

# MrWatchMaster

## MWM

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Talking about watches

MEDIA KIT 2023 (USD)

# MrWatchMaster – Talking about watches

## KEY PRINCIPLES:

AUTHENTIC

PASSIONATE

CREATIVE

QUALITY

HONEST

TRANSPARENT

LUXURY



# MrWatchMaster – Talking about watches

## ANDREW CANTER

EDITOR-IN-CHIEF

**“WE SPEAK FROM A COLLECTOR’S PERSPECTIVE AND SHARE UNIQUELY AUTHORITATIVE VIEWS FROM A RANGE OF LEADING WATCH MAKERS AND INDUSTRY PERSONALITIES WITH PASSION. WE STRIVE TO BE RELEVANT, THOUGHT-PROVOKING, AND ENTERTAINING.”**

PROUD MEMBERS





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**SHARING PASSION WITH AUTHENTICITY**



# MrWatchMaster – Talking about watches

**MWM IS FOR  
ANYONE WHO IS  
PASSIONATE  
ABOUT  
WATCHES**



# MrWatchMaster – Talking about watches

**35,000+**  
**UNIQUE USERS**

**10,000+**  
**SOCIAL MEDIA**

**6,000+**  
**DATABASE\***

*\* 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 Picard**, Team Lead Product Strategy Classics, IWC Schaffhausen*



## THE GREAT STORIES BEHIND THE BRANDS

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- 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



# MrWatchMaster – Talking about watches

## ADVERTISING RATES/FORMATS

(USD\$ 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       | 1,000 |
| Reviews    | Full banner      | 468x60       | 1,000 |
| Interviews | Full banner      | 468x60       | 1,000 |
| Friends    | Full banner      | 468x60       | 1,000 |
| Brands     | Full banner      | 468x60       | 1,000 |
| Collectors | Full banner      | 468x60       | 1,000 |

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

*Other sizes available upon request*



*"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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A close-up photograph of a man's face, which is framed by two hands. The man has light-colored eyes and is looking directly at the camera. He is wearing a blue denim shirt. On his left wrist, a Rolex Submariner watch with a black dial and a metal bracelet is visible. The hands framing his face are positioned as if they are holding or supporting his head. The background is a solid light blue color.

