

Tourbillon



DAS SCHWEIZER MAGAZIN FÜR UHREN, MENSCHEN UND LIFESTYLE

NR. 4_15-01

MEDIADOCUMENTATION 2015-2018

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TOURBILLON MAGAZIN

TOURBILLON the «Swiss made» watch magazine is the first and only German speaking Swiss popular magazine with added recognisable interest for Swiss luxury watches. It applies particularly to mechanical watches in the upper price segment: Tourbillon the highest artisanship in watch making, to the latest additions as well as to the established classics of the last few years. The quarterly magazine celebrates the subject of watches and not isolated like its competitors. «The watch is as in life, part of a complementary life style» according to the publisher.

TOURBILLON sees itself as an «all-interest magazine» and is an indispensable advertising platform for the luxury goods industry, which connects the watches, the people and life style on the highest level.

The TOURBILLON magazine is in all aspects a special print medium. A handy format, exceptional in its claim to quality, unmistakable in its editorial approach, creative in its magazine layout, unique in distribution and always in keeping with our requirements only the best is good enough for our readers and advertisers.

In the meantime the TOURBILLON magazine has established and become a valuable international luxury brand.

INTRODUCTION

This editorial section, with its concise information leads the reader into the world of luxury watches, the «rich and the beautiful» and which events took place where? Which watch manufacturer has launched what, how and where? Where has which watch brand opened a new boutique? Who wears which watch at what time? At a quick glance, the reader has succinct information on subjects within the magazine.



ECONOMY

Company related information coins the content in this chapter. This is connected to a cover story, which is the main accent on this section and always portrays a personality from the watch industry. The focus is on the person – the mover and shaker of the Swiss watch industry. Another regular in this chapter is a statement by Jean daniel Pasche, the chairperson of the Swiss watch manufacturers (FHS) plus a variety of information on economy, markets, and fairs worldwide.

CONSUMER'S SECTION

Product related information; new developments in the watch industry, recommended books, and other subjects are the main topics of the issue. This chapter is always accompanied by a statement from André Hirschi chairperson of the VSGU (Association of Swiss goldsmith and specialised watch shops)

SPECIAL

The subject «Special» is reserved for the fair novelties held annually in Geneva SIHH Geneva Salon Watches (January) and Baselworld (March), the world's largest watch and jewellery fair. Other topics of the specials are watches & vintage cars (summer) and watches and yachts (fall).

LIFESTYLE

The Lifestyle editorial is a continuation of the consumer world of the luxury goods industry. The watch as a central subject must not be looked at in isolation, as it is always a complementary part of the lifestyle, from pure function to status accessory and conversation piece! Part of the lifestyle is always expensive cars, fascinating old timers, exclusive designers clothes, welted shoes, top quality cosmetics, sleek yachts, tempting travel destinations, exclusive hotels and resorts, select and rare wines, champagne and spirits, well stored vintage cigars and much more. Where the aim is at the «high potential readers,» who meticulously see their passions as both a hobby and an investment.

FINALE

The FINALE of the magazine polarizes. On the one hand, we bring the reader down from the luxury world view into the world of philosophy (Mikhael Omraam Aivanhov), down to the earth. In the INDUSTRY TICKER you read hard facts. In the editorial SPOTT LIGHT we examine the industry, her performance, the stories behind the stories. NEXT introduces the next issue shortly.

THE TOURBILLON READER IS ...

... AT THE RIGHT AGE

The average age of the TOURBILLON readers with managerial responsibility is at 45 years for men at 42 years for women. They attach great importance to a cultivated appearance and fine clothing.

... RESPONSIBLY

TOURBILLON readers have money and want to spend it. 38 percent of the TOURBILLON readers been investing responsibility in companies of more than 100 million Swiss francs.

... WEALTHY

80 percent of the TOURBILLON readers have a household income of more than 1.5 million Swiss francs and 20 percent are so-called «ultra-high net worth individuals.»

... HIGHLY EDUCATED

68 percent of the TOURBILLON readers have attended a university or college and speak three or four languages fluently. The German language is part of the portfolio.

... A SUCCESSFUL CAREER

More than 78 percent of readers are in a leadership position as a board, manager or owner, as an area or head of department or branch manager with power of attorney.



Source: Carl F. Bucherer

... WELL INFORMED

The TOURBILLON reader spends 1.5 hours daily for the reading of print media and uses at least 7 sources of information. TOURBILLON is the only one «watch» special interest for this target group.

... HIGHLY LUXURY ORIENTED

The TOURBILLON reader spends 60 percent of his asset on luxury items and are very brand loyal. 100 percent of the readers have a weakness for luxury watches, complications of renowned brands, 98 percent of readers have more than ten high-quality watches.

... QUALITY-CONSCIOUS

For good quality the TOURBILLON reader quote Oscar Wilde, «The best is good enough for me!» Not the price is deciding, but the quality.

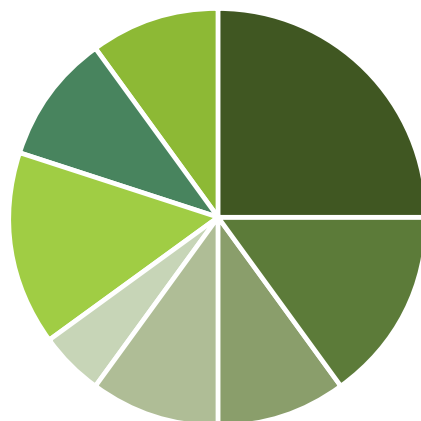
... WILLING AND ABLE TO BUY

The reader has an investment budget of at least 600 000 Swiss francs to his disposal for luxury goods in the next 12 months. In addition to the second and third place of residence, the second-and third-luxury car or classic car hobby, the watch is in third position followed by luxury travelling.

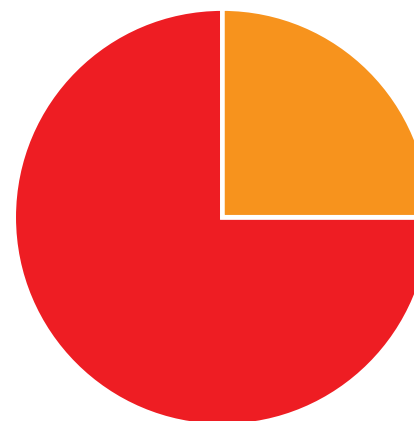
CIRCULATION CONCEPT

The distribution is what has for the tourbillon Magazine validity: strict, selective and elitist. Therefore, the tourbillon magazine in general circulation is not available, it is only available online at www.tourbillonmagazin.ch-subscribed. This raises the tourbillon magazine from the crowd. TOURBILLON offers advertisers an unprecedented level of quality and combination of range, this completely without wastage.

The TOURBILLON magazine is fully distributed in the core markets of Switzerland, Germany and Austria, over the subscribers a fully international distribution will be guaranteed. Target Edition 10'000 (according to disclosures of the distribution company MCS Ltd.) copies regularly,- to the exhibitions SIHH and Baselworld the circulation is doubled, this relates to the spending winter and spring.



- 25% International subscribers
- 15% Top watch & jewels retailers (Ger., Switz., Austria & Liechtenstein)
- 10% Leading hotels of the World (Europe)
- 10% Small Luxury Hotel- and Resorts of the World (Europe)
- 5% SIHH Kiosque (Switzerland)
- 15% Association of the Swiss Watch industry
- 10% Association of the Swiss Goldsmiths and specialist watch business
- 10% BVoucher specimens, marketing, warehousing, single issue orders



- 75% Europe (it means all the German speaking area)
 - 70% Switzerland
 - 5% Austria
 - 20% Germany
 - 5% Liechtenstein
- 25% International (BRICS)
 - 10% Brazil
 - 10% Russia
 - 10% India
 - 10% China

5 EDITORIAL SUBJECTS & PUBLICATIONS DATES

TOURBILLON is published quarterly. POCKET TOURBILLON is published once a year for the International Watch Shows in spring time.

EDITION	SPECIALS	EDITION	MONTH	DEADLINE	PUBLICATION
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YEAR 2015

 T41	10 Jahre Tourbillon Jubiläumsausgabe	Spring 2015	March	1 month ago appearance	20.03.2015*
 T42	Uhren Rallye, Oldtimer und Rallye-Uhren	Summer 2015	June/July	1 month ago appearance	21.06.2015*
 T43	Yachten & Uhren, Monaco Yacht Show	Autumn 2015	Sept./Oct.	1 month ago appearance	23.09.2015*
 T44	SIHH, die Uhren-Highlights 2016 aus Genf	Winter 2015/2016	Dec./Jan.	1 month ago appearance	22.12.2015*

YEAR 2016

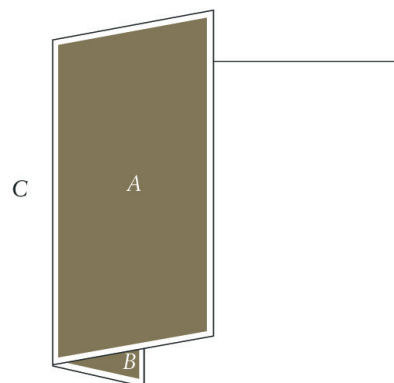
 T45	Baselworld, die Uhren-Highlights 2016	Spring 2016	March/April	1 month ago appearance	20.03.2016*
T46	Oldtimer & Rallye Uhren	Summer 2016	June/July	1 month ago appearance	21.06.2016*
T47	Yachten & Uhren, Monaco Yacht Show	Autumn 2016	Sept./Oct.	1 month ago appearance	22.09.2016*
T48	SIHH, die Uhren-Highlights 2017 aus Genf	Winter 2016/2017	Dez./Jan.	1 month ago appearance	21.12.2016*

YEAR 2017

T49	Baselworld die Uhren-Highlights 2017	Spring 2017	March/April	1 month ago appearance	20.03.2017*
T50	Oldtimer & Rallye Uhren	Summer 2017	June/July	1 month ago appearance	21.06.2017*
T51	Yachten & Uhren, Monaco Yacht Show	Autumn 2017	Sept./Oct.	1 month ago appearance	22.09.2017*
T52	SIHH, die Uhren-Highlights 2018 aus Genf	Winter 2017/2018	Dec./Jan.	1 month ago appearance	21.12.2017*

YEAR 2018

T53	Baselworld, die Uhren-Highlights 2018	Spring 2018	March/April	1 month ago appearance	20.03.2018*
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Gatefolder



2/1 Seite



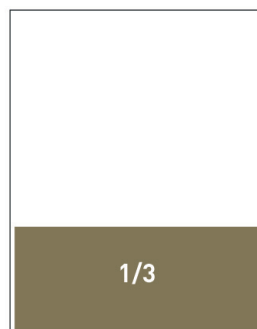
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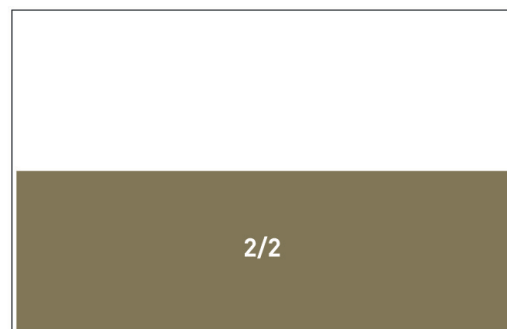
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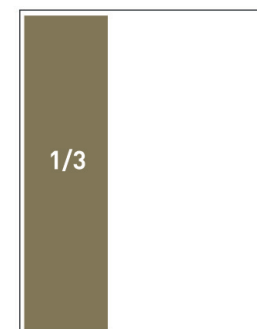
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FORMAT	ADVERTISING FORMAT	PREISES 4C AND S/W IN CHF
1/1 Full page	220 × 280 mm*	15 000.-
1/2 Vertical page	110 × 280 mm*	9 000.-
1/2 Horizontal page	220 × 140 mm*	9 000.-
1/3 Vertical page	70 × 280 mm*	6 000.-
1/3 Horizontal page	220 × 67 mm*	6 000.-
2/1 Pages	440 × 280 mm*	25 000.-
2/2 Pages	440 × 280 mm*	14 000.-
Gatefolder A 1 page	220 × 280 mm*	30 000.-
Gatefolder B 2 pages	440 × 280 mm*	38 500.-
Gatefolder C 3 pages (double side + 1 page)	220 × 280 mm*/440 × 280 mm*	42 500.-
Second cover page CP 2	220 × 280 mm*	25 000.-
Third cover page CP 3	220 × 280 mm*	20 000.-
Fourth cover page CP 4	220 × 280 mm*	30 000.-

