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DIGITAL EDITION
Now available for PC and
Mac, Tablets and iPads,
AboutTime's Digital edition
is fully searchable with links,
video, slide shows and more.



AboutTime

Function and Fashion for the Wrist

MEDIA KIT 2016-17

Why it is: "AboutTime"

When you consider that the vast majority of wristwatches sold (by unit) have retail prices under \$3,000, it seems that an entire segment of the category is, for the most part, ignored. These watches may not realize the huge sums at auction, and may not carry the cachet and bragging rights of an historic name on the dial, but in our humble opinion they represent a class of watches that deserve to be thoroughly promoted and enjoyed.

The byline for "AboutTime" is "function and fashion for the wrist." This is exactly how our content is divided. One side features a cover and content that highlights watches that are geared towards functionality: divers types, multi function, analogue and digital creations and more. Flip the magazine over and both the cover and content now reflects the more fashion forward approach to cultivate a stylistic interpretation of the wristwatch itself. Playing with materials, shapes, color, these watches truly cover a wide spectrum of affordable fashion for the wrist.

It's "AboutTime"



DISTRIBUTION: 28,000 COPIES

AboutTime reaches both existing watch aficionados and actively cultivates the next market generation through a targeted print + digital distribution strategy.

Subscriber & Newsstand/Bookstore Distribution: 21,000
AboutTime is available at Barnes & Noble, Books-A-Million, Hastings and hundreds of other retail points of sale.

Retailer Direct Distribution: 3,000+
Single and multiple copies of **AboutTime** are sent directly to hundreds of appropriate watch outlets around North America.

University Campus Copies: 1,000+
Next generation buyers are approached in controlled rollouts of print and digital editions sent free of charge to selected college fraternities, sororities, libraries and students at-large.

Kiosk Direct: 2,000+
Almost every major mall around the country hosts at least one kiosk selling wristwatches at the popular price level.
AboutTime has developed a direct distribution channel with these points of sale that will continue to expand.

Bonus Circ: 500-2,500 per issue.
AboutTime supplies thousands of copies for distribution at local, regional, and national events as well as the annual Baselworld fair in Switzerland and JCK in Las Vegas.

Social Media Integration: Constant integration of your products on all of **AboutTime's** social media platforms.

Digital Growth: The digital edition of **AboutTime** can be viewed on PC or Mac, Tablet or iPad and integrates search and connectivity along with other enhanced features only possible on the digital platform.
<http://abouttimemagonline.isochronmedia.com>

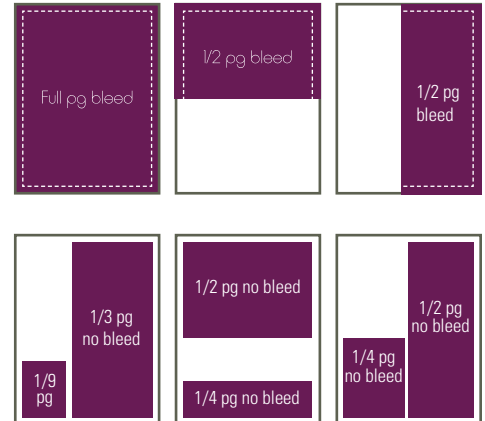
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Magazine specifications: **Bleed: 9.5 in x 11.375 in** **Trim: 9 x 10.875 in**

PRINT ADVERTISING

Full page bleed	9.5 x 11.375
Full page trim	7.75 x 9.75
1/9 page (horizontal)	3 x 2.5
1/3 page (vertical)	4.75 x 9.75
1/4 page (horizontal)	7 x 2.675
1/4 page (vertical)	3.5 x 5
1/2 page (horizontal bleed)	9.5 x 5.5
1/2 page (horizontal)	7 x 5
1/2 page (vertical bleed)	4.675 x 11.375
1/2 page (vertical)	3.5 x 9.75
2 page spread bleed	18.5 x 11.375



Live matter 1/2" (.5) from the trim on all sides.

DIGITAL EDITION / WEB ADVERTISEMENT REQUIREMENTS

Enrich your digital ad with special ads or HD video for even more dramatic impact.

Leaderboard: 728 x 90 (animated gif or jpeg accepted) Hosted on our website.

Square: 250 x 250 (animated gif or jpeg accepted) Hosted on our website.

Add video content to a page and provide a high definition experience available on all devices. Place ads in strategic locations to enhance your readers experience and your advertising results. Hosted in the digital edition.

PRINT ADVERTISEMENT REQUIREMENTS

AboutTime magazine requires all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and advertiser will be billed for the required production.

PREFERRED FORMATS: PDF X1a, and JPG files. All files should be created and submitted at 300 dpi.

AD SIZES: All ads must be created to exact size specifications on the rate card, or will incur charges for re-sizing. No live matter within 1/2" of gutter or trim. 15% discount to recognized agencies supplying PDF-X 1A files and color proof.

FONTS: PDF files must have all fonts embedded.

PHOTOS: Must be 300 dpi in CMYK.

2016/17 PRINT CALENDAR AND ADVERTISING RATES

ABOUTTIME ISSUE	ISSUE NUMBER	MATERIALS DUE	DISTRIBUTION	BONUS DISTRIBUTION
Winter 2016/17	#15	Dec. 1st	Dec. 16th	
Spring 2017	#16	Feb. 17th	Mar. 1st	
Summer 2017	#17	May 5th	May 26th	
Fall 2017	#18	Aug. 25th	Sept. 22nd	
Winter 2017/18	#19	Nov. 3rd	Nov. 4th	

Guaranteed preferred positions +10%

AD SIZE	1X	2X	4X	PREMIUM POSITIONS: COVER ADS (Per insertion)		
2 pg. spread	\$6,351	\$5,800	\$4,640	Cover 2 (inside front) *Full pg.		\$5,308
Full pg.	\$3,906	\$3,599	\$2,879	Cover 2 (inside front) *Two-pg. spread		\$7,960
1/4 pg.	\$1,289	\$1,188	\$950	Cover 4 (outside back) *Full pg.		
1/3 pg.	\$1,417	\$1,306	\$1,044	1X	2X	4X
1/2 pg.	\$2,344	\$2,160	\$1,728	\$6,495	\$5,845	\$5,260

Featured brand (center spread) no multiple insertion discount offered. \$495