



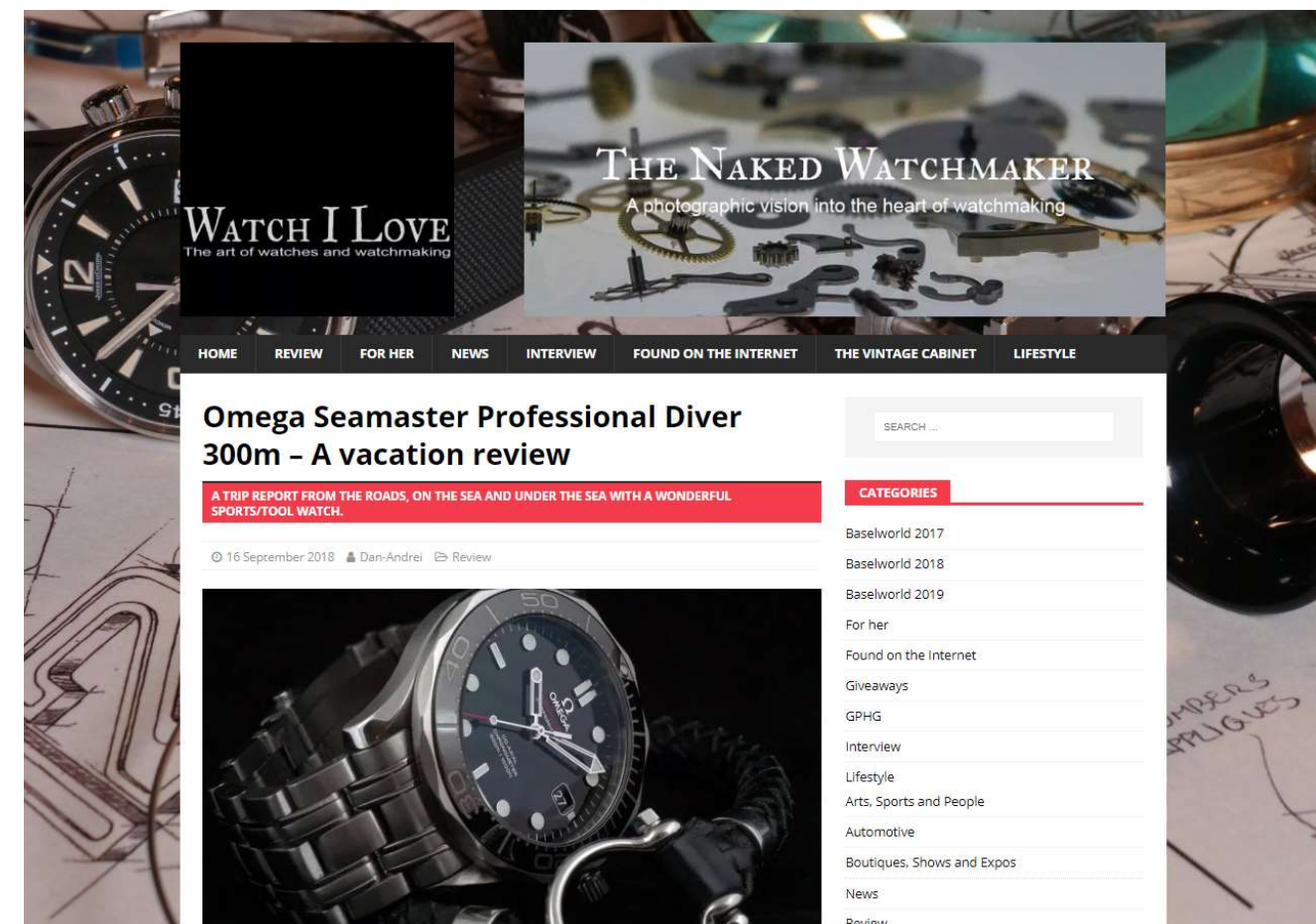
**WATCH I LOVE**  
The art of watches and watchmaking

# WATCH I LOVE MAGAZINE

MEDIA KIT DECEMBER 2019

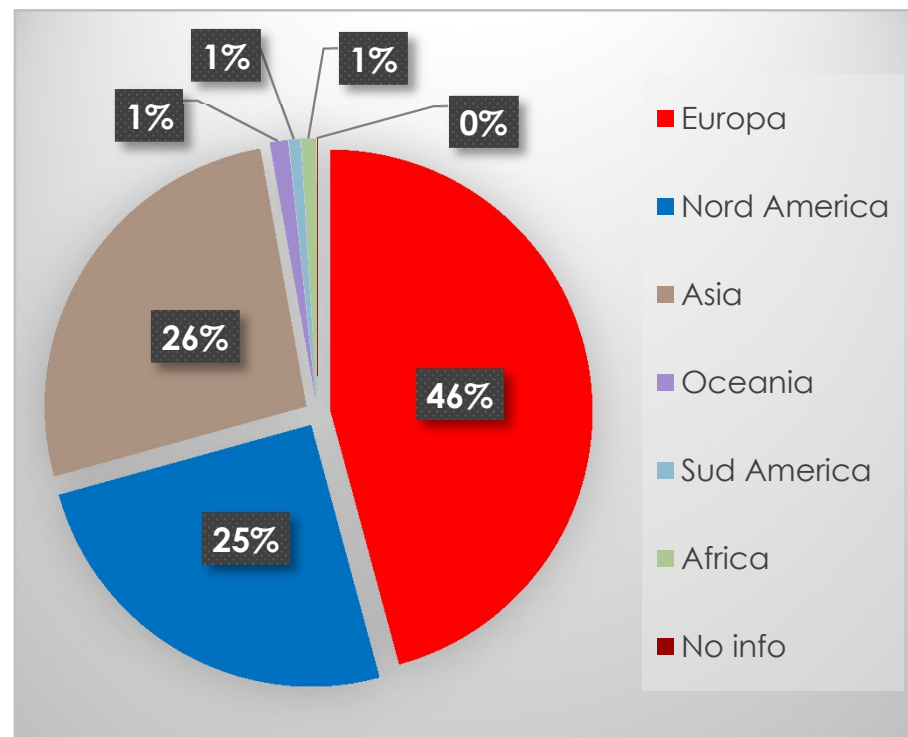
# ABOUT WATCH I LOVE

- ▶ A watch, jewellery and lifestyle online magazine with the main focus on Haute Horlogerie and independent watchmakers
- ▶ Launched on 16th of September 2018 on <https://watchilove.com>
- ▶ Facebook page: @watchilove  
<https://www.facebook.com/watchilove/>
- ▶ Instagram: @watch\_i\_love  
[https://www.instagram.com/watch\\_i\\_love/](https://www.instagram.com/watch_i_love/)
- ▶ Pinterest: watchilove  
<https://www.pinterest.de/watchilove/>
- ▶ YouTube: Watch I Love Magazine  
<https://www.youtube.com/channel/UCHvkOoCkuTiK2sJOVjkFcnQ/>

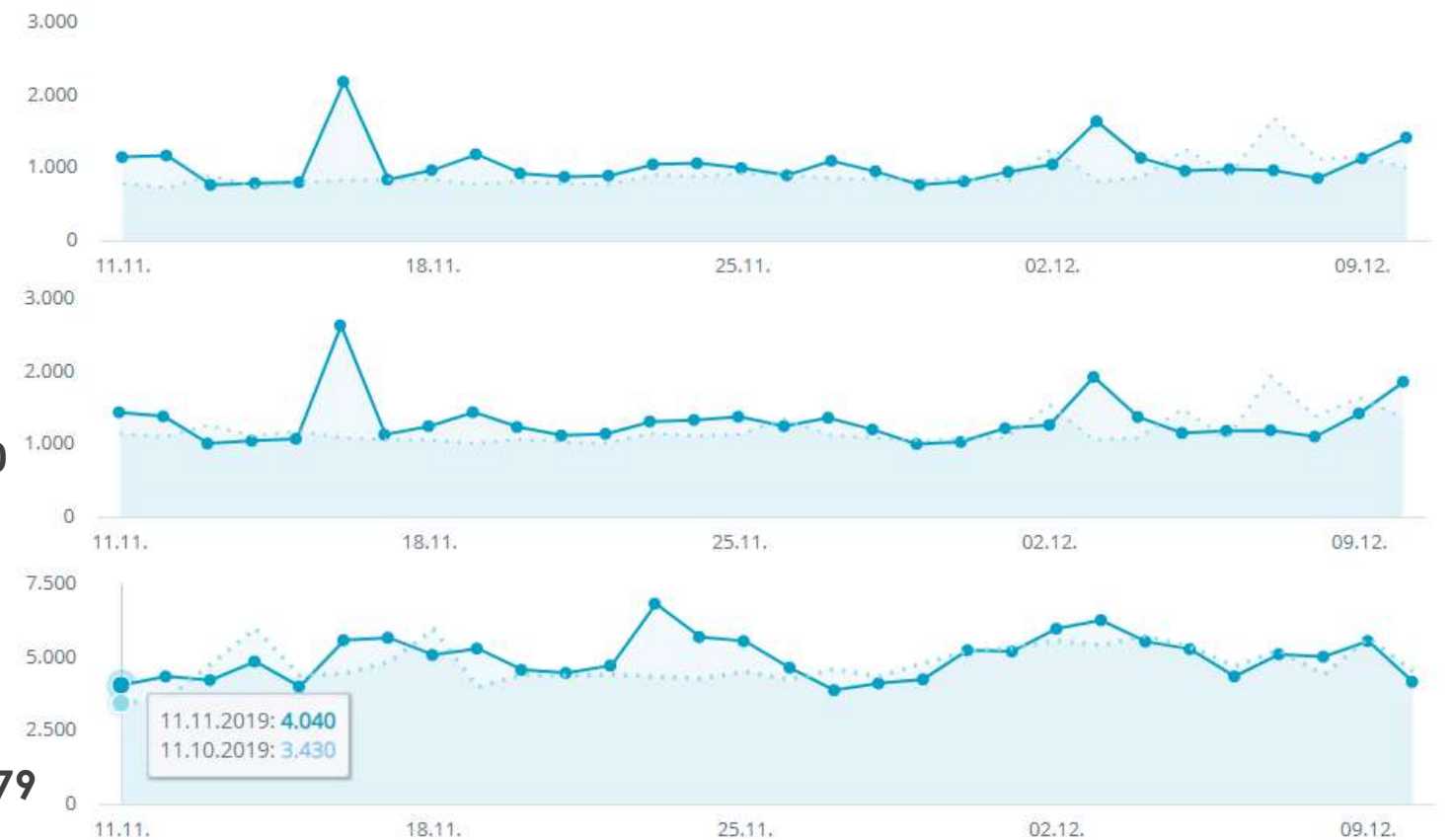


# FACTS AND FIGURES WATCH I LOVE

- ▶ Website numbers reported by IONOS (service provider) for 11.11.2019 – 10.12.2019 (comparison with 11.10.2019 – 10.11.2019)



- ▶ Unique visitors: **31'000**
- ▶ Number of sessions: **39'300**
- ▶ Impressions: **149'000**
- ▶ Pages view per session: **3.79**

