

MWM

Talking about watches

MEDIA KIT 2026 (CHF)

MrWatchMaster – Talking About Watches

MWM KEY PRINCIPLES:

AUTHENTIC

PASSIONATE

CREATIVE

QUALITY

HONEST

TRANSPARENT

LUXURY



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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

BRITISH HOROLOGICAL INSTITUTE

BRITISH WATCH & CLOCK MAKERS

Horological Society of New York
Founded 1866

AHS THE STORY OF TIME

REDBAR

National Association of WATCH & CLOCK Collectors, Inc.
NAWCC



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MWM IS FOR ANYONE WHO IS PASSIONATE ABOUT WATCHES

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100,000+
UNIQUE USERS

600,000+
USER INTERACTIONS

10,000+
SOCIAL MEDIA

8,000+
DATABASE*

Source: Google Analytics/GoDaddy cPanel Awstats
** Fully GDPR compliant*
See audience data in the appendix



"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***

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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



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ADVERTISING RATES/FORMATS

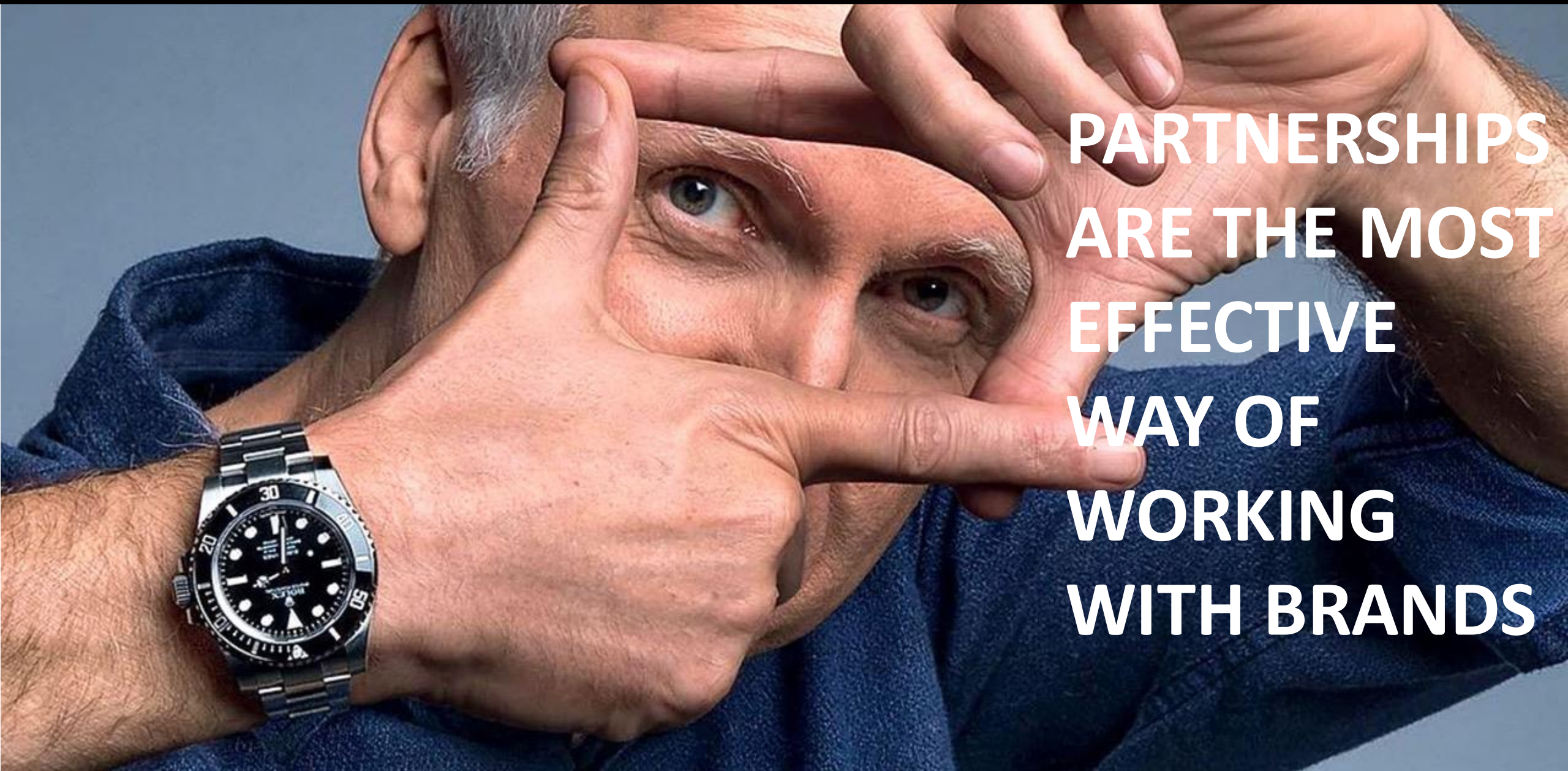
(CHF PER MONTH)

