

# Watches

## A Special / Börsen-Zeitung SPEZIAL in Magazine Size

The watches industry is rapidly changing. Not only young managers, but also experienced company managers are scrutinising traditional sales channels and marketing strategies. Institutions like the Swiss Spring Fairs are rearranging themselves or become even debatable.

Reason enough for us to let the protagonists of the watches industry have their say and to present their companies in a special issue on watches.

With Jan Lehmhaus we will be accompanied on this path by a knowledgeable and well networked editor in this sector.

Join us on this exciting journey: With an advertisement in this Börsen-Zeitung SPEZIAL you reach an absolutely suitable target group without scattering losses: Affluent financial market professionals in banks, with financial service providers and in listed and capital market oriented companies up to the highest decision making levels. Take advantage of the special attention this format will have and be involved when we say for the first time: Curtain up for the world of watches.

Place your ad in this special supplement.

Publication Date: 12.04.2019

Closing Date: 15.03.2019



**Börsen-Zeitung**

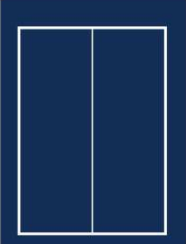
# Your Ad in the Topic Environment on Watches

## Advertising Rates

Type Area:  
175mm w x 244mm d

Bleed Size Advertisement:  
210mm w x 297mm d

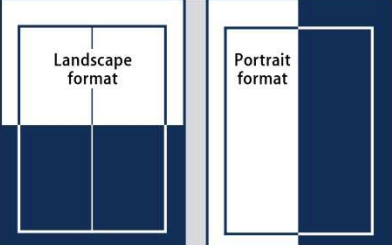
Cutting Allowance:  
4mm around outer edges



<b>1/1 Page</b> 210mm w x 297mm d
4c            €12,044.00
<b>2nd or 3rd Title page</b>
4c            €13,264.00
<b>4th Title page</b>
4c            €14,364.00



<b>1/3 Page</b> 210mm w x 99mm d
4c            €4,155.00



<b>1/2 Page</b> 210mm w x 148mm d (Landscape format) 105mm w x 297mm d (Portrait format)
4c            €6,142.00



<b>Stripe advertisement</b> 65mm w x 297mm d
4c            €3,914.00

### Advertorials:

Advertorials in Börsen-Zeitung SPEZIAL are basically possible. They are printed in a different font, framed by a box, and the word 'Advertisement' appears next to the content. Their prices and formats are identical to the ones above.

All prices are subject to VAT (if applicable).

Special advertising formats on request.