

## **UHREN & SCHMUCK**

## **True values**

UHREN & SCHMUCK (Timepieces & Jewellery) is capturing true values in an aesthetically high-quality lifestyle magazine, where craftsmanship of the highest precision meets the diversity of different lifestyles.

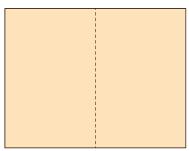
This magazine gives insights into a wide range of classics, athletic functionalists and modern highlights. Extraordinary reports delve into chronographs, which are much more than mere watches, unique pieces of jewellery and, of course, their respective producers.

Extensive reports on new technical developments and recently registered patents let watch enthusiasts forget one thing: time.

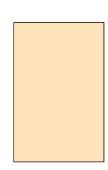
<b>Publication Date 2019</b>	Focus	Deadline
Wednesday, 8th May	Baselworld	Monday, 15 <sup>th</sup> April

(Subject to change)

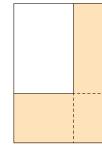
## **UHREN & SCHMUCK**



## 2/1 Spread Page € 25,500.– type area bleed size 570 x 440 mm



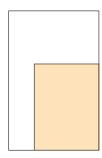
1/1 Page	€ 14,000	
type area	253 x 384 mm	
bleed size	285 x 440 mm	



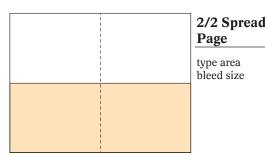
1/3 Page		€ 7,150
v	type area	81 x 384 mm
h	bleed size type area	97 x 440 mm 253 x 125 mm

bleed size 285 x 156 mm

Magazin Spread	
Page	€ 22,000
type area	410 x 242 mn 410 x 273 mn



Magazin	€ 11,000
type area	189 x 242 mm
bleed size	205 x 273 mm



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	€ 18,400	
	538 x 190 mm 570 x 221 mm	

1/2	Page	<b>€</b> 9,200.–
V	UI	125 x 384 mm 141 x 440 mm

type area 253 x 190 mm bleed size 285 x 221 mm Rates and Specs

**RONDO-Format** 

**Prime Positioning** 

25 % surcharge on IFC and OBC

**Fixed Positioning** 

15 % surcharge (or at least € 750.–), solus positioning from 1/3 page upwards guaranteed

Print, Paper, Colour Profile

**Cover and Inside:** 

57g LWC glossy improved recycling, PSO\_LWC\_Improved **Bleed:** 3 mm on each side

**Copy Deadline** 

3 weeks prior to publication

**Contact Production** 

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v: vertical, h: horizontal, b: box