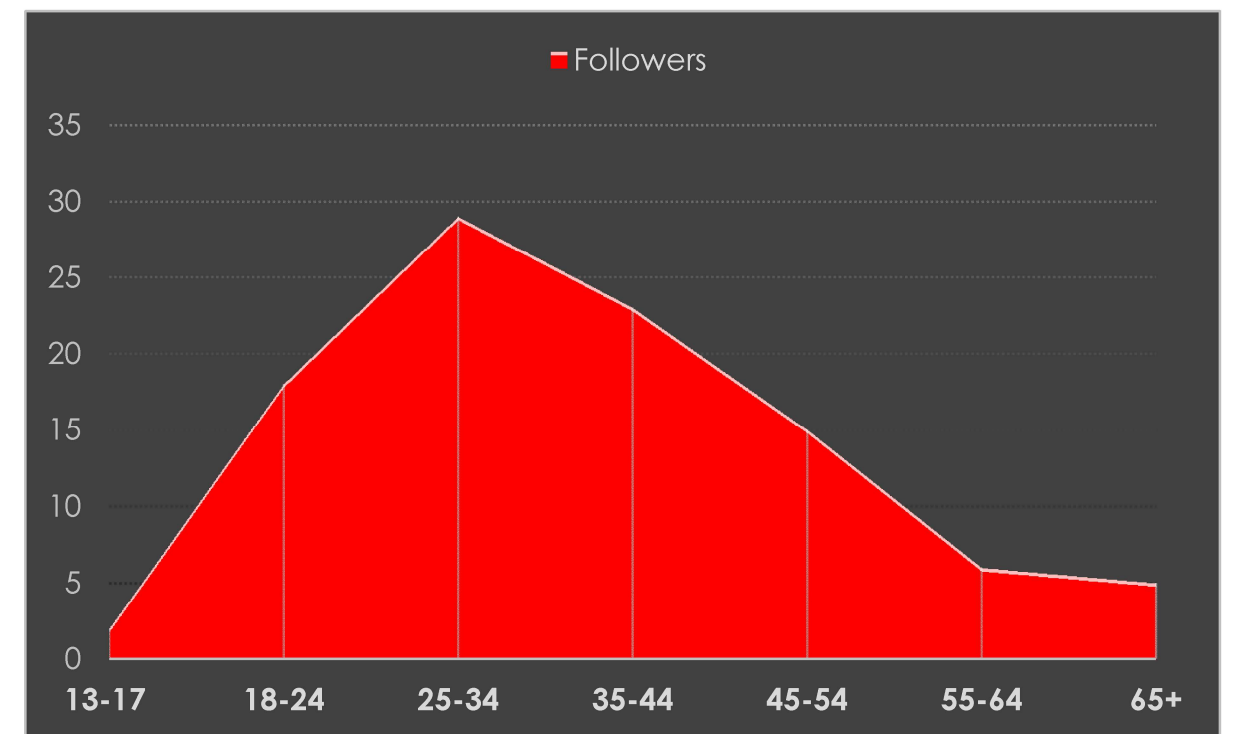
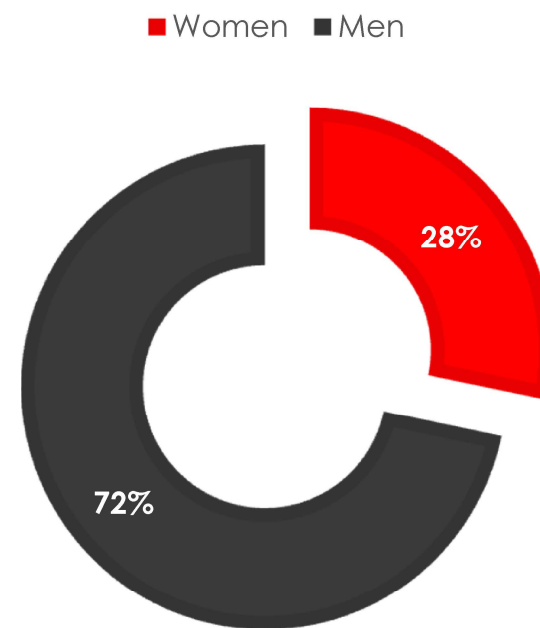
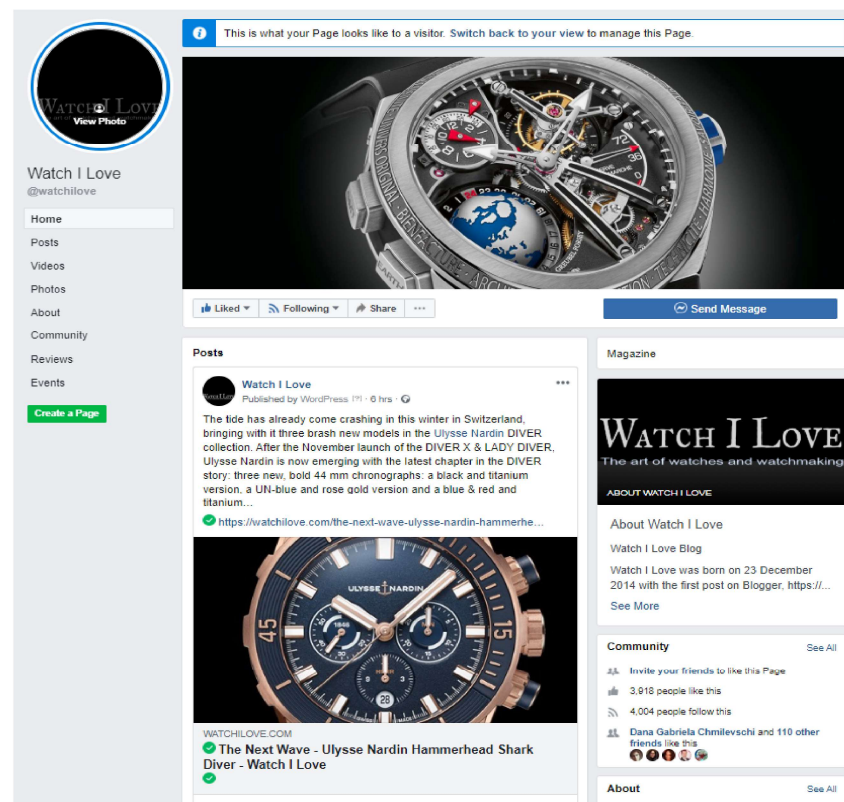


