



About watches. About time. About arts.



**TARGET AUDIENCE:**  
*Wealthy men aged 25-45,  
in top management positions*

**PRINT RUN:**  
50,000 copies

**FREQUENCY:**  
4 issues per year

## WATCH

*Observing the signs of the times*

The word 'watch' is known to have more than one meaning in the English language, doubling as both a noun and a verb. As a noun it denotes a mechanical device used to measure time while the verb means to contemplate or to observe. This semantic duality is the bedrock editorial concept behind WATCH Russia, an advertising catalogue that serves as a unique platform for a dialog between producers and consumers of premium & luxury goods and services.

On the one hand, the project is dedicated to the fine arts of jewelry and watchmaking (which inevitably overlap and co-exist in today's world). Just like many other players active in these two industries, WATCH Russia has equally deep respect for the different categories of timekeeping devices: both true masterpieces created as unique objects d'art, as well as more mass-produced items.

While studying the measure of time on its pages, WATCH Russia also strives to reflect the passage of time itself, keeping an eye on the 'signs of the times'. This primarily means cinema, theater, art and design in their most varied manifestations. The project, for example, features reviews from the world's film and theater festivals, interviews with photographers and artists, as well as articles on art and architecture. Here also, WATCH Russia acts as a guide for its readers, presenting a sort of cross-section of the most critical events and names in the world of culture and the arts over the preceding month.

The editorial concept of WATCH Russia allows the publication to stand out in terms of quality of the coverage and enjoy exceptionally high awareness not only comparing to other glossy magazines for men, but also among specialized watch projects. Such position is due to the fact that the watch theme is above all a distinctive feature, but not at all the only key focus of the publication. Besides, as opposed to other unspecialized glossy magazines, the comparative advantage of WATCH Russia is in the thematic pivot in the form of the haute horlogerie content, which is a key point of attraction for major advertisers and most sought-after readership. Unlike other specialized watch publications, WATCH Russia writes about watches from multiple perspectives, highlighting them as a phenomenon of global cultural process and not just as mere industrial products. Time, hand work, exclusive approach – these notions are paramount not only in coverage of watch industry, but also in the editorial approach to other topics examined by the publication: automobiles, haute cuisine, alcohol, and, of course, theater, cinema and design.

Observing and feeling our time: that is the philosophy of WATCH Russia.



Each WATCH issue reaches at least 1,301,000 target audience contacts:

..... Average monthly customer base of 140 partnering restaurants – 1,220,000 people

..... Average monthly audience of 9 partnering theaters – 81,000 people

### **FINANCIAL STATUS**

45% Upper middle class 35% Upper class

### **AUDIENCE**

72% Men

28% Women

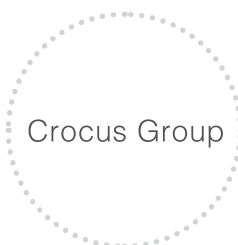
### **AGE**

53% 16-34 y.o.

26% 35-44 y.o.

21% 45+

## *Readership Profile*



WATCH Russia is distributed at the A and A+ class 100 restaurants and wine shops in Moscow. Customers of all top restaurant chains in Moscow automatically become readers of the publication.



## Distribution System





The Stanislavsky  
and Nemirovich-Danchenko  
Moscow Music Theatre



Oleg Tabakov's  
Theatre-Studio



Moscow Theater of Drama  
on Malaya Bronnaya



Taganka Theatre



State Theatre of Nations



Moscow Mayakovsky  
Academic Theatre



Moon Theatre



Russian Academic Youth Theatre

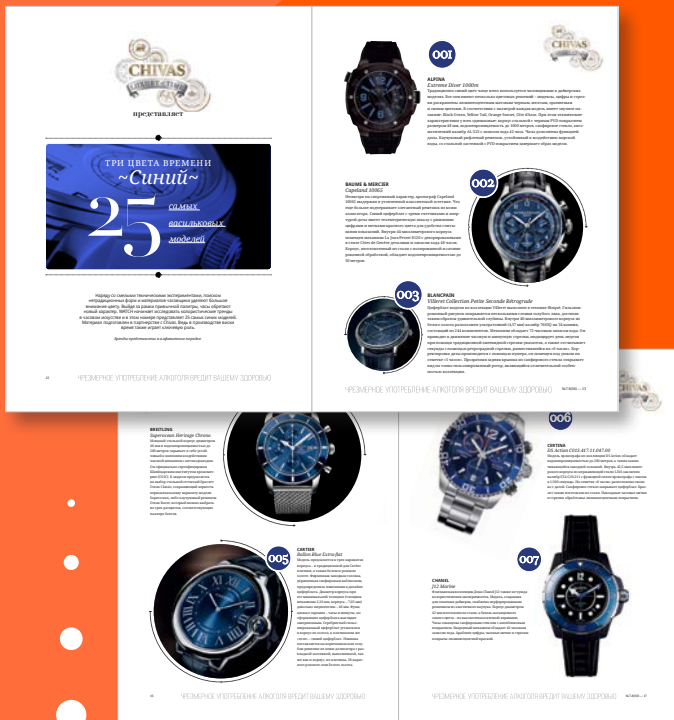


Roman Victuk Theatre

WATCH Russia is distributed in 9 leading theaters in Moscow. In the modern socio-cultural life theaters play a special role as the new media. WATCH Russia was one of the first publications in Russia to start employing theaters as communication channels and cater to the unique audience of theater aficionados.



