



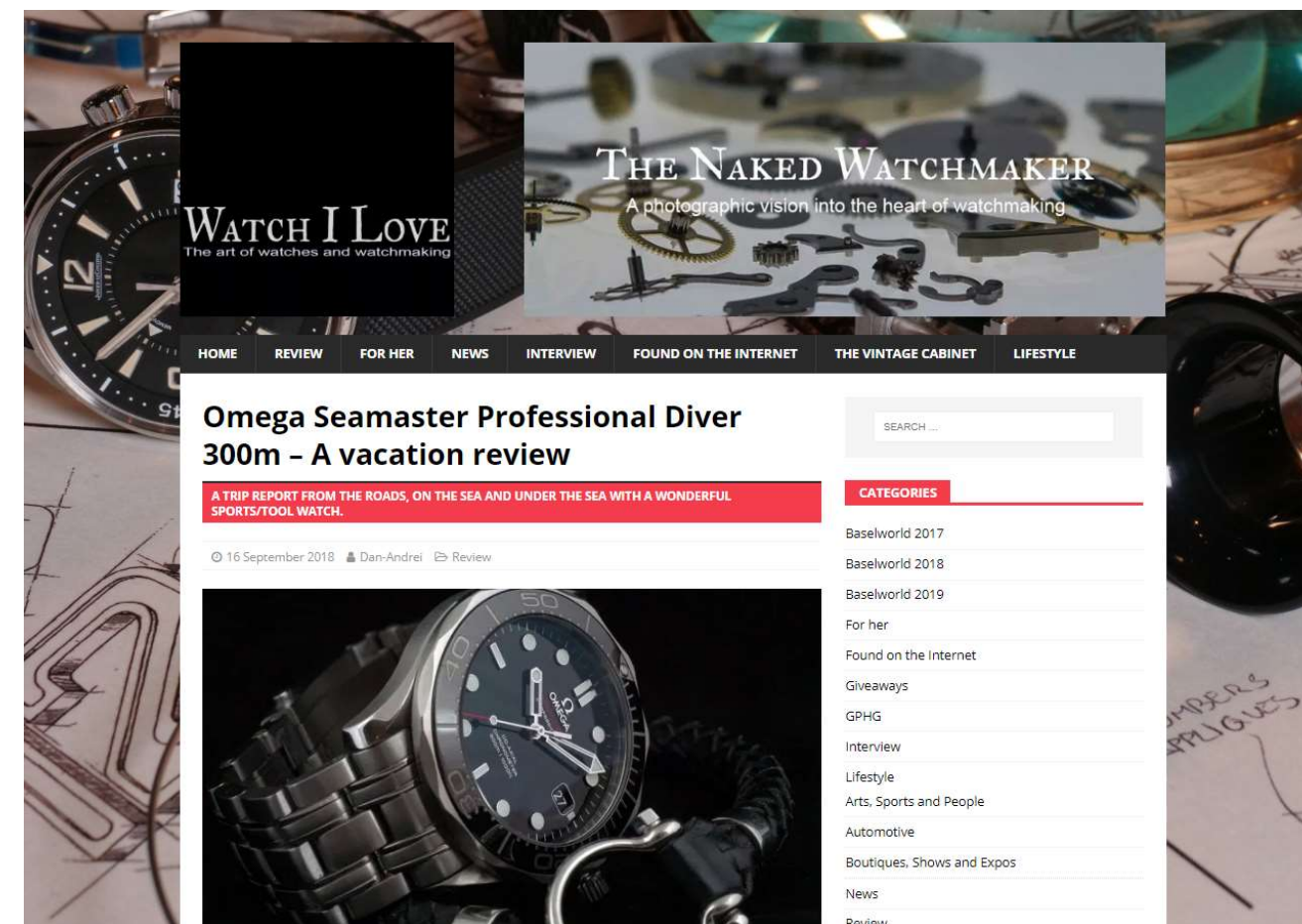
**WATCH I LOVE**  
The art of watches and watchmaking