# FACEBOOK WATCH I LOVE

▶ Facebook: @watchilove

▶ 4'000 followers

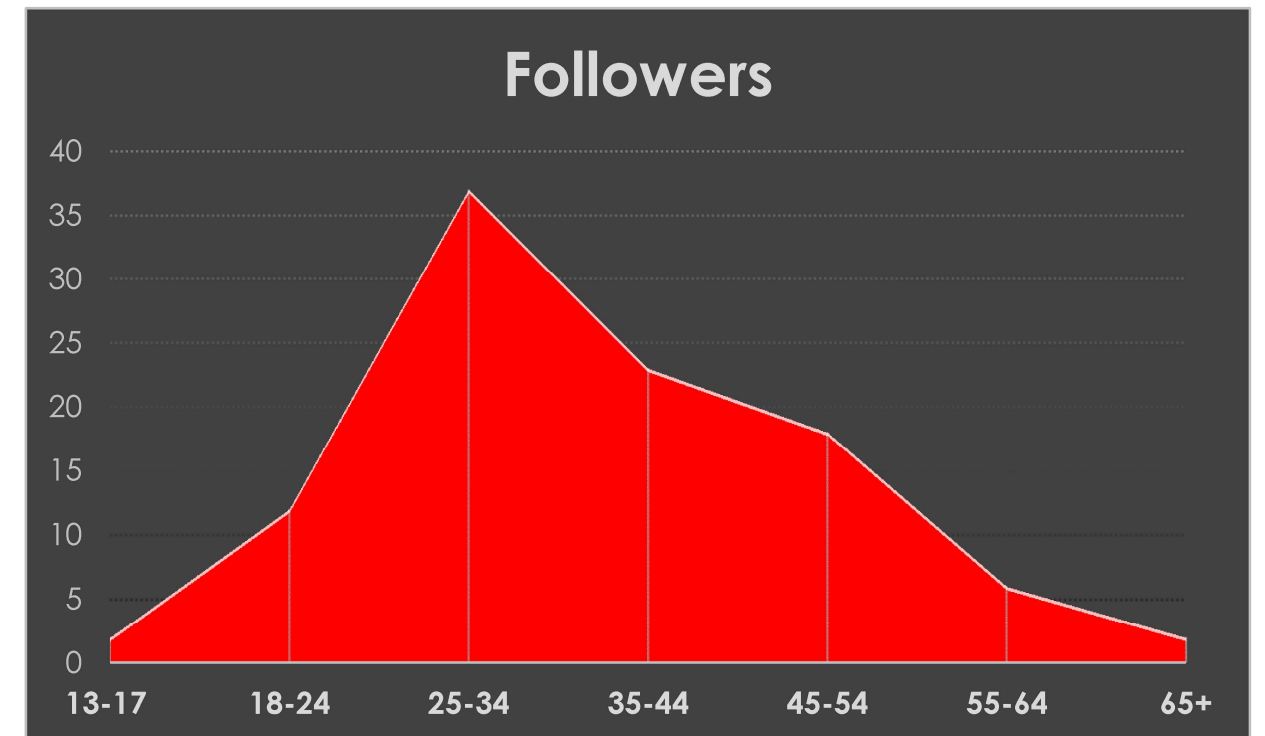
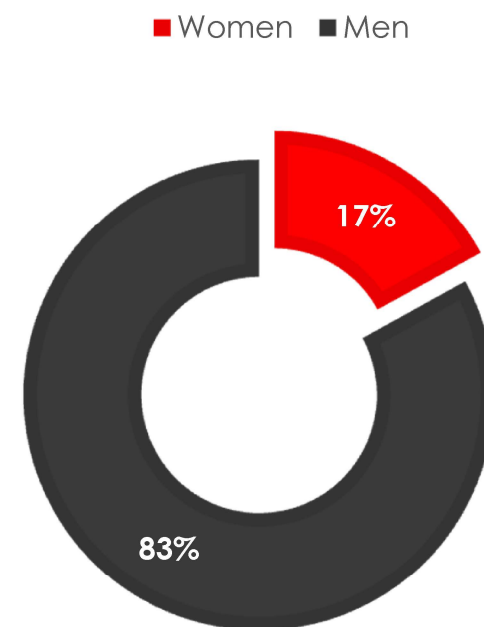
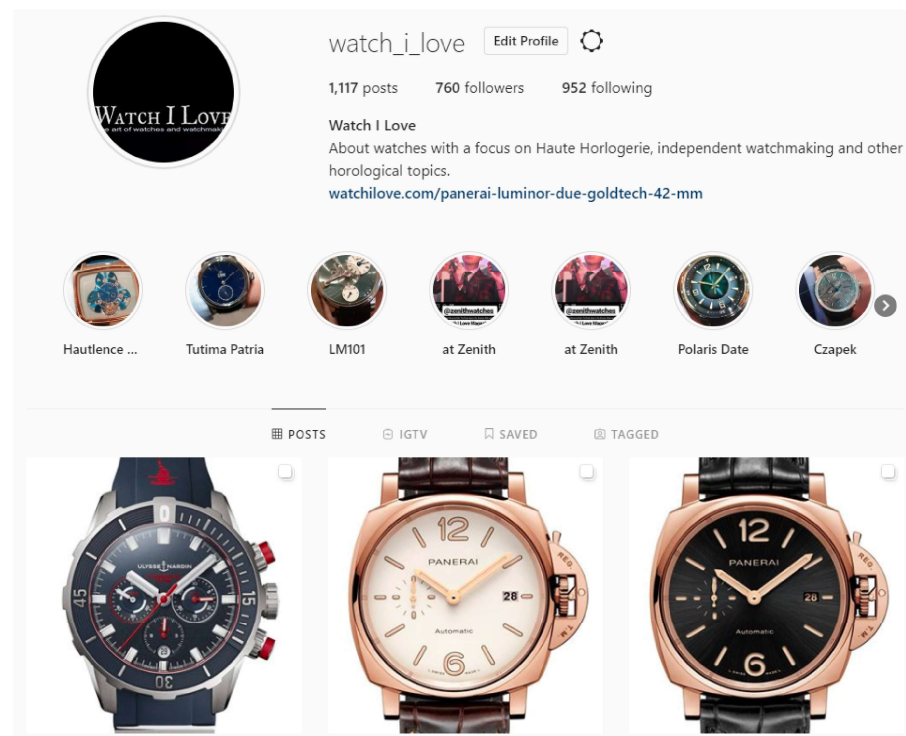
▶ Follower's profile Facebook (gender and age)



# INSTAGRAM WATCH I LOVE

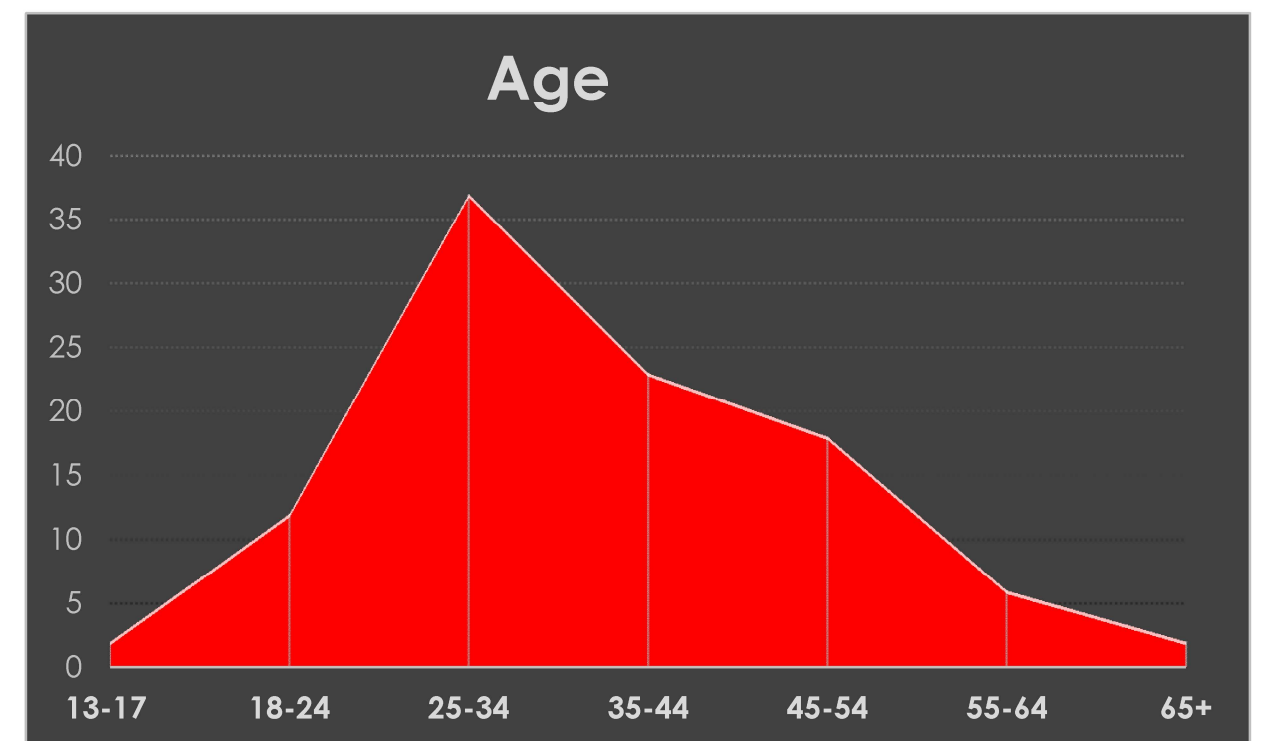
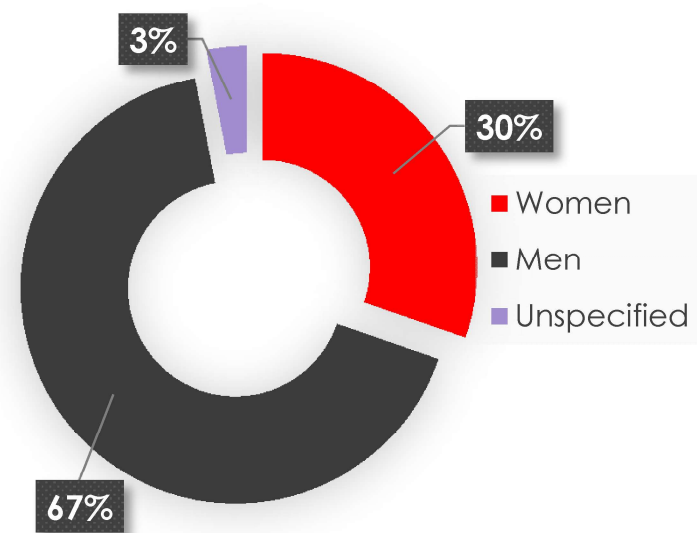
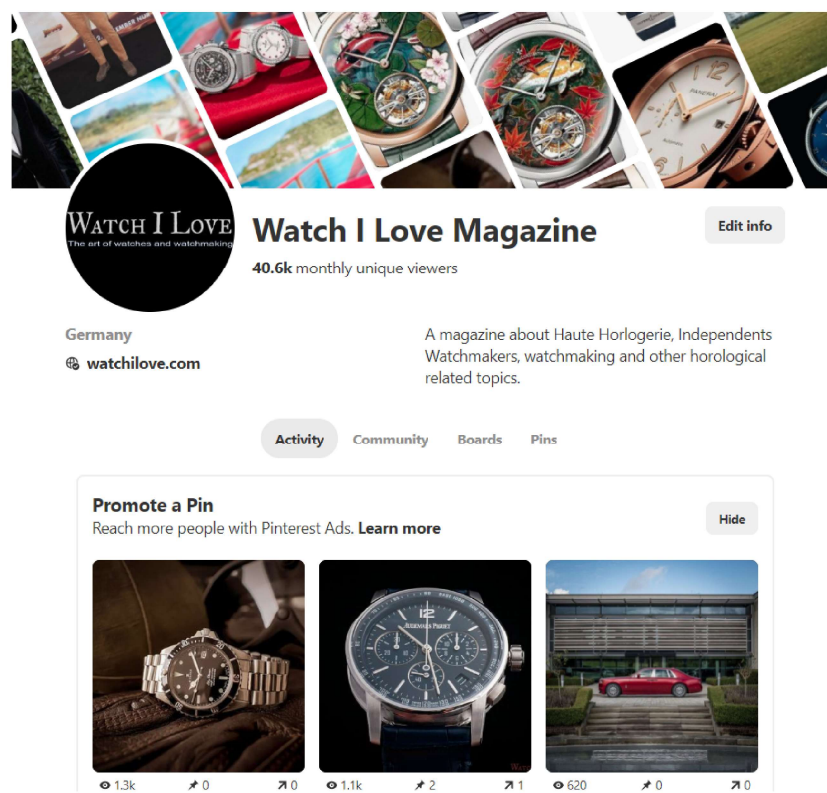
- ▶ Facebook: @watch\_i\_love
- ▶ 760 followers