## Distribution System



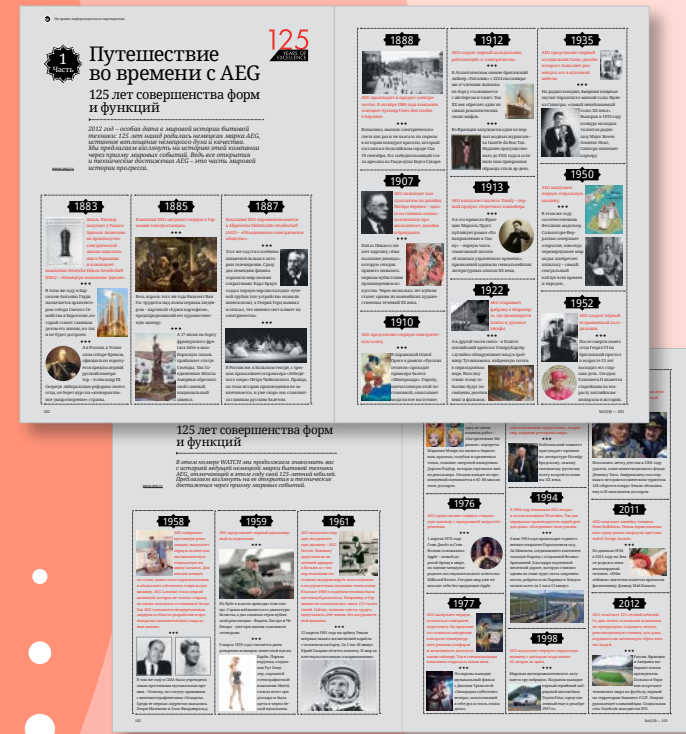
## Chivas 25

As a partner of the Three Colors of Time project, a series of reviews of watch models produced in a specific color, the Chivas brand expanded its Luxury of Time advertising campaign to cover a new domain.



## Finlandia

With advertising placed on a bookmark attached to the last page of the project, Finlandia achieved a more noticeable and active presence on the pages of WATCH Russia. Such printing solutions never fail to win the reader's attention.



## AEG

At the request of AEG, the editorial team of WATCH Russia produced a special project dedicated to the 125th anniversary of the brand. Facts from the company's history were interspersed with world events, making it possible to integrate AEG into the project's international content and generate material of interest to a wide circle of readers.

*Bespoke Solutions*



## Lexus

This is an example of a brand's indirect presence on the pages of the project. An interview with Lexus brand ambassador, Dmitry Kogan, is primarily dedicated to the musician's artistic work, while the luxury car brand makes an appearance only in the associated photographs.

## Bork

The positioning of consumer electronics manufacturer Bork in this special project was engineered not only through the direct discussion about the products, but also by approaching an independent expert with no connections whatsoever to the Bork brand. Nonetheless, the expert's objective opinion is extrapolated, by association, to Bork products.

## Martell

With its unique gastronomic program Martell Pure Gourmet, the Martell brand partnered with the project to produce the creative editorial Eat Paris. The project neatly underscored both the brand's link with France and the special place it has in the world of haute cuisine.



*Bespoke Solutions*





| ISSUE | AD CLOSE          | RELEASE          |
|-------|-------------------|------------------|
| #1    | 31 March 2023     | 14 April 2023    |
| #2    | 2 June 2023       | 16 June 2023     |
| #3    | 29 September 2023 | 13 October 2023  |
| #4    | 1 December 2023   | 15 December 2023 |

## Publication Schedule





## DISCOUNT SYSTEM

Discounts for new clients – 5%  
Discounts for advertising agencies – 15%

Discounts for long-term advertisers (accumulative):

|                      |     |     |     |
|----------------------|-----|-----|-----|
| Number of placements | 1–2 | 3–4 | 5–6 |
| Discount             | 5%  | 10% | 15% |

Special positioning markup – 15%  
No-competitor status markup – 40%



## AD RATES\*

|   |          |
|---|----------|
| Full Page   | € 9,300  |
| Special Page (opposite the Editor's letter, contents, etc.) | € 12,200 |
| Full Page (first 1/3 of the magazine)                       | € 10,400 |
| Full Page (first half of the magazine)                      | € 9,700  |
| Half Page   | € 5,500  |
| First DPS   | € 21,700 |
| Second DPS  | € 16,700 |
| Third, Fourth, Fifth DPS                                    | € 14,400 |
| Double Page Spread (DPS)                                    | € 12,200 |
| Second Cover  | € 17,200 |
| Third Cover   | € 12,400 |
| Fourth Cover  | € 20,100 |

*\* All indicated advertising rates are valid in case of provision by the advertiser of the apostilled Certificate of Residence proving residence outside of Russia. Otherwise, the Russian VAT of 20% will apply on top of indicated rates.*

# Mediacrat

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