# WATCH I LOVE MAGAZINE

MEDIA KIT SEPTEMBER 2020

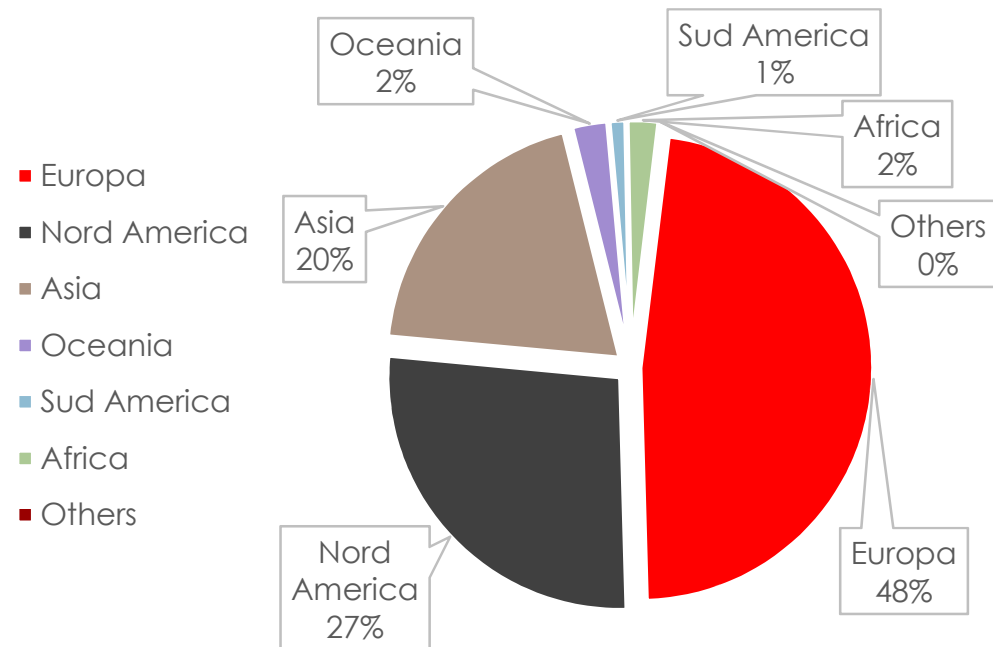
# ABOUT WATCH I LOVE

- ▶ 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/c/WatchILoveMagazine>



# FACTS AND FIGURES WATCH I LOVE

- ▶ Website numbers reported by IONOS (service provider) for 24.8.2020 – 22.9.2020 (comparison with 24.7.2020 – 23.8.2020)