Page	Format	Size	Cost
Home Page	Leaderboard	728x90	2,250
Home Page	Medium rectangle	300x250	2,250
Home Page	Wide skyscraper	160x600	2,250
Home Page	Full banner	468x60	2,250
Home Page	Video	Full HD 1080	2,250
Features	Full banner	468x60	1,950
Reviews	Full banner	468x60	1,950
Interviews	Full banner	468x60	1,950
Friends	Full banner	468x60	1,950
Brands	Full banner	468x60	1,950
Collectors	Full banner	468x60	1,950

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



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PARTNERSHIP RATES

(CHF)

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:	3,250
Bespoke branded video and audio content creation	POA
Special Reports – commissioned by the brand	4,750*
Strategic brand consultancy and communications planning advice	2,650**
Dedicated 'Brand' page	3,250
Newsletter Insertion (per week – sent to 8,000+)	1,950

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



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MWM CREATES UNQUE CONTENT THAT IS SHARED WIDELY

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MWM PODCAST

Talking About Watches With MrWatchMaster

- In the podcast we talk about watches with collectors, leading watchmakers, major players of the watch industry and other practitioners of horology who share their fascinating opinions and insights on watches
- The podcast is available across the major podcast platforms, including Spotify and Apple
- It has been downloaded in 20 countries



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EVERYBODY'S WELCOME

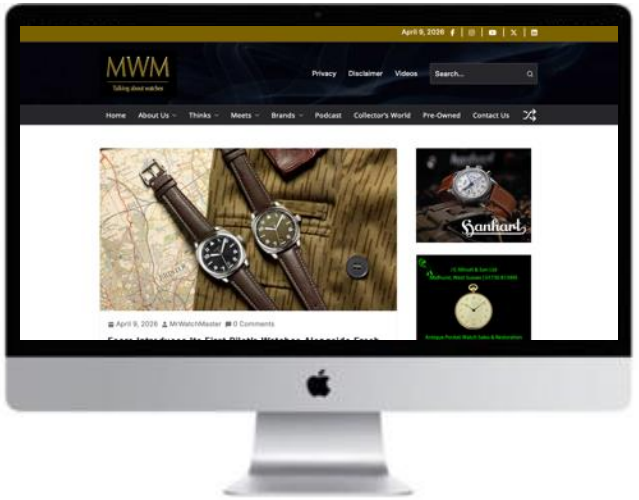
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APPENDIX

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AUDIENCE DATA





- 8,000-9,000 unique users per month
- 50,000+ user interactions per month
- 75% under 44-years old
- 77% male
- 2.6 pages per session
- 3.5 minutes dwell time
- 10,000+ active users across social channels (incl. LinkedIn)
- Predominantly UK, USA, Switzerland, France, Germany

