



«Watches & Jewellery» special

The «Watches & Jewellery» special – now in magazine format in «Handelszeitung» on 20 April and 16 November 2023

Characteristics

The two traditional editions of the 'Handelszeitung' watches & jewellery special have been an integral part of our special supplements for many years. For the first time with the 20 April issue, we're giving the special a completely new and revamped look and are changing to a magazine format! We present new, decisive and unforgettable facts from the world of watches and jewellery in a surprising layout.

The first edition on 20 April will focus on the novelties presented at LVMH-Watch Days and Watches & Wonders. The magazine aims to illuminate the world of watches and jewellery from all angles. In addition to collecting contributions on launches that provide a forum for discussion, it also reports on innovations, visual trends and economic developments. Brand heritage and best practices are highlighted, exciting names from the industry are interviewed and the whole process is rounded off with a photo gallery specially produced by the editorial team for each issue.

Secure a good ad spot in both issues and appeal to your audience with your high-quality products amongst our affluent readers who love watches and jewellery.

Publication dates

Title: Handelszeitung

Topic	Published	Advertisement deadline	Print material deadline
Watches & Jewellery 1	20.04.2023	30.03.2023	06.04.2023
Watches & Jewellery 2	16.11.2023	26.10.2023	02.11.2023

Pricing

Page format	Type area (w x h) in mm	Bleed (w x h) * in mm	Gross price in CHF
Page 5, opposite Content	189 x 261	210 x 282	15 400
Page 7, right side	189 x 261	210 x 282	14 500
4th cover page	189 x 261	210 x 282	16 200
1st double page	378 x 261	420 x 282	35 640
2nd double page	378 x 261	420 x 282	34 155
3rd double page	378 x 261	420 x 282	29 700
1/1 page	189 x 261	210 x 282	13 500
1/2 page, landscape	189 x 129	210 x 140	8 505
1/3 page, landscape	189 x 85	210 x 96	5 631

Other formats are available on request
 * For bleed-off, trim +5 mm applies on all 4 edges. Text and parts which may not be trimmed must be 8 mm from the edge.

Watches & jewellery

...offers a high-quality environment for brands thanks to...

- ... a modern, clear design
- ... large-scale presentation of products
- ... high-quality, varied imagery
- ... the high standard of its written articles
- ... celebrating innovation, craftsmanship and know-how



A new, modern layout for a lucrative readership with high purchasing power



20%
Affinity 344
... of Handelszeitung readers would be willing to spend more than CHF 2,000, if they were to buy high-quality jewellery today.

28%
Affinity 332
... of Handelszeitung readers would be prepared to spend more than CHF 2,000 on a watch if they were to buy one today.

31%
Affinity 305
... of Handelszeitung readers often wear high-quality, expensive watches or luxury watches (from CHF 5,000).

21%
Affinity 267
... of Handelszeitung readers like to give wristwatches to others – or high-quality jewellery.

34,000
Affinity 173
...women and men, that is 53% of Handelszeitung's total readership, pay particular attention when buying a watch from a particular brand.

21%
Affinity 152
... of Handelszeitung readers intend to or are at least flirting with the idea of buying a watch in the next 12 months.

Source: MACH Consumer 2022, German-speaking Switzerland

Conditions
Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. Prices subject to change. The general terms and conditions apply, and can be found at www.ringier-advertising.ch.

Key figures	Handelszeitung
Distributed circulation:	31,607 copies
Readership:	58,000 readers
Reach:	1,2%
Men/women:	73% / 27%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2023-1, German-speaking Switzerland

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