



PUBLISHING HOUSE PARTICULARS AND GENERAL INFORMATION

Publishing House: HEEL Verlag GmbH
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 www.heel-verlag.de
 www.armbanduhren-online.de

Frequency: Magazine issue: bimonthly

Catalogue issue: once a year

Price: Magazine issue EUR 7,90
 (ePaper EUR 6,99)
 Catalogue issue EUR 19,90

Circulation: Circulation according
 IVW II/2018:
 Total circulation: 7.837 copies
 Paid circulation: 7.214 copies

Size of the magazine: 210 mm width x 297 mm height

**Managing Director
 + Advertising Manager:** Sabine Blüm
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Editorial concept:

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 ARMBANDUHREN Catalogue is published once a year. As a reference book it gives an extensive overview of mechanical wristwatches by presenting over 1300 models of top brands.

Market positioning:

The gloss appearance and modern layout of the magazine combined with its competent editorial lead to its positioning in the segment of high quality special interest magazines for top class male target groups. With ARMBANDUHREN you will reach a wealthy clientele, which is beside wristwatches also interested in other luxury items.

General terms and conditions see www.armbanduhren-online.de



MAGAZINE PROFILE

ARMBANDUHREN is the magazine for enthusiasts and collectors of high quality mechanical wristwatches. New models, comparisons of watches in technology and design provide understandable editorial reporting and buying advice for the readership.

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

The ARMBANDUHREN Catalogue presents as a comprehensive standard work annually the current models of the most important wristwatch brands with technical data and prices of over 1300 models.

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, a modern website as well as by relevant digital social media touchpoints.

Our wristwatch specialists are providing watches expertise in a descriptive and practical manner over all channels – by explaining complicated watch technology and by telling exciting watch stories. 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 freshly in love as well as the long-term watch fans.

Sabine Blüm
 Publisher Magazines,
 HEEL Verlag GmbH

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 «Connoisseur»

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»

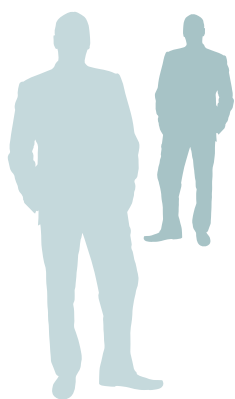
The first career steps are done, he is at the height of time with a strong brand awareness. Interested in technology and multimedia innovations he is looking for a prestige object.

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

The most necessary: «The Engineer»

Cool 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 54 years old, in senior professional function and has an average monthly HHI of € 4770.

73,2 % are exclusive subscribers, this means they have not subscribed to any other watch magazine.

35,7 % are exclusive readers, this means they do not read any other watch magazine.

76,2 % are asked by their personal environment for advice or opinion when buying wristwatches.

59,6 % are willing to spend over 2500 EUR for a wristwatch.

*Results of the reader survey 2017 on the basis of 250 questionnaires evaluated.

EDITORIAL CALENDAR 2019

ISSUE	MAIN TOPICS	PUBLISHING DATE	COPY DEADLINE*	MATERIAL DEADLINE
1/2019	S.I.H.H., Inhorgenta and Preview BASELWORLD	01.02.2019	19.12.2018	07.01.2019
2/2019	BASELWORLD, watch of the year 2018	22.03.2019	15.02.2019	22.02.2019
3/2019	New watch technology and trends	17.05.2019	09.04.2019	18.04.2019
4/2019	Sport watches, diving watches, watches for the summer	12.07.2019	05.06.2019	14.06.2019
Catalogue 2019	All the top brand's new wristwatches featuring comprehensive technical data and retail prices	20.09.2019	15.08.2019	23.08.2019
6/2019	Watch design	18.10.2019	12.09.2019	23.09.2019
7/2019	Christmas edition – stunning watch gifts	29.11.2019	28.10.2019	04.11.2019

*Cancellation right until copy deadline, for the inside frontcover, inside back cover and back cover one week before copy deadline

AD SPECIFICATIONS / DATA TRANSFER

Printing Process: Offset, European offset colour scale

Printing Profile: Fogra 39

Binding: Perfect bound (Hotmelt)

Printing Material: Preferably PDF/X3 files

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 m.rolfs@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

RATE CARD 2018

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	TYPE AREA mm width x mm height	TRIM SIZE* mm width x mm height	b/w-price in EUR	4c-price in EUR
 2/1**	385 x 256	420 x 297	7.480,-	10.600,-
 1/1	175 x 256	210 x 297	4.400,-	5.530,-
 1/2 hoch	85 x 256	106 x 297	2.500,-	3.130,-
 1/2 quer	175 x 125	210 x 143		
 1/3 hoch	55 x 256	74 x 297	1.680,-	2.260,-
 1/3 quer	175 x 85	210 x 106		
 1/4 hoch	43 x 256	60 x 297	1.240,-	1.800,-
 1/4 quer	175 x 60	210 x 81		

* Plus 3 mm bleed at each side. Vital elements should be 8 mm from bleed and back margin.

** Plus 3 mm bleed at each side. In the middle the trim must be doubled (5 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.

SPECIAL PLACEMENTS

price in EUR

Inside front cover	6.560,-	Back cover	6.970,-
Inside back cover	5.940,-	Opening Spread	12.100,-
		Bookmark (see below)	

CLASSIFIED ADS: Commercial and employment ads: EUR 2,55 per mm (1 column = 43 mm) | colour surcharge 15 % on b/w-price

DISCOUNTS

Volume discount rate

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

Frequency discount rate

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

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.

Bank accounts:

Deutsche Bank
IBAN: DE74 3807 0059 0024 6769 00
BIC (SWIFT): DEUTDE33

Sparkasse KölnBonn
IBAN: DE79 3705 0198 0000 0356 59
BIC (SWIFT): COLSDE33

AD SPECIALS: LOOSE INSERTS | BOUND INSERTS | TIP-ON-CARDS

Prices: Discounts are not given for ad specials.

Basis for calculation: The current circulation according to the standards of the IVW.

Order: The presentation of five valid technical samples is obligatory part of the order.

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.: ...

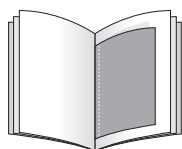
BOUND INSERTS

Price:

2 pages:	EUR 180,- per thousand
4 pages:	EUR 220,- per thousand
6 pages:	EUR 260,- per thousand
8 pages:	EUR 280,- per thousand

Placement: Print run, split run on request

Format: Bound inserts have to be delivered fold 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 200,- per thousand, every further 10 g plus EUR 20,- per thousand

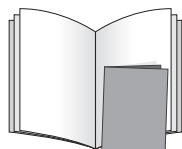
Bookmark: EUR 220,- per thousand

Placement: Print run, split run on request

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

Postal fee:

Current postal costs



TIP-ON-CARD

Price: EUR 60,- per thousand incl. postal fees

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.

Postal fee:

Current postal costs