**PARTNERSHIPS  
ARE THE MOST  
EFFECTIVE WAY  
OF WORKING  
WITH BRANDS**



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## PARTNERSHIP RATES

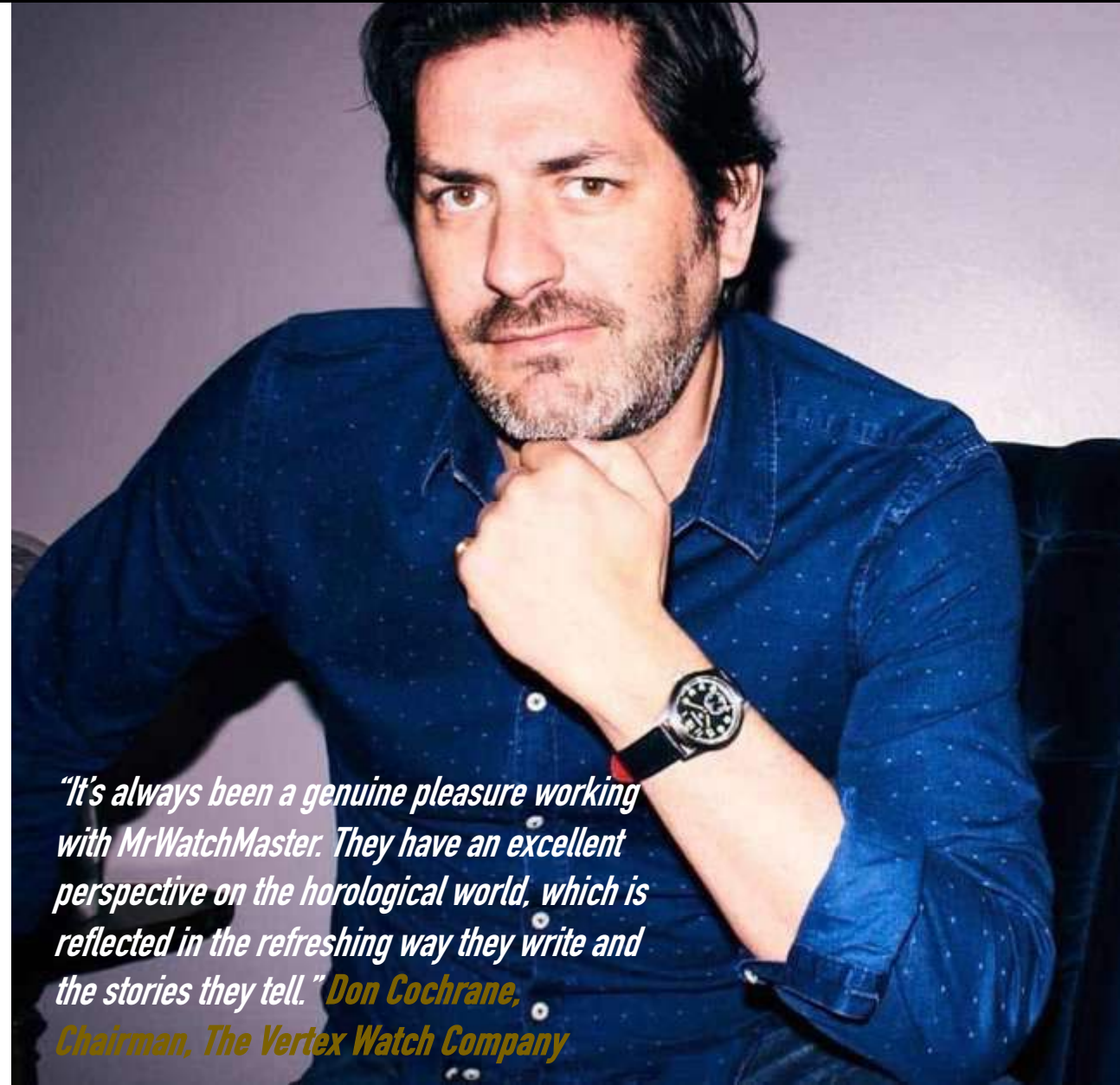
(USD\$)

| 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: | 2,750   |
| Bespoke branded video and audio content creation  | POA     |
| Special Reports – commissioned by the brand   | 3,500*  |
| Strategic brand consultancy and communications planning advice  | 1,950** |
| Dedicated 'Brand' page  | 2,750   |
| Newsletter Insertion (per week – sent to 6,000+)  | 1,250   |

\* Minimum

\*\* per day

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



*"It's always been a genuine pleasure working with MrWatchMaster. They have an excellent perspective on the horological world, which is reflected in the refreshing way they write and the stories they tell."* **Don Cochrane,**  
**Chairman, The Vertex Watch Company**



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**MWM CREATES  
UNIQUE  
CONTENT THAT  
IS SHARED  
WIDELY**



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EVERYBODY'S WELCOME





## APPENDIX

# MrWatchMaster – Talking about watches

## AUDIENCE DATA



- 2,500–3,000 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

*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...

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



*"Love to read the super well researched watch stories and interviews on MrWatchMaster – so great to read from like-minded watch lovers. Keep up the great work!"* **Maximilian Büsser,**  
**Founder, MB&F**

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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 appreciate the range of interesting stories on MrWatchMaster. My compliments for the quality of the content which is an all too rare commodity nowadays on the internet."* **François-Paul Journe, Founder, F.P. Journe**



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## CONTACT

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### SOCIAL



VISIT OUR WEBSITE

[mrwatchmaster.com](http://mrwatchmaster.com)