*Trim to the outer edge plus 3mm

Cover story, 8 1/2 pages, fee CHF 60 000

Promotions, 2 1/2 pages, CHF 20 000.-

Inserts, supplements, special requirements on request: sales@tourbillon-magazin.ch

Price List No. 3 valid from 1 January 2012

Cover pages

The booking of a 2nd or 4th coverpage is exclusively with at least four editorial ad pages in the period of twelve months. (only after agreed with the publisher):

The 2nd cover page is only offered in a double page with page 3. The publisher reserves the right to withdraw the reservation of cover pages, if a cover-gate-folder is booked.

REPEAT DISCOUNT

2 x 3%, acceptance period 2008/2009, without size or placement changes (subject matter changes are permitted)

COMPLETION DISCOUNT

From CHF 20,000 – 5%, from CHF 40,000 – 8%, from CHF 60,000 – 12%

CONSULTANTS COMMISSIONS /JUP 2

Non-accumulative; not applicable for technical costs or postage.

BK

10 % consultant's commission on all approved BSW/ASW- Swiss media agencies.

JUP 2

10% of the net invoice value from 2 x 1/+ page

CONDITIONS

Payment immediately after receipt, before publishing the issue with the advertising. All prices in CHF and Euro plus 8 % VAT



DELIVERY OF DIGITAL MATERIAL

- Digital data on cd ROM for offset printing or e-mail as high end PDF file.
 - Colour scaling (CMYK).
 - Title, date of issue, name of subject, advertising format, sender, and telephone number for queries.
 - The name of file must contain the keyword «TOURBILLON».
 - For data check we need an advertising proof (proof, colour laser print).
- If these are not received on time, we hold the right to refuse publishing on the due date.

VALID PROGRAMS

- High end PDF in print resolution with integrated font plus 3 mm trim.
- The PDF file must be compatible with Acrobat 5.0 (version 1.4).

CRITERIA FOR ADVERTISING FORMAT

220 x 280 mm (trim 3mm to edge)

FILE ADMINISTRATION

Supplied file medium are only sent back on request.

File medium will be deleted three months after the last publication date.

ADDITIONAL COSTS

Sent material that does not conform to the requirements will be invoiced at the cost of 150 CHF per hour.

DATA MEDIUM

CD-ROM 650 MB, DVD-R 4,7 GB | 8,5 GB double layer

COORDINATES

Publisher

TOURBILLON Verlag & Redaktion, Postfach 139, CH-9008 St. Gallen
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Subscription

Switzerland CHF 160.-, Europe CHF 160.-, Oversea CHF 180.- (excluding shipping costs)
4 Issues / copy price CHF 40.-
abo@tourbillon-magazin.ch

Terms of payment

After receipt of the invoice, always before the publication of the advertisement.
A correct payment guarantees the appearance of the advertisement.

Bank details

TOURBILLON Magazin, Karl Heinz Nuber
RAIFFEISENBANK, 9102 Herisau
IBAN: CH6981011000010617293

Terms and conditions

For all advertising and editorials orders in accordance with the terms and conditions executed.
These can be found at: www.tourbillon-magazin.ch/AGB

TOURBILLON® is an worldwide registered Brand by T.I.E.S. Ltd.
The T.I.M.M.S. Ltd. is the management- and productions-company of the TOURBILLON magazin.
The MCS Ltd. ist the service- and distributions-company of the TOURBILLON magazin.

