

# 2016 MEDIA KIT



**WatchTime** MIDDLE EAST  
THE WORLD OF FINE WATCHES

## America's biggest watch magazine is now in the Middle East

WatchTime Middle East is the region's local edition of the world's leading watch magazine and the newest addition to a family of titles that includes WatchTime USA and Chronos, the biggest watch magazines in America and Germany respectively. A market-leading, quarterly lifestyle magazine, WatchTime Middle East is the new regional authority on all aspects of the international watch industry. Educational, entertaining and useful, it routinely features industry news, collector interviews and company profiles. WatchTime Middle East is the only magazine in the region to rigorously test timepieces, offering readers independent authoritative advice on their choice of watch. It is aimed at men of all ages who own or aspire to own a luxury timepiece from a high-end watchmaker. WatchTime Middle East also covers all the major events on the horological calendar, including Baselworld and the Salon International de la Haute Horlogerie (SIHH).

Its website watchtime.com is also a hugely popular and engaging online presence that attracts watch enthusiasts from around the world.



WatchTime readers are affluent, well-educated males.

77% College graduates\*

42% Have earned post-graduate degrees.\*

\$323,300 Median household income\*

\$3,281,900 Median net worth\*

#1 Selling watch magazine on all U.S. newsstands\*

WatchTime readers are passionate about watches and spend a significant amount of money annually on them.

\* all stats referred to are from Watch Time's US edition.

### Advertising Rates

DPS	AED 48,600
Full Page	AED 27,000

### Loadings

OBC	100%
IFC	90%
IBC	80%
1st DPS	50%
2nd DPS	40%
3rd DPS	30%
4th DPS	20%
5th DPS	10%

### Dimensions

DPS	45.6cm x 27.6cm + 3mm bleed all sides
Full Page	22.8cm x 27.6cm + 3mm bleed all sides
Front Cover	22.3cm x 27.6cm + 3mm bleed all sides
IFC	22.5cm x 27.6cm + 3mm bleed all sides
IBC	22.8cm x 27.6cm + 3mm bleed all sides
OBC	22.8cm x 27.6cm + 3mm bleed all sides
GATEFOLD	22.5cm x 22.3cm + 3mm bleed all sides

# International Advertising Partners



**AUDEMARS PIGUET**  
Le Brassus



**RICHARD MILLE**



**VACHERON CONSTANTIN**  
Manufacture Horlogère, Genève, depuis 1755.



**A. LANGE & SÖHNE**  
GLASHÜTTE 1/SA



**CARL F. BUCHERER**



**LONGINES**



INSTRUMENTS FOR PROFESSIONALS™



**BAUME & MERCIER**  
MAISON D'HORLOGERIE GENEVE 1830

**RAYMOND WEIL**  
GENEVE



**HAMILTON**  
THE AMERICAN BRAND SINCE 1851



## GENERAL GUIDELINES

- Any and all supplied materials are presumed to be correct and in accordance with Al Nisr Group stated requirements.
- Al Nisr Group will not be held liable for printing complications may arise due to receipt of non-conforming materials.
- All transparencies should be flattened. It should be noted that the Asura system will not check this. Al Nisr Group will not be held liable for discrepancies arising due to non-flattening of transparencies.
- Al Nisr Group cannot guarantee legibility of 4-colour reverse type below 10 point and black & white reverse type below 6 point.
- Disks must include only advertisement-related materials. Al Nisr Group is not responsible for any non-pertinent information on disks supplied.

## WATERMARKS

The minimum standard values for screens in highlight areas (eg watermarks) is 5% + 2% extra in all colours for printing on Newspaper web.

## MATERIAL FORMAT

PDF file version 1.3, 1.4, and 1.5 only. Please visit [http://addesk.gulfnews.com/resource/PDF\\_Settings.htm](http://addesk.gulfnews.com/resource/PDF_Settings.htm) for PDF setting files for Illustrator, QuarkXpress, InDesign and Acrobat Distiller.

## PDF SPECIFICATION

- Resolution: 300dpi.
- Mode: CMYK.
- All fonts embedded.
- All transparencies should be flattened.
- The PDF file should match the exact booking size without any extra white space.
- PDF files should not have crop marks, trim marks, document header or any other information.
- The dimensions of the PDF file for bleed artwork should match the exact bleed size without crop marks or extra information.
- Information regarding crop marks, trim marks, document header or any other information can be provided only in the printout and not in the PDF file.

