



“ The mouthpiece of the watchmaking industry suppliers ”

- **Formats**
- **Rates**
- **Technical data**
- **Circulation**
- **Structure of Circulation**
- **Publication schedule 2016**
- **Events**


PROMOGUIDE

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YEAR
2016 media data

PAGE  1 / 5

www.promoguide.ch



JOURNAL SUISSE D'HORLOGERIE

JSH, three letters which have left their mark on the history of publishing! The **Journal suisse d'Horlogerie**, a testament of watchmaking information dating from 1876, an editorial legend and a fountain of knowledge, has been the only swiss publication related to watchmaking for several decades. The official journal of the Basel Trade Fair and «mouthpiece» of the activities of the SSC (the Swiss Chronometry Society), its mission was to faithfully publish all the information relating to the watchmaking industry.

Today, the mission of the **Journal suisse d'Horlogerie** is to be the mouthpiece of the entire professional watchmaking world. Dealing with everything that takes place upstream of the finished product, it pays tribute to the companies and players of the watchmaking world who work behind the scenes for leading watchmaking brands. Keen to inform all watch-making aficionados about what goes on behind the scenes, the **Journal suisse d'Horlogerie** aims to highlight a part of watchmaking that is still relatively unknown.

LIST OF MAGAZINES BY UNIVERSE

Cab

Taxi Com'

Current Topics and Society

Paris Match (swiss pages)

Elle (swiss pages)

Economy and Companies

Banque & Finance

Banking Solutions

Genève en chiffres

CCIGinfo

Family

Babymag.ch (french version)

Babymag.ch (german version)

Movies

Avant Première

Film demnächst

Professional Publications

Le Cafetier

et son supplément «Entr'Acte»

Public Administration

Affaires Publiques

Tourism

Plan de Genève

Watchmaking Industry

L'Année Horlogère Suisse

Journal suisse d'Horlogerie

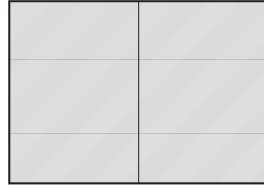
TV

Agent Suisse Canal+ Régie

YEAR
2016 media data

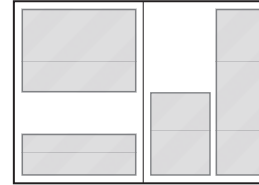
FORMATS

**1/1 page
free edged**
230 x 297 mm
+ 3 mm cut



**2/1 page
free edge**
460 x 297 mm
+ 3 mm
cut

1/2 width
210 x 134 mm



1/2 height
100 x 277 mm

1/4 height
100 x 134 mm

! For free edges ads: + 3 mm cut on every sides. Texts and illustrations should not be less than 5 mm from the edges.

RATES

FORMATS

FORMATS	FOUR-COLOUR
1/1 page	5'900.-
1/2 page - width / height	3'200.-
1/4 page - width / height	1'700.-
2/1 pages pano	9'900.-
Facing contents	7'000.-
Cover 4	10'000.-
Cover 3	7'000.-
Cover 2	8'000.-
Publi-advertorial 1/1* (per page)	6'200.-

SPECIAL RATES

Zoom, Cover 1	on demand
Inserts:	on demand
Special issue:	on demand
Prescribed position:	+ 10%
Agency commission:	- 15%

! Rates are available for printing material ready for impression.

Costs arising from non-conforming material will be charged extra. Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

* technical costs and page layout included. Editorial costs, technical costs, and page: CHF 1000.- for 2/1, CHF 600.-CHF for 1/1, CHF 500.- for each extra page.

Rates in swiss francs,
+ VAT 8%.

TECHNICAL DATA

PRINT RUN
12'700 copies

FREQUENCY
Spring, Autumn, Winter

FORMAT
230 x 297 mm

DATA
Screen: 60
Printing: four-color offset

MATERIAL
CD-Rom, USB key, DVD Mac/PC
PDF high definition
All fonts included (vectorized).
Attach proof/cromalin of ad

TRANSMISSION
By e-mail
or FTP
www.promoedition.ch/ftp
User and password on request

YEAR
2016 media data

↘ CIRCULATION

CIRCULATION STRUCTURE

Kiosks

145 Naville kiosks in French-speaking Switzerland and kiosks in french speaking-countries

Events

SIHH, WAG, Baselworld, SIAMS, EPHJ
SSC and Prodex

Addresses distribution

Subscribers, VIP, CEO, press of watchmaking industry, wealth managers, EPHJ Exhibitors

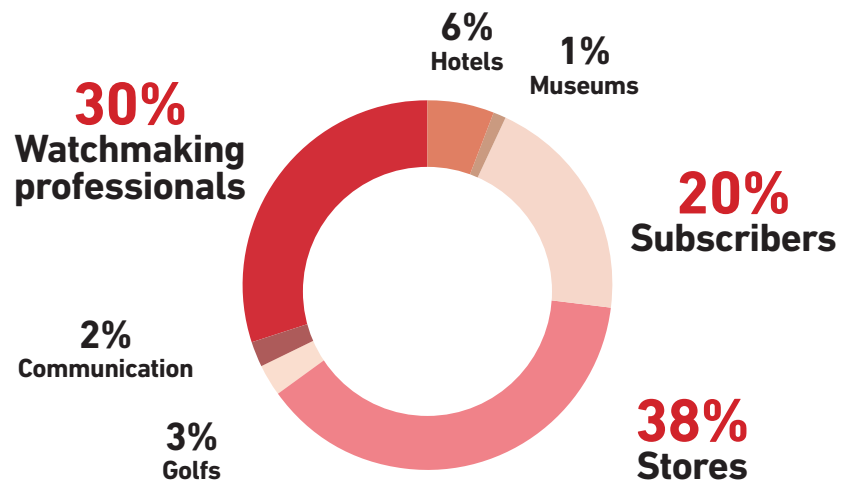
Selective circulation in 20 countries

Retailers, Swiss watch manufacturers, Luxury stores, Jewellery stores, Four and five stars Hotels, Golfs, Museums, Exhibitions, Auctions

Circulation to particular subscribers in 37 countries

The magazine is also available on the Internet

↘ STRUCTURE OF CIRCULATION



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📌 PUBLICATION SCHEDULE 2016

Nr	Period	Publication	Material
1/2016	Spring 2016	04.03.2016	08.02.2016
2/2016	Autumn 2016	21.09.2016	29.08.2016
3/2016	Winter 2016	09.12.2016	14.11.2016

📌 EVENTS

In 2016, the Journal suisse d'Horlogerie will be distributed at the following events:

Salon international de la Haute Horlogerie (SIHH)	January 18 - 22, 2016
Baselworld	March 17 - 24, 2016
SIAMS	April 19 - 22, 2016
EPHJ-EPMT-SMT	June 14 - 17, 2016
International Congress of Chronometry	September 28 -29, 2016
Prodex	November 15-18, 2016

📌 PUBLISHER



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PAGE 5/5

📌 WEBSITE

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