▶ Unique visitors: **60'000**

▶ Number of sessions: **73'600**

▶ Pages view per session: **2.5**

▶ Impressions: **183'900**

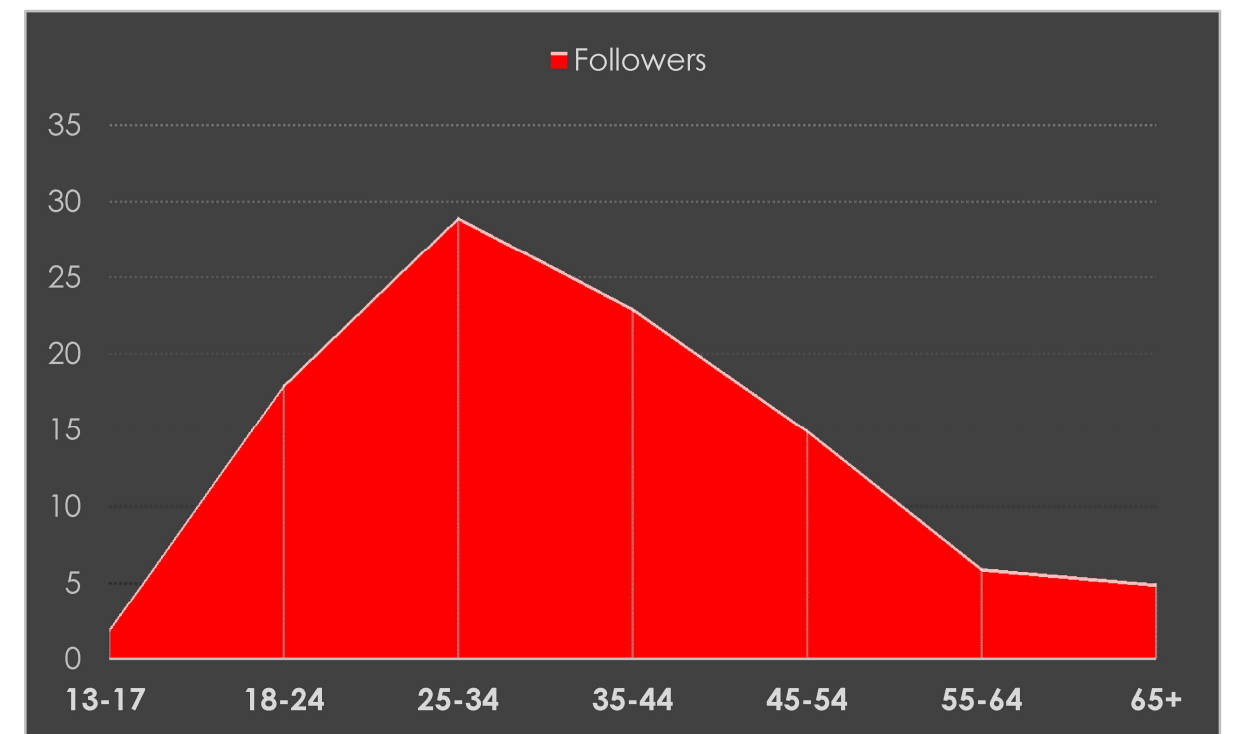
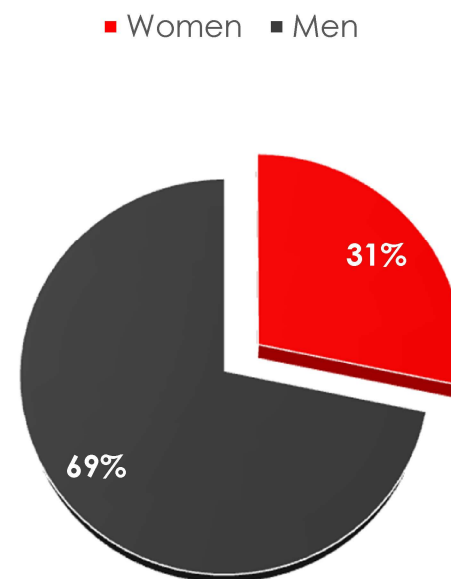
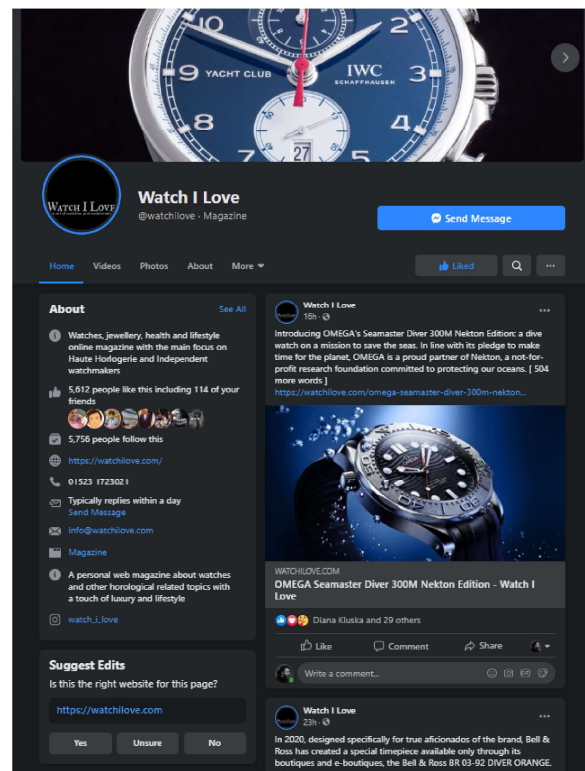


