



*“Z” – die Substanz des Stils*

## WATCHES & JEWELLERY



### **Publication date**

Saturday, 16 April, and Sunday, 17 April 2016

### **Advertising deadline**

Wednesday, 16 March 2016

### **Print material deadline**

Tuesday, 29 March 2016

## EDITORIAL CONCEPT

- Caroline Scheufele, Co-President of Chopard and responsible for designing the traditional company's jewellery collections, on inspiration and her definition of luxury.
- This season's most beautiful new watches and jewellery for men and women, displayed on our major shoot.
- Modern alchemy – the watch industry doesn't just use gold and steel; it is continuously developing models from new, surprising materials and alloys.
- Rediscover Frankfurt's Bahnhofsviertel: as an up-and-coming area packed with fashionable bars and artists' studios.

## FIXED FORMATS

Fixed format	Price	Type area	Bleed margin <sup>1</sup>
 2/1 pages	62,540.-	532 × 359 mm	556 × 400 mm
 2/2 pages <sup>2</sup>	36,880.-	532 × 174 mm	556 × 196 mm
 2/3 pages <sup>2</sup>	28,030.-	532 × 120 mm	556 × 134 mm
 1/1 page	29,500.-	252 × 359 mm	278 × 400 mm
 1/2 page landscape <sup>2</sup>	18,440.-	252 × 174 mm	278 × 196 mm
 1/2 page portrait <sup>2</sup>	18,440.-	124 × 359 mm	138 × 400 mm
 1/3 page landscape <sup>2</sup>	14,015.-	252 × 120 mm	278 × 134 mm
 1/3 page portrait <sup>2</sup>	14,015.-	78 × 359 mm	93 × 400 mm
 1/4 page landscape <sup>2</sup>	9,590.-	252 × 85 mm	278 × 95 mm
 1/4 page portrait <sup>2</sup>	9,590.-	60 × 359 mm	70 × 400 mm

<sup>1</sup> Plus 3 mm bleed margin per page. <sup>2</sup> Page sections are placed next to text.

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