1. **Applicability:** These rates are binding for all advertisers, unless there are other written agreements.
2. **Publication of advertisements:** The publisher retains the right to refuse advertisements. The content of the advertisement is the responsibility of the client. Should the publishing company be made liable by a third party; the client commits him or herself to all demands or costs
3. **Placements, changes, and cancellation of advertisements:** Must be given to the publisher in writing. Changes and cancellations can be made free of charge, within 10 days before the advertising deadline. Costs for matter prepared for print, will be charged. No responsibility can be accepted when changes are made per telephone. Liability cannot be accepted for agreed commissions that are not published due an Act of God. The right to postpone is in principle retained by the publisher.
4. **Placements:** Allowances are made for placement requests, but they are not binding. Suggestions for placement are subject to surcharges (plus 10%). For technical reasons changes made within the issue, will be retained without extra costs.
5. **Design:** A distinction must be made between advertisement and editorial content. If necessary, the publisher reserves the right to apply this distinction. The logo and the name of the magazine may only be used with the written agreement of the publisher.
6. **Discount:** Repeated discount is valid for one year after the publication of the first advertisement of a company, as well as the same size of advertisement (text and subjects can be changed, provided it is digital print material). More cover or less cover, with regard to the agreed size, will be balanced by credit or debit. Unused space cannot be transferred to the following year. With an extension of the completion, the client has a claim on accumulated discount after the ending of the contract. Every assigned advertisement is in principle, destined only for the advertisement of one single client. Advertisements from advertising and media agencies are entitled to consultant's commission (CC) of 15 % of the net invoiced value.
7. **Print data:** The rate is set for delivery of technically sound and complete data including PDF, proof or colour print. Additional work on incomplete or incorrect data delivery, incorrect solutions and author corrections, as well as additional work for the design of a complete advertisement will be billed separately to the client.
8. **Printing errors and incorrect data:** Printing errors which do not distort the meaning of the advertisements are not entitled to price discounts. No liability can be accepted for advertisements, which are not published correctly, due to unsuitable printing data; respectively graphics. Compensation or price reduction can only be claimed when the advertisements loses its advertising impact through larger faults (technical conditions, aberrations in colouring or matching)
9. **Proofing:** Provided the printing data has been delivered on time, proofs or with agreement PDF proofs are supplied. The client is responsible for corrections. If the proof is not returned on time, it will be printed without approval.
10. **Intellectual property:** The client accepts the copy right of the publisher in the advertisement designed individually by the publisher. As far as the client fulfils his contractual obligations, he is permitted to exploit it. Unauthorised processing and exploitation of printed or in online services fed in advertisements by third parties is illegal and will be prohibited by the advertiser. The advertiser defers to the publisher to proceed with appropriate means.
11. **Terms of payment:** After receipt of the invoice without discount. Advertisements are charged before publication of each issue. Only by timely payment of the advertisement before publication of the Issue, you will secure the publication of the advertisement. Booked ads are always due and payable. In case of default, debt collection, discount or rebate payments and bankruptcy the commissions fell. It is the regular price of an advertisement according to media due to documentation.
12. **Specimen delivery:** The client receives a specimen copy. Any additional copies will be billed as contributions toward expenses: 40 CHF plus postage.
13. **Complaints:** These will be accepted up to 10 days after publishing the advertisement. They should be in writing, and send registered post to the publisher.
14. **Online services:** The client allows the publisher to feed the advertisement in own and other on line services or to publish them in other forms and process them for that purpose.
15. **Premature termination of contract:** Is the termination of publishing during the duration of the contract; the publisher can resign from the contract without any obligation of compensation. The client though, is not released from paying for the published advertisements.
16. **VAT:** All prices are quoted plus 8 % Vat
17. **Jurisdiction:** Exclusive jurisdiction is St.Gallen.