- Worn & Wound
- Riddle Magazine
- Billionaire.com
- Watch & Clock Bulletin magazine (NAWCC)
- The Retail Jeweler (USA)
- Contraste Magazine (Spain)
- Watchnerd.com



PRODUCTION SERVICES

- MWM offers a creative production team of the highest calibre made up of distinguished practitioners in the luxury goods sector with a shared passion for watches
- They also have a shared belief in the value of craft.
 They offer a complete service in the creation and delivery of content across all platforms
- This could be anything from developing the core creative concept to simply supporting your team at the production stage
- Experienced in the selection of photographers and directors and offering valuable expertise when negotiating budgets
- Capable of creating and producing the highest quality content across all platforms. Always delivering on time and to budget



CONTACT

ADVERTISING

Nick Edgley, Global Operations Director

Email: nick@mrwatchmaster.com

Mobile: +44 7774 703491

EDITORIAL

Andrew Canter, Editor-In-Chief

Email: andrew@mrwatchmaster.com

Mobile: +44 7855 447157

STRATEGY

Greg Turzynski, Head of Strategy Email: greg@mrwatchmaster.com

Mobile: +44 7855 447157

ADDRESS

MWM, The Stylus Building, 116 Old Street, London EC1V 9BG

SOCIAL



mrwatchmaster.com