## COMPATIBLE MEDIA

- CD ROM / DVD ROM
- Asura Online (Please contact your sales agent at Al Nisr Group for log-in details)

## OVERPRINT ATTRIBUTES

Only black text can be 'overprint' on colour ground. Colour text should be 'knockout'.

## NOT ACCEPTED AT ANY STAGE

- DCS, Multitone, Multichannel (more than 4 channel i.e. CMYK), Duotone Images.
- Advertisements fully done in Photoshop containing text with only raster data.
- Advertisements with RGB Images or RGB Workspace or SPOT colours.
- Advertisements with 'Outline' text.

## FILE NAMING

Please do not use any special characters (eg. / : ! . % etc) in the file name.

# TECHNICAL SPECIFICATIONS

## HANDLING AND DISPOSITION OF ADVERTISING MATERIALS

Please follow material deadlines for sending materials. All advertising materials should be provided securely packed and with a covering note specifying details regarding the publication & date of insertion, advertiser, agency and special instructions, if any. Materials received for insertion will not be released until after publication of issue. Requests for return of materials must be sent in writing. All materials will be kept on hand by the publisher for 15 days following the original date of insertion, after which, these will be destroyed.

## CONDITIONS FOR ACCEPTANCE OF ADVERTISEMENTS

Al Nisr publishing LLC reserves the right to refuse or alter any advertisement or change its position without prior notice or providing any reason for doing so. While every care is taken in compiling the advertisements, neither Al Nisr publishing LLC nor its agents accept responsibility for any inaccuracies or omissions or for any consequences arising from the publication of any advertisement, or for any loss or damage to any advertising material submitted to the publisher. The advertiser agrees to indemnify Al Nisr publishing LLC against any damages, losses or claims by third parties arising from publication of the advertisement.

All advertisements must comply with all government and other statutory regulations and stipulations and this is solely the responsibility of the advertisers or their representatives and or advertising agencies. Any discounts, commissions or contract rates offered are subject to payments being received by the publisher within the stipulated credit period last announced by the publisher. Al Nisr publishing LLC reserves the right to charge the casual rate and levy a surcharge in the event of payments not being received within the stipulated credit period.

Cancellation deadlines are the same as booking deadlines. The publisher reserves the right to charge the full rate for advertisements cancelled beyond these deadlines.

Payment: Prepayment. Credit, if approved, will be maximum 30 days from the date of invoice

Agency Commission: 15% agency commission applicable to recognised and registered agencies. 10% agency commission applicable on Classifieds display advertisements.

Payment discounts not applicable.

## BLEED ADVERTISEMENTS

Keep live matter 10mm from trim edges — head, face, foot and scuff. Additionally, for double page spread bleed advertisements, keep live matter 5mm from the spine.

## COLOURS

- All colours must be built from process colours (CMYK). Spot colour advertisements, two - and three - colour advertisements should be built from CMYK.
- For information on Al Nisr Group Colour Profiles, please visit [http://addesk.gulfnews.com/resource/PDF\\_Settings.htm](http://addesk.gulfnews.com/resource/PDF_Settings.htm).

## WHAT TO SUPPLY

- In order to ensure that files are properly output, please include the following:
- Laser proof printed at 100%. If it is not possible to print lasers at 100%, you must indicate the percentage at which the advertisement is printed.
- Publication grade press quality digital proofs are required, calibrated to Al Nisr Group standards. For more information on Al Nisr Group standards, please email [colourmanagement@gulfnews.com](mailto:colourmanagement@gulfnews.com).
- A printout of the disk's contents.

## MISCELLANEOUS

- Do not submit colour files for black & white advertisements.
- Separate CD/DVD to be provided for separate advertisements to avoid confusion.
- Use disinfectant software before sending your disk or uploading your advertisement.
- Advertisers should ensure that they have a duplicate copy of all electronic materials.



FOR ADVERTISING ENQUIRIES PLEASE CONTACT:

Dubai Tel: +9714 406 7647 Fax: +9714 342 1527

Email: [watchtime@gulfnews.com](mailto:watchtime@gulfnews.com)

Group discounts: Not applicable

# THE WORLD OF WatchTime



WatchTime Middle East is distributed across the UAE, Oman, Qatar, Kuwait, Bahrain and Saudi Arabia. Complimentary copies are available at selected locations throughout the region, including leading hotel chains, fitness and golf clubs, restaurants, airline lounges, boutiques, salons and luxury watch retailers. The total print run is 8,000 copies per issue, with retail copies priced at AED 40.00 (or local equivalent).