# FACEBOOK WATCH I LOVE

▶ Facebook: @watchilove

▶ Follower's profile Facebook (gender and age)

▶ 5'750 followers

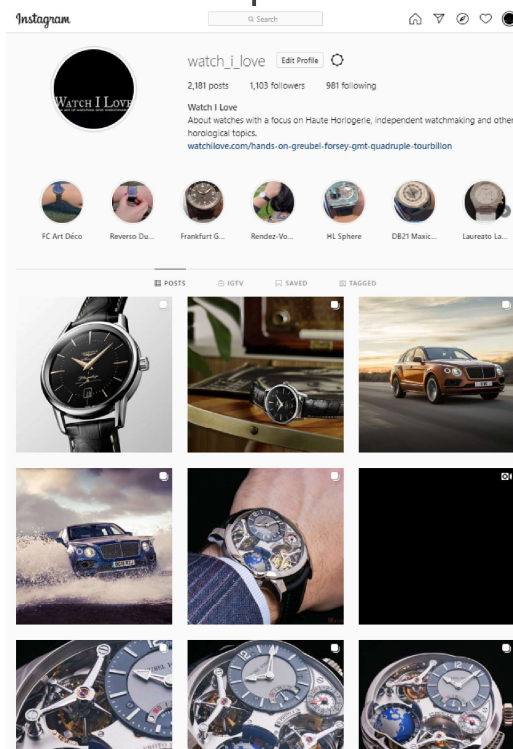


# INSTAGRAM WATCH I LOVE

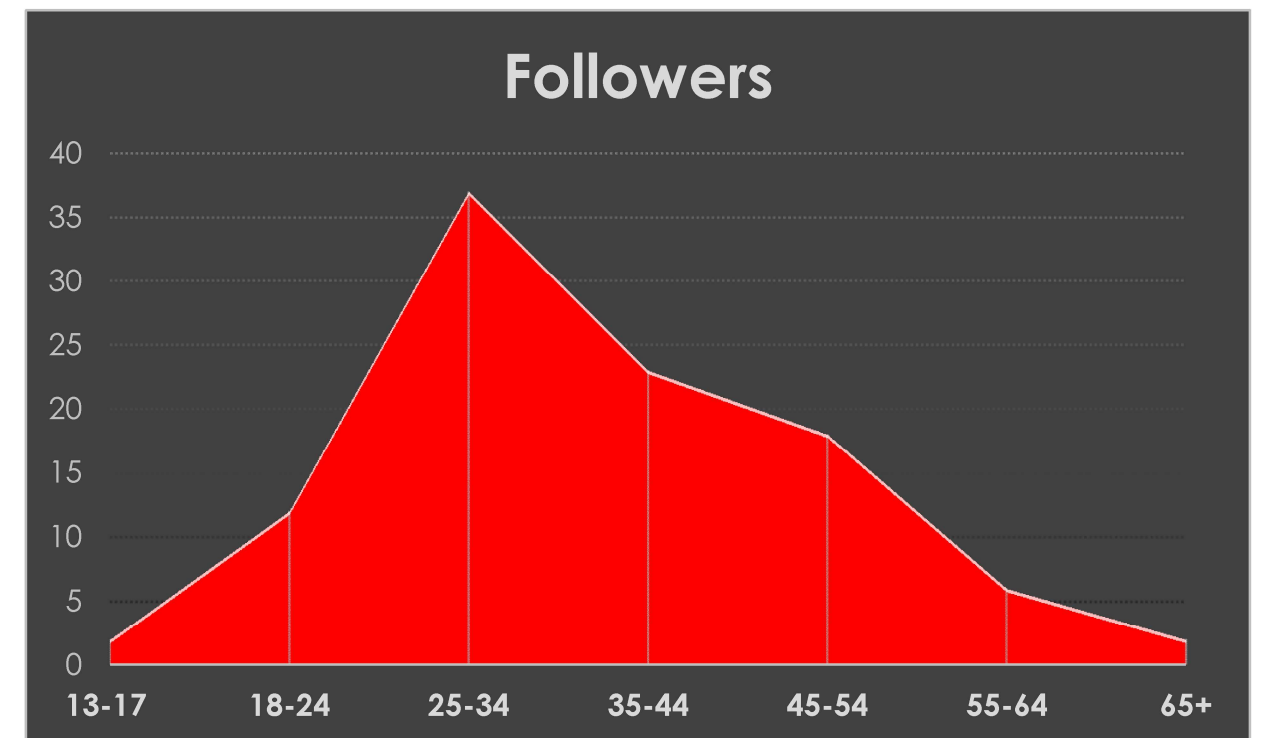
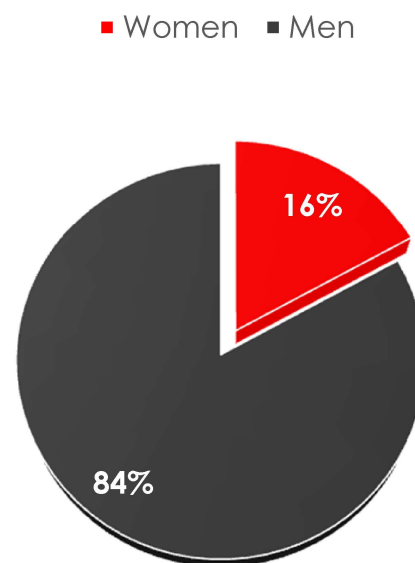
▶ Instagram: @watch\_i\_love