N.B. More data available upon request

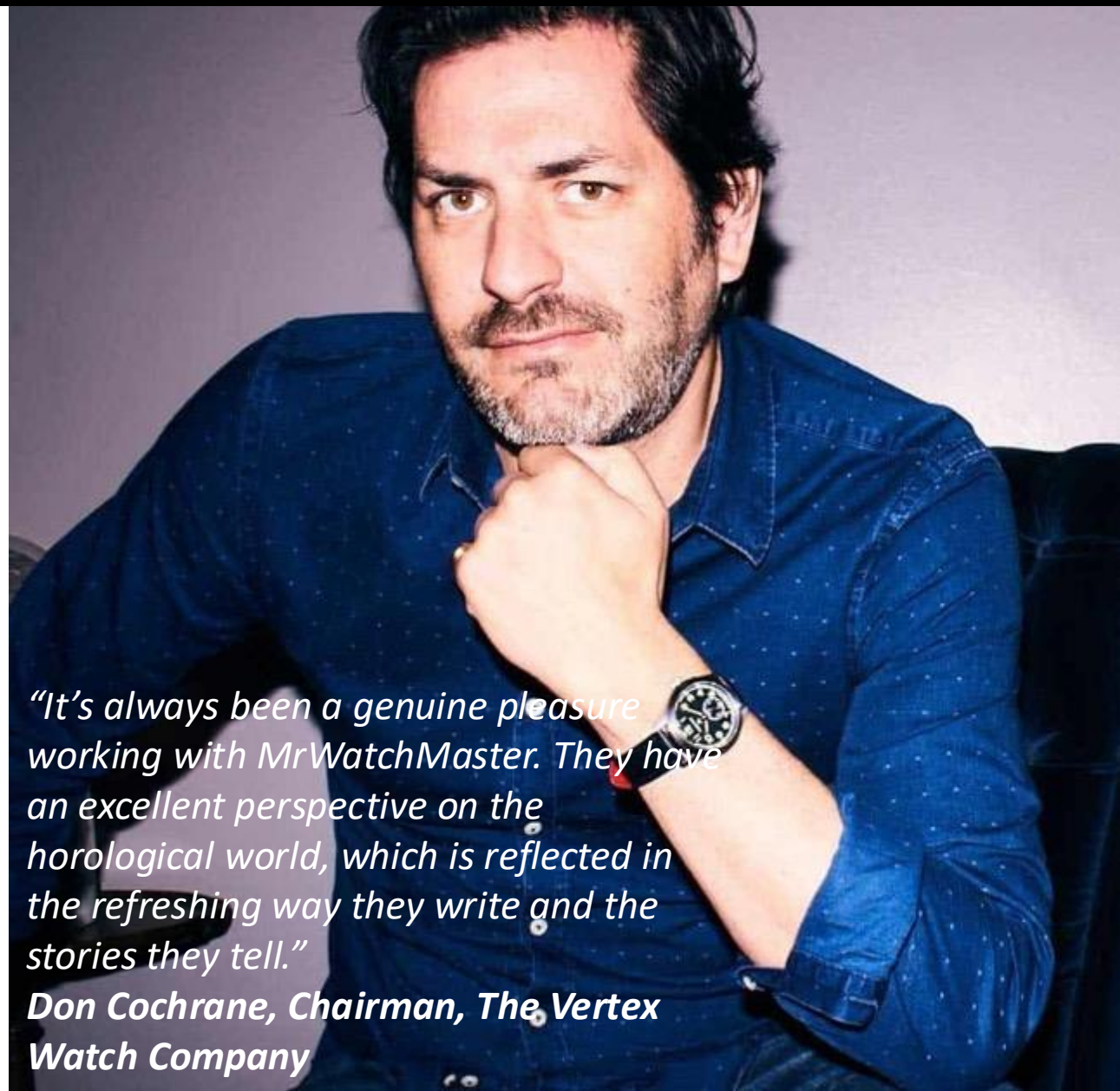


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ADDED VALUE

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:

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



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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



"I'm a great fan of MrWatchMaster as they are as passionate about their content as we are about our watches. We love the support they give Bamford Watch Department and Bamford London. We always enjoy seeing them and sharing the latest news and discussing all things horological. Their honesty and transparency when presenting their views and opinions is always great to see."

George Bamford, Founder, Bamford Watch Company

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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

VISIT OUR WEBSITE
mrwatchmaster.com