- ▶ Follower's profile Instagram (gender and age)



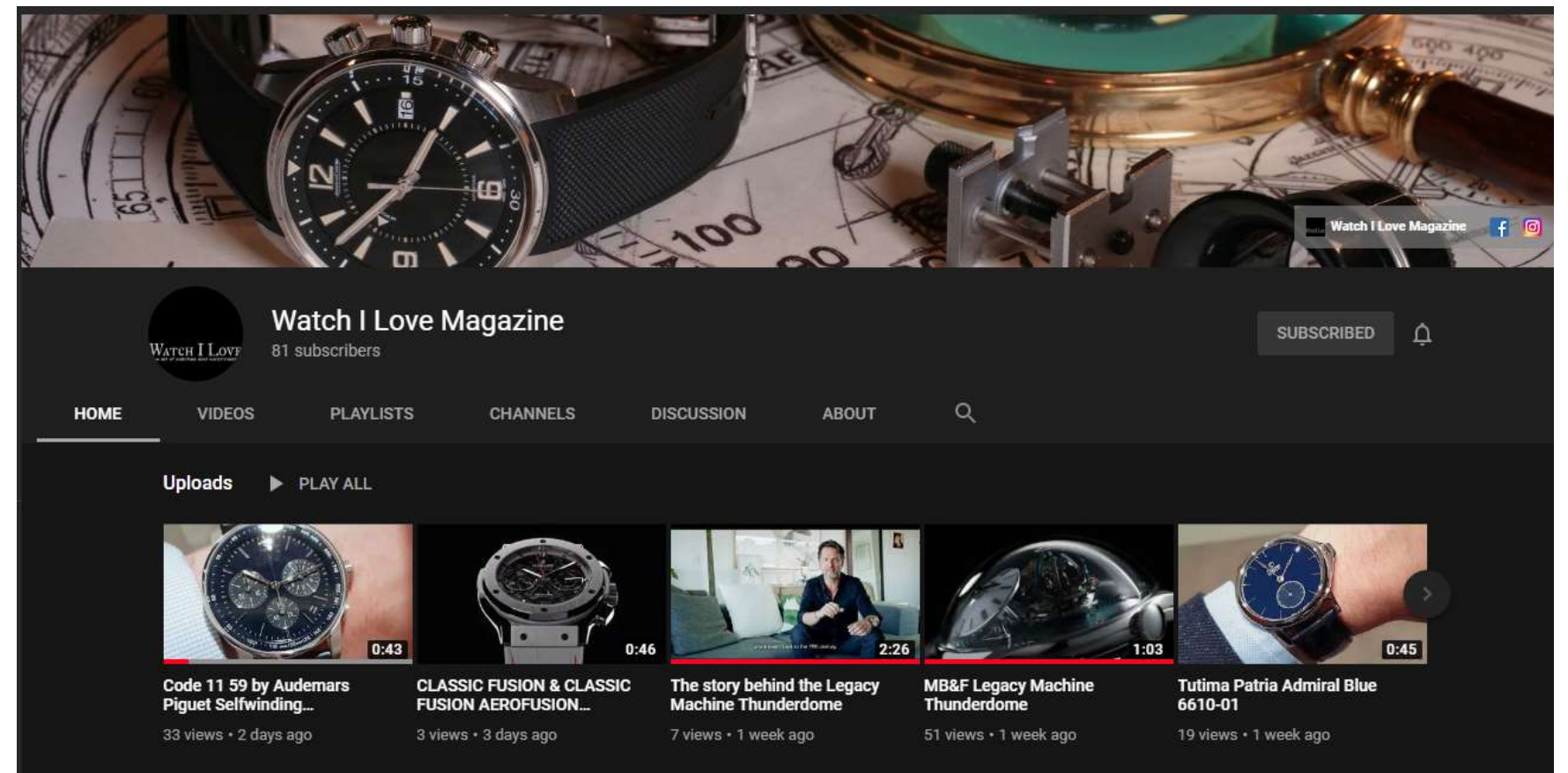
# PINTEREST WATCH I LOVE

- ▶ Pinterest: watchilove
  - ▶ **40'600** monthly unique viewers
  - ▶ **110'000** Impressions
- ▶ Follower's profile Pinterest (gender and age)



# YOUTUBE WATCH I LOVE

- ▶ YouTube: Watch I Love Magazine
  - ▶ 81 subscribers
  - ▶ 10'200 views (12.11.2019 – 9.12.2019)
    - ▶ 132 hours watch time
    - ▶ 69'000 Impressions
    - ▶ 7'100 unique viewers



# EXAMPLES & REFERENCES WATCH I LOVE

- ▶ Hands-on review:
  - ▶ <https://watchilove.com/hands-on-hautlence-hl-vagabonde-tourbillon>
  - ▶ <https://watchilove.com/vacheron-constantin-overseas-tourbillon-6000v-as-the-ultimate-sports-watch>
  - ▶ <https://watchilove.com/angelus-u51-diver-tourbillon-perfection-in-a-diver-piece>
  - ▶ <https://watchilove.com/review-bell-ross-br03-92-green-bronze-diver-part-2>
  - ▶ <https://watchilove.com/jaeger-lecoultre-master-ultra-thin-tourbillon-the-ultimate-dress-watch-show-off>
  
- ▶ Lifestyle oriented article:
  - ▶ <https://watchilove.com/laureato-in-the-wild-a-24-7-journey-to-find-the-best-and-the-worst-of-the-three-hands-ref-81010-11-634-11a-picture-heavy>
  - ▶ <https://watchilove.com/review-bell-ross-br03-92-green-bronze-diver-part-2>
  
- ▶ Manufacture tour report:
  - ▶ <https://watchilove.com/girard-perregaux-factory-tour>
