



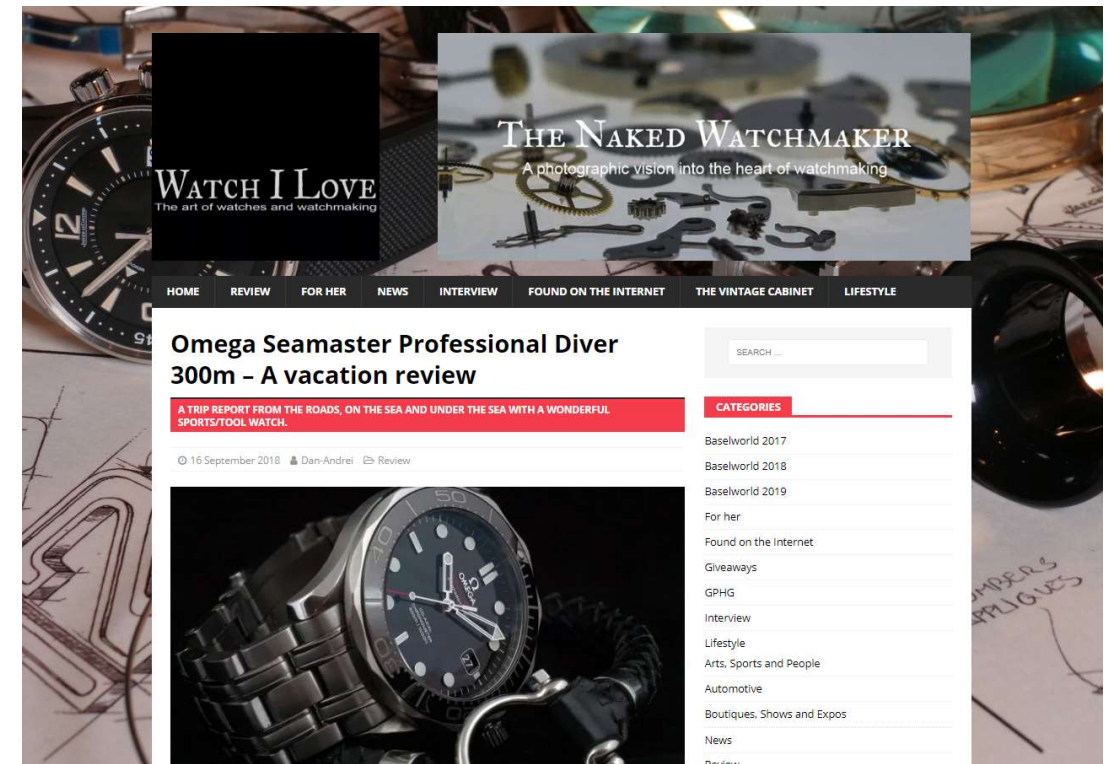
WATCH I LOVE
The art of watches and watchmaking

Watch I Love Magazine

MEDIA KIT APRIL 2021

About WATCH I LOVE

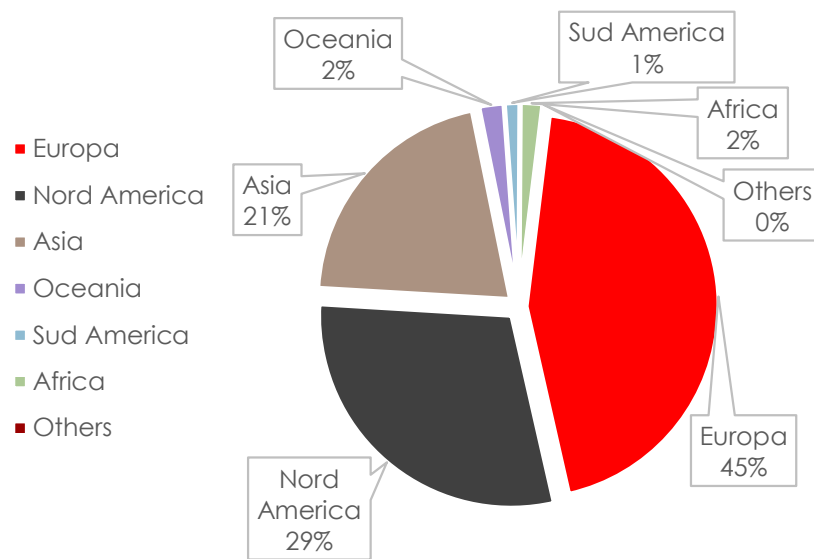
- ▶ A watch, jewellery and lifestyle online magazine with the main focus on Haute Horlogerie and independent watchmakers
- ▶ Launched on 16th of September 2018 on <https://watchilove.com>
- ▶ Facebook page: @watchilove
<https://www.facebook.com/watchilove/>
- ▶ Instagram: @watch_i_love
https://www.instagram.com/watch_i_love/
- ▶ Pinterest: watchilove
<https://www.pinterest.de/watchilove/>
- ▶ YouTube: Watch I Love Magazine
<https://www.youtube.com/c/WatchILoveMagazine>
- ▶ LinkedIn: Watch I Love Magazine
<https://www.linkedin.com/company/watch-i-love-magazine/>



Facts and Figures

WATCH I LOVE

- Website numbers reported by IONOS (service provider) for 28.02.2021 – 29.03.2021 (comparison with 28.01.2021 – 27.02.2021)

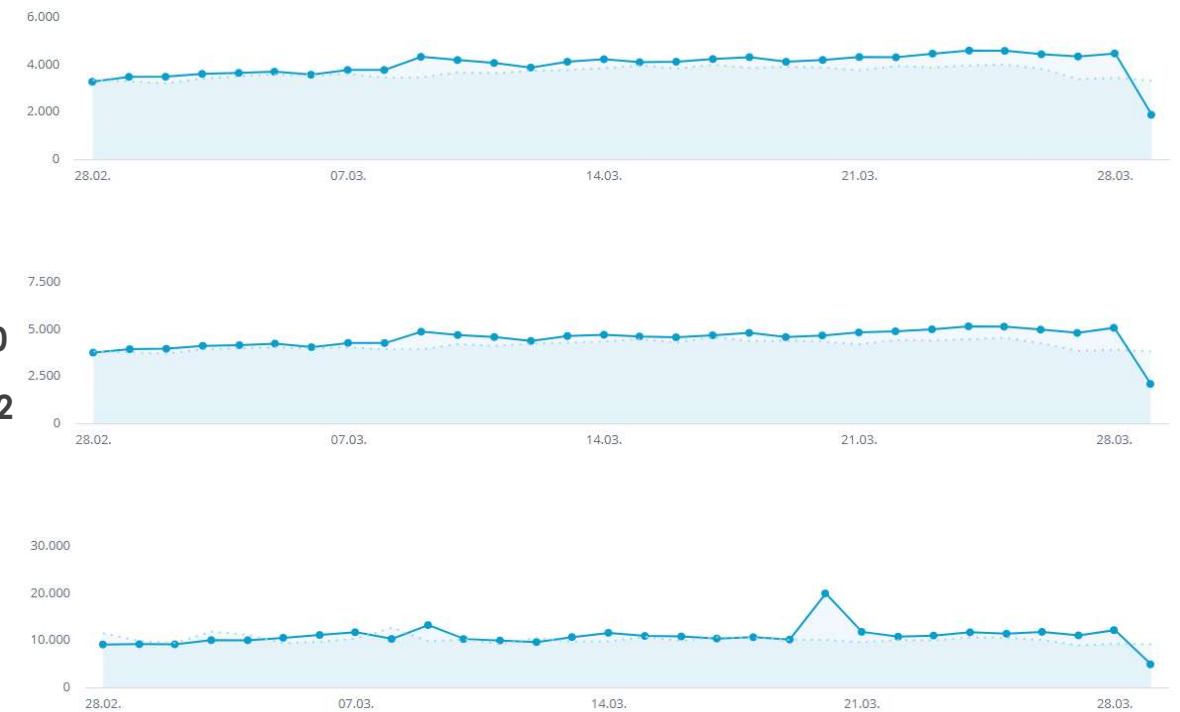


► Visitors: **119'300**

► Number of sessions: **134'200**

► Pages view per session: **2.42**

► Page views: **325'200**

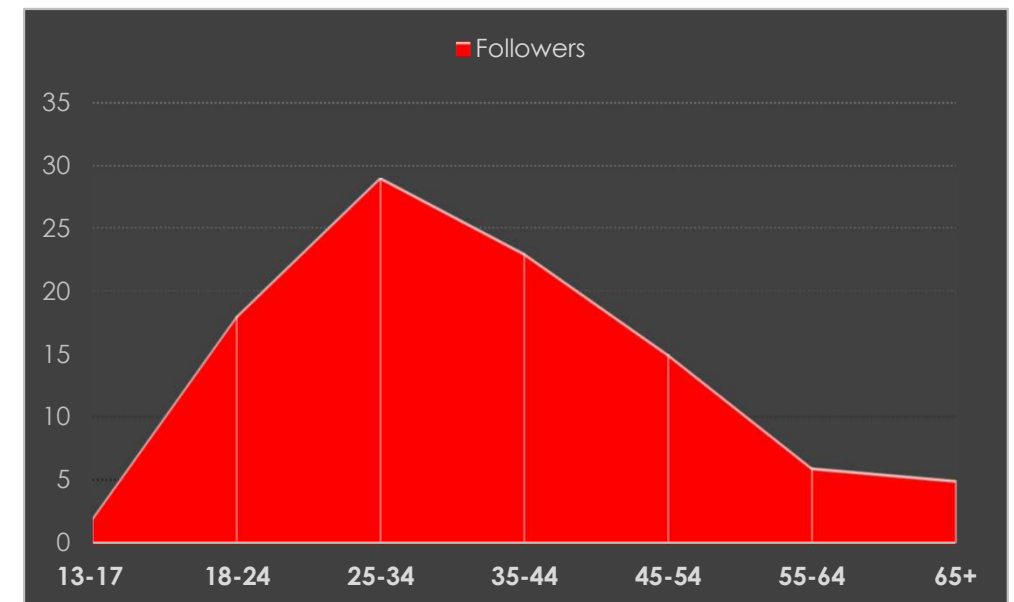
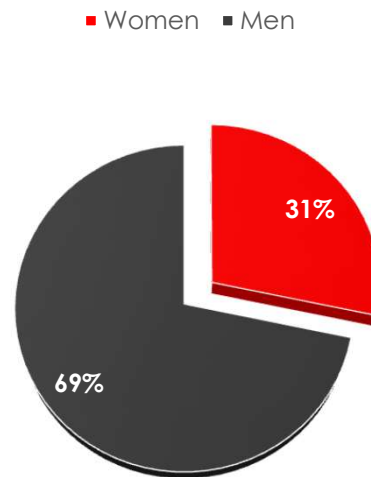


Facebook *WATCