

Fine Life Media comprises the industry's most experienced and expert group of businesspeople and journalists. With more than 100 years of combined experience, the FLM team has built *International Watch* and *Stylus* into world-class publications with national and international reporting on the most cutting-edge news, trends, topics and events in their industries. Meet the leaders of our Fine Life Media team:

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DANNY GOVBERG

**President, Fine Life Media**

Fine Life Media president Danny Govberg is a magnate in the world of jewelry and watches. With an intense entrepreneurial spirit and an inherent interest in fine watches, Danny constantly works to expand the watch category through brand and retail relations and consumer education. His passion for the industry led him to purchase Fine Life Media in 2000, growing the business through suggestions of expanded editorial coverage and building brand and retail relationships to offer a greater potential for growth at the company. Danny also founded *North America's Leading Watch Retailers*, an exclusive group of U.S. and Canadian retailers who are awarded membership based on their salesmanship, industry expertise and brand offerings.

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GARY GEORGE GIRDVAINIS

**Group Publisher, Fine Life Media**

**Editor in Chief, *International Watch***

**Editor in Chief, *Stylus***

A five-year stint at the Robb Report in the mid-end of the 1980's, immersed in advertising sales, was the perfect training venue to develop both client relationships and negotiation skills for Gary Girdvainis. The dynamic and open office environment also added a general magazine-publishing knowledge that would come in handy in the next chapter of his working life at PMG, Inc., publishers of *Ferrari World* magazine, *Italian Cars*, *Sports & Classic*, as well as hardcover books on similar exotic automotive themes.

In 1990, after an initial orientation period of only a few months, the owner of PMG tossed Girdvainis a copy of a newly minted magazine he planned to import and distribute in the USA called *International Wristwatch*. This new watch magazine became an area of development and focus—not only for ad sales, but also to develop an initial plan to bring out an independent North American edition—and *International Wristwatch USA* was born. Years and several business-model and logo changes later, the magazine Girdvainis originally founded as a bi-monthly with around 80 pages per issue—now known simply as *iW*—has grown into the only monthly magazine covering watches, with page counts ranging from 160-256 per issue.

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NANCY OLSON

**Associate Publisher, Fine Life Media**

**Editor-in-Chief, *Stylus***

Nancy Olson has been involved in the writing instrument industry for the past seventeen years with a mission to bring greater awareness to fine writing instruments worldwide. She has worked firsthand with virtually all the major pen manufacturers and pen specialist retailers, helping to promote their products and services to a global audience. Nancy is currently associate publisher of Fine Life Media and editor of *Stylus* magazine—the internationally acclaimed bi-monthly publication devoted to pens, accessories and the art of writing.

Nancy has traveled to the world's finest writing instrument manufacturers, writing more than 250 articles about writing instruments, watches and jewelry. Her articles have been published in various luxury magazines, including the *Robb Report* and *Canadian Jewellery Business*. She has interviewed more than her share of artisans, corporate principals and luxury retailers, and as a keynote speaker at tradeshows held throughout the U.S., Nancy educates both retailers and consumers about the opportunities fine pens offer.

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MICHAEL THOMPSON

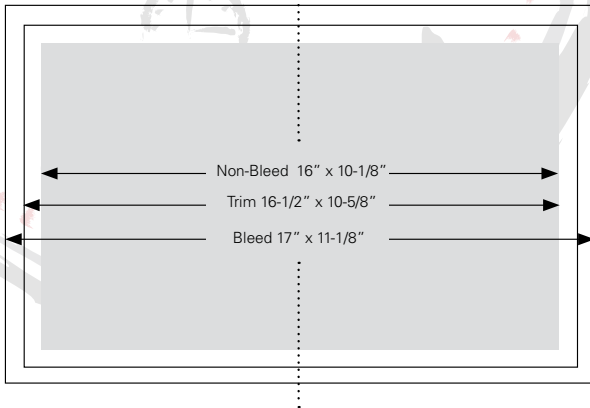
**Editor, *International Watch***

Michael Thompson brings more than 19 years of high-level editorial experience to the offices of *iW*. His background spans several high-quality industry publications, including *Jewelers' Circular-Keystone (JCK)* and *Professional Jeweler*, as senior editor and senior New York editor, respectively. Michael has traveled to the Swiss watch shows since the early 1990s, covering stories for these publications in addition to reporting for numerous other industry publications, including *Basel* magazine and *Status* for Cellini, and contributing to several websites. Michael holds a Master's Degree in Journalism from the prestigious Medill School of Journalism at Northwestern University in Evanston, Illinois.

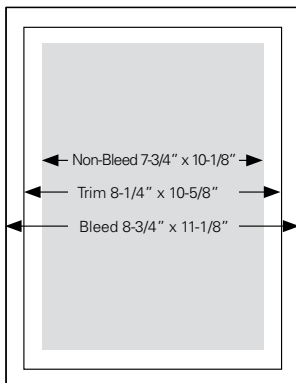
## diagram of advertising sizes

Live matter must be 1/4" from trim on all sides.

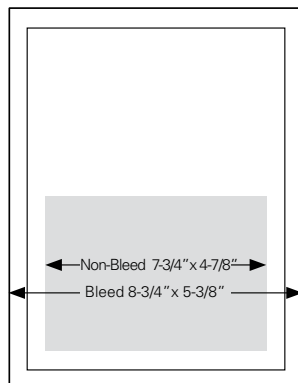
2-PAGE SPREAD



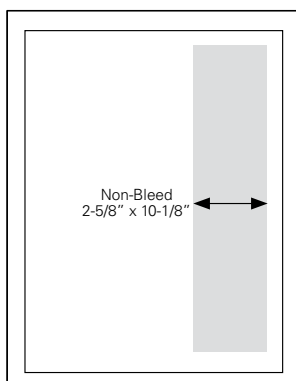
FULL PAGE



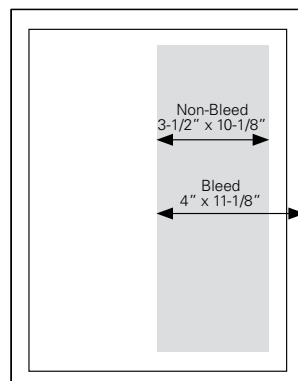
1/2 PAGE HORIZONTAL



1/3 PAGE VERTICAL



1/2 PAGE VERTICAL



### Materials Submission/Transfer Methods

- All materials should be sent to our Fairfield office:

**Patty Palmer, Production Manager**

**International Watch**

**400 Post Road**

**Fairfield, CT 06824**

**(203)259-8100 ext. 210 • Fax (203)259-0847**

### Ad digital file and proof requirements:

- File format: PDF/X-1a
- File must be accompanied by a SWOP certified color proof.
- Send all materials on a CD or DVD.
- All other media: Please call ahead of time to ensure media is acceptable.
- All disks should be labeled with advertiser name, publication and insertion month.
- Have a cover sheet with contact name in case there is a problem.
- Ensure that all images are a minimum of 300dpi at 100% of final placement size.

### Additional Notes :

- Fine serif type and hairline rules should NOT knock out or be a tint.
- Solid black backgrounds should be a rich black (60% cyan, 30% magenta, 10% yellow, 100% black).
- **NO SPOT COLORS.** PMS colors must be converted to CMYK.

### Contract Proof

To ensure the highest production value and quality print reproduction, *International Watch* requires that a contract proof be submitted with each advertising insertion. Acceptable contract proofs must be made from the supplied file.

- All proofs must show trim marks, bleed, dot pattern, and contain a calibrated color bar.
- If you are unable to supply an acceptable proof, one will be produced for use on press. There is a \$50 charge for each proof.
- *International Watch* will not be responsible for reproduction problems or file corruptions associated with materials not accompanied by an above-mentioned contract proof.

Size	Bleed	Trim	Non-Bleed/Live Area
2-page spread	17" x 11-1/8" (432mm x 283mm)	16-1/2" x 10-5/8" (419mm x 270mm)	16" x 10-1/8" (406mm x 257mm)
Full Page	8-3/4" x 11-1/8" (222mm x 283mm)	8-1/2" x 10-5/8" (209mm x 270mm)	7-3/4" x 10-1/8" (197mm x 257mm)
1/3 page vertical	N/A	N/A	2-5/8" x 10-1/8" (67mm x 257mm)
1/2 page vertical*	4" x 11-1/8" (102mm x 283mm)	N/A	3-1/2" x 10-1/8" (89mm x 257mm)
1/2 page horizontal**	8-3/4" x 5-3/8" (222mm x 137mm)	N/A	7-3/4" x 4-7/8" (197mm x 124mm)

\*Vertical bleeds: keep live area 3-1/2" x 10-1/8". Printed area is 3-3/4" x 10-5/8". Add 1/4" on all sides.

\*\*Horizontal bleeds: keep live area 7-3/4" x 4-7/8". Printed area is 8-1/4" x 5-1/8". Add 1/4" on all sides.

## iW 2007: Elevating the Art of Time

As the most reliable publication on the art of time, *International Watch* continues to successfully promote our product and your brand to the industry and enthusiasts alike, ensuring that your dollars go further than they ever have before. From our **national advertising campaign** to the **iWMagazine.com** launch and additional corporate communications and public relations initiatives, we have invested a great deal in making 2007 a banner year for the magazine, taking unprecedented strides to offer incentives that no other watch magazine does.

## National Advertising Campaign

*iW* has invested feature advertisements in world-class business and luxury-lifestyle publications, including:

- Men's Book LA and Chicago
- Elite Traveler
- The Wall Street Journal



## Expanded Distribution & Circulation

In addition to being available in over 2,300 media outlets, including Barnes & Noble, Borders and Waldenbooks, *iW* has increased distribution to include **U.S. Airways Clubs** and **Continental Presidents Clubs** in airports across the country. This expanded network will expose *iW* to more than 15,000 new airport readers monthly, and *iW* will be available in more locations than any other magazine on fine timepieces and accessories.

## Public Relations & Special Events



*iW* has built a network of the industry's most influential players, from brand presidents to avid collectors and leading retailers. We make it a point to touch these influencers on a frequent basis with news of *iW*'s latest successes and announcements. Our special events participation has also gained momentum with happenings such as the *Stylus* Pen Boutique at the Signature Salons in Las Vegas and the "Breitling on the Battleship" event with Leading Watch Retailer Govberg Jewelers in Philadelphia. We are excited to consider opportunities with each of our advertising partners, from intimate retail events to large-scale industry exhibitions.

4 COLOR – B/W	3X	6X	9X	12X
2-page spread	\$7,471	\$7,032	\$6,628	\$6,149
full page	\$5,019	\$4,624	\$4,363	\$4,038
2/3 page	\$3,635	\$3,357	\$3,167	\$2,932
1/2 page	\$2,599	\$2,394	\$2,273	\$2,124
1/3 page	\$1,833	\$1,699	\$1,516	\$1,410
cover 2 <b>two page spread only</b>	\$9,421	n/a	n/a	n/a
cover 3	\$5,383	n/a	n/a	n/a
cover 4	\$9,421	n/a	n/a	n/a

\*Preferred positioning: add 10%

\*\*Inserts and gatefold rates available upon request

\*\*\*15% discount to recognized agencies supplying materials as specified

Month	Ad Materials Due	Distribution Date
December 2008	September 26, 2008	October 24, 2008
January 2009	October 23, 2008	November 20, 2008
February 2009	November 26, 2008	December 25, 2008
March 2009	January 9, 2009	January 30, 2009
April 2009	February 6, 2009	March 6, 2009
May 2009	March 6, 2009	April 3, 2009
June 2009	April 10, 2009	May 1, 2009
July 2009	May 8, 2009	June 5, 2009
August 2009	June 5, 2009	July 3, 2009
September 2009	July 10, 2009	August 7, 2009
October 2009	August 7, 2009	September 4, 2009
November 2009	September 11, 2009	October 9, 2009
December 2009	October 9, 2009	November 6, 2009
January 2010	November 6, 2009	December 4, 2009
February 2010	December 4, 2009	January 4, 2010

**TO ADVERTISE CONTACT:**

**FINE LIFE MEDIA** 400 Post Road, Fairfield, CT 06824

Tel: 203.259.8100 • Fax: 203.259.0847 • sales@finelifemedia.com • www.finelifemedia.com

WELCOME TO THE WONDROUS and intriguing world of the wristwatch. Whether automatic or quartz, complicated or simplistic, the subject of watches has been deftly covered by *International Watch* magazine since 1989. As the first dedicated publication to do so, we've witnessed and informed our readers on numerous industry updates and fascinating brand debuts in the last fifteen years, and we're excited to present you with our fresh redesign.

The *International Watch* reader is either a bonafide collector of timepieces or a watch enthusiast who spends an average of \$4,000+ on each new watch purchase. They are interested in a variety of styles, from contemporary to collectible, complicated to trendy, and they rely on *International Watch* for timely updates.

**Average Age – 47**

**Male / Female – 98% - 2%**

**Married – 76%**

**Average Annual Income - \$175,000**

**Average Time Spent Reading *iW* – 3 hours**

**Consider themselves watch collectors – 84%**

Our readers are intensely loyal to the magazine and on average have been reading *International Watch* for more than five years. The majority of them purchase their timepieces through fine retailers and jewelers referred to them by the magazine. In addition to timepieces, our readers are passionate about other collectible items such as pens, jewelry, clocks, and books, to name a few.



## magazine **circulation**

*INTERNATIONAL WATCH* BOASTS a circulation of approximately 63,000 copies every month, distributed directly to subscribers and thousands of points of sale worldwide. It is also available through fine jewelers around the world.

**Subscriptions – 13,000+**

**Newsstand – 33,000**

**Retail Distribution – 2,000**

**Airline Clubs – 15,000**

**Publisher's List – 1,000**

**Back Issues – 1,000**

**Average Monthly Total – 63,000 per issue**

**Hublot**  
**IN FUSION**

Making metals, manufacturing and marketing, Hublot chief Jean-Claude Biver keeps the Big Bang alive stronger than ever.

BY MICHAEL HEDBERG

Have you tuned in to Hublot TV yet? If not, you likely will sometime soon. Why?

Because the all-Hublot internet channel sprang from the fertile mind of Jean-Claude Biver (above), whose entrepreneurial instincts are as well-timed as they are dangerous. It was he who in 1982 gave rebirth to a defunct brand named Blaupunkt and in a decade led it to unimagined heights and a leadership position among mechanical Swiss watchmakers.

## iWMagazine.com

iWMagazine.com, launched in November 2006, is steadily becoming the resource for watch enthusiasts to gain the most complete and up-to-date information in the most timely manner, keeping with our motto: The most timely about time. Web features include: Archives (the largest magazine archive on the web, with more than 100 issues), North America's Leading Watch Retailer listings & finder, Brand Directory, Featured Brand, Featured Retailer, FAQs, Watch Education, Watch Glossary and News & Events. More than ever before, iW is now offering constant opportunities to follow through with your customers in the most well-respected enthusiast publication.

## iWMagazine.com Advertising Opportunities

**Top banner:** 728 x 90 pixels  
(home and interior pages)

- \$500/month (1 month)
- \$300/month (6 months)
- \$250/month (1 year)

**Side banner:** 120 x 240 pixels  
(home page only)

- \$375/month (1 month)
- \$275/month (6 months)
- \$200/month (1 year)

**Square side banner:** 250 x 250 pixels  
(interior pages only)

- \$350/month (1 month)
- \$250/month (6 months)
- \$200/month (1 year)