▶ 1311 followers

▶ 50k impressions



▶ Follower's profile Instagram (gender and age)



# PINTEREST WATCH I LOVE

## ▶ Pinterest: watchilove

▶ **45'400** monthly unique viewers

▶ **76'300** Impressions

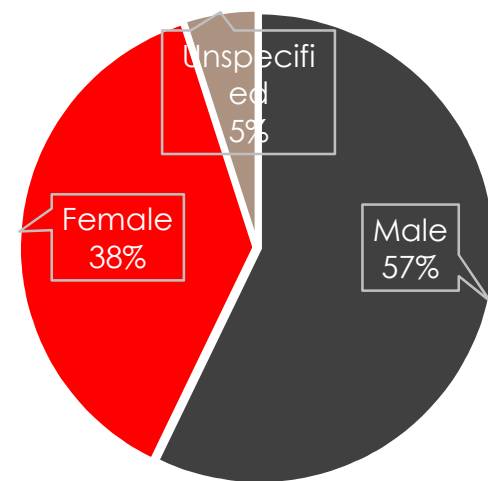
▶ Follower's profile Pinterest (gender and age)



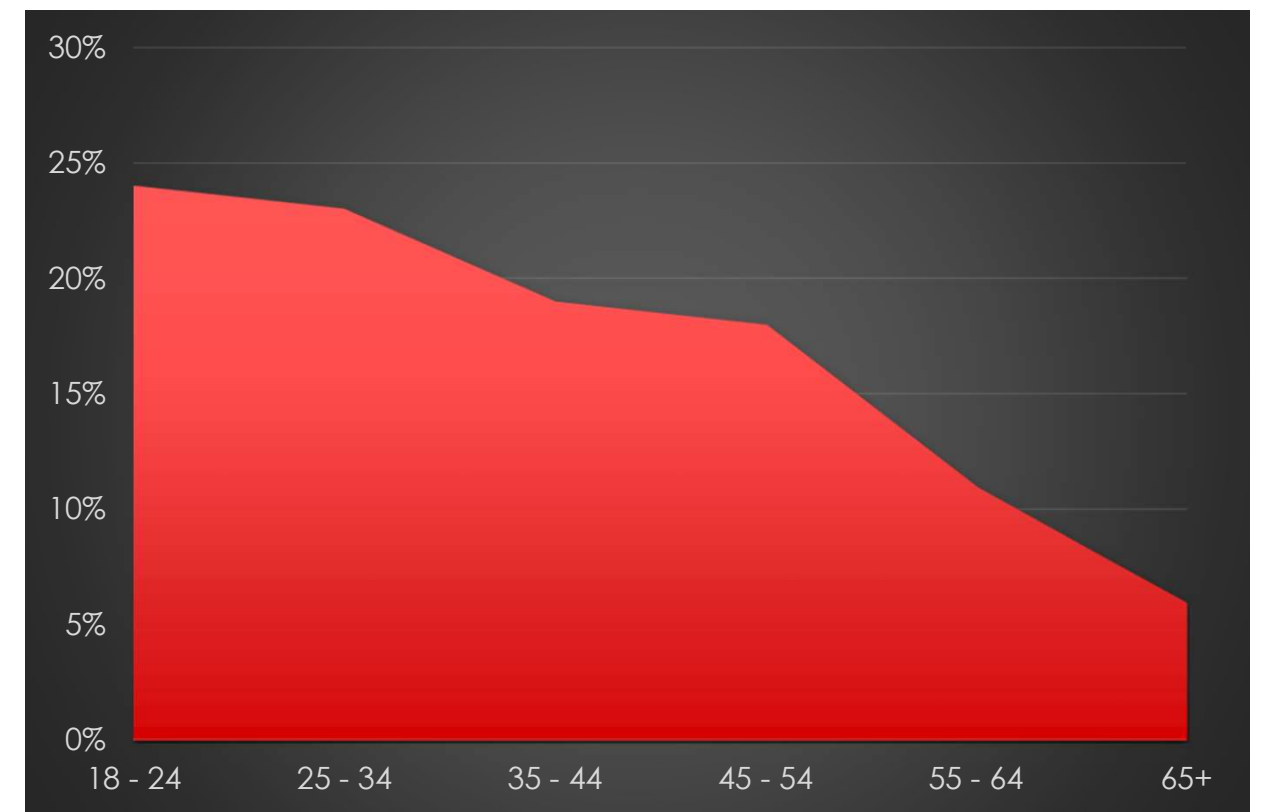
Watch I Love Magazine

@watchilove.com · @watchilove - A magazine about Haute Horlogerie, Independents Watchmakers, watchmaking and other horological related topics.  
87 followers · 11 following  
45.4k monthly viewers

Created Saved

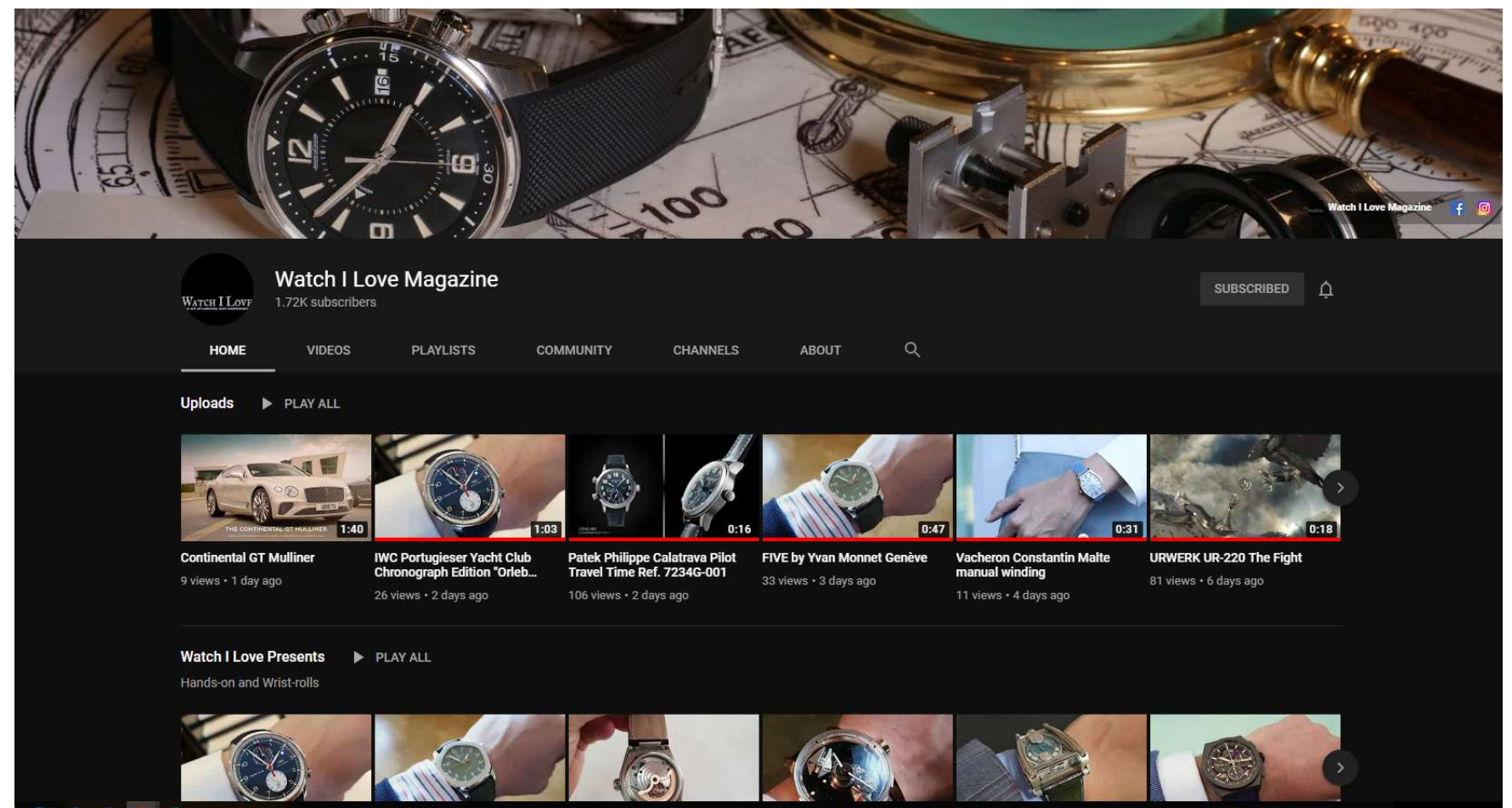


■ Male ■ Female ■ Unspecified



# YOUTUBE WATCH I LOVE

- ▶ YouTube: Watch I Love Magazine
  - ▶ **1'720** subscribers
  - ▶ **74'800** views (14.7.2020 – 10.8.2020)
    - ▶ **457** hours watch time
    - ▶ **794'800** Impressions
    - ▶ **60'800** unique viewers



# Google Reports

- ▶ Google Search Console Report 05.07.2020 – 01.08.2020
  - ▶ 10'100 link clicks from direct search
  - ▶ 728'000 total impressions
  - ▶ 1.4% Average CTR
  - ▶ 29.3 Average position



# EXAMPLES & REFERENCES WATCH I LOVE

- ▶ Hands-on review:
  - ▶ <https://watchilove.com/hands-on-greubel-forsey-gmt-quadruple-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-81010-11-634-11-a-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-nerly-and-panerai-submersible-chrono-guillaume-nerly-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, Breguet, Brellum, Bulgari, Christophe Claret, Chronoswiss, Claude Meylan, Cvstos, Czapek & Cie, Cyrus, D. Dornblüth, De Bethune, Dijkman, Doxa, Edox, Ferdinand Berthoud, Franck Muller, Frederique Constant, Gavox, Girard-Perregaux, Glashütte Original, Greubel Forsey, Gronefeld, H. Moser & Cie, Hautlence, Hermes, Holthinrichs, IWC, Jacob & Co, Jaeger-LeCoultre, Laco, Laurent Ferrier, L'Epee, Louis Moinet, Luminox, MAD Gallery, Manufacture Royale, MB&F, Meccaniche Veloci, Ming, Nomos, NORD Zeitmaschine, Omega, Oris, Panerai, Parmigiani, Piaget, Purnell, 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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