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# PLAZA PUBLISHING GROUP LAUNCHES NEW WATCH MAGAZINE

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## **The time has come for a real magazine for watch lovers – Plaza Watch.**

Plaza Watch is a well-informed magazine which takes a new approach in its articles, pictures and design. Plaza Watch is published in English twice a year and, just like Plaza Magazine International, it is distributed in over 40 countries worldwide. As well as watches, the magazine also covers jewellery, fashion and accessories.

– Plaza Watch is a new kind of magazine for everyone with an eye for beauty and sophistication. We write about news and trends, but also cover historical achievements, important personalities and unique technical solutions. In Plaza Watch you'll also be able to keep up with the latest clothes, accessories and jewellery, says Rikard Samuelsson, editor-in-chief of Plaza Watch.

– Our photo features are already renowned and often over 20 pages long, with each page full of inspiration. We work with world-class photographers to ensure that our imagery is unique and our design is groundbreaking. I would say that the overall approach and packaging of our content is unparalleled. As far as I know, there is no watch or jewellery magazine that produces as much high-quality in-house material as we do. This makes Plaza Watch a unique magazine, Rikard Samuelsson points out.

## **Plaza Watch was launched at the Basel and Geneva fairs in March.**

For more information and pictures, please contact Rikard Samuelsson, editor-in-chief of Plaza Watch.  
E-mail: rikard.samuelsson@plazawatch.com. Website: [www.plazawatch.com](http://www.plazawatch.com)

### **Plaza Watch is published by Plaza Publishing Group AB, which also publishes the following titles:**

Plaza Magazine, a prestigious lifestyle magazine, about modern interiors, design and fashion, 10 issues a year, launched in 1994. Plaza Magazine International, English version of Plaza Magazine, published 6 times a year, sold in over 40 countries in Europe and around the world. Plaza Magazine Deutschland, in German, published 4 times a year, launched April 2004. Plaza Kvinna (Swedish), for women, published monthly, launched in 1994. Plaza Interiör (Swedish), interior design magazine, published monthly, launched in 1995. For more information visit [www.plazapublishing.se](http://www.plazapublishing.se).