  - ▶ <https://watchilove.com/girard-perregaux-manufacture-tour-logo-change-and-the-vision-for-the-future-part-2>
  
- ▶ Press kit publication:
  - ▶ <https://watchilove.com/aston-martin-unveils-the-new-dbx-an-suv-with-the-souls-of-a-sports-car> (lifestyle automotive)
  - ▶ <https://watchilove.com/panerai-experience-dive-with-guillaume-neroy-and-panerai-submersible-chrono-guillaume-neroy-edition-pam00983> (lifestyle watches)
  - ▶ <https://watchilove.com/mbf-legacy-machine-thunderdome> (press kit watch launch)
  
- ▶ Brands already working with Watch I Love Magazine: A. Lange & Söhne, Akriava, Alpina, Angelus, Arnold & Son, Audemars Piguet, Bell & Ross, Bovet, Brelum, Bulgari, Christophe Claret, Claude Meylan, Czapek & Cie, D. Dornblüth, De Bethune, Dijkman, Doxa, Edox, Ferdinand Berthoud, Franck Muller, Frederique Constant, Gavox, Girard-Perregaux, Greubel Forsey, Gronefeld, H. Moser & Cie, Hautlence, Holthinrichs, IWC, Jaeger-LeCoultre, Laco, Laurent Ferrier, L'Epee, Louis Moinet, Luminox, MAD Gallery, Manufacture Royale, MB&F, Meccaniche Veloci, Ming, Nomos, NORD Zeitmaschine, Oris, Panerai, Parmigiani, Richard Mille, Roger Dubuis, Romain Gauthier, RJ, Sarpaneva, Seiko, Sinn, TAG Heuer, Time Aeon Foundation, Tudor, Tutima, Ulysse Nardin, Urwerk, Vacheron Constantin, Vault, Voutilainen, Zenith





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