

# MEDIA KIT 2025

## 25 years of storytelling and interaction with the Dutch speaking watch aficionados

THE ONE AND ONLY HIGH END WATCH MAGAZINE IN THE MARKET

NEW!  
in 2025

Brand story online & offline, Aficionado Events, Podcast & More.  
Ask our sales team for the possibilities!



### ADVERTISEMENT INFORMATION

#### 0024 HORLOGES MAGAZINE

1 x 1/1 page € 6.799,- per page

#### INDIVIDUAL SELLING PRICE

€ 14,90 per issue

#### SPECIFICATIONS

1/1 page: 240 x 330 mm + 5 mm bleed

2/1 page: 480 x 330 mm + 5 mm bleed

#### PUBLICATION SCHEDULE

# 01 (issue 81): week 26;

advertisement delivery: week 20

# 02 (issue 82): week 48;

advertisement delivery: week 42

#### LANGUAGE

Dutch

#### CIRCULATION

20.776 copies Netherlands + Belgium

#### SURCHARGES

Cover 4 (back): 50%

Cover 2 or 3: 25%

Special position: 15%

Front of book: 15%

First spread: 25%

Gatefold: on request

Inserts: on request

If started contracts cancellations or modifications will occur, prices will be backwards corrected to a full single 1/1 page price without discount.

### ONLINE ADVERTISEMENT POSITIONS ON REQUEST



#### 1. WEBSITE SKIN

Size 1856 x 1200 px.

Displayed on the front page



#### 2. HOMEPAGE SUPERBANNER

Size 1170 x 296 px.

Displayed on the front page



#### 3. HOMEPAGE LEADERBOARD

Size 728 x 90 px.

Displayed on the front page



#### 4. SIDE BANNER

Size 300 x 600 px. Displayed on

all posts in right hand panel



#### 5. IN-ARTICLE BANNER

Size 728 x 90 px. Displayed in

each post in the website



#### 6. NEWSLETTER BANNER

Size 600 x 150 px.

|                                 |         |
|---------------------------------|---------|
| <b>FULL SITE 1, 2, 3, 4, 5:</b> | € 3,000 |
| <b>HOMEPAGE 1, 2, 3:</b>        | € 2,250 |
| <b>POST PACKAGE 4, 5:</b>       | € 1,100 |
| <b>POST PACKAGE 6:</b>          | € 1,100 |

The banners on our website and newsletter are sold by period per month.

If you have ideas, press releases or other information please feel free to contact us at [h.wijnschenk@0024.nl](mailto:h.wijnschenk@0024.nl) +31 654 28 70 72

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All prices are excluding VAT and based on nett/nett amounts, to be paid within 21 days after invoice date. All services are carried out according to our general conditions. Publishing dates can be changed by the publisher without notice. Delivery date of advertising material: 6 weeks before publishing. Advertisers may not cancel orders within 6 weeks before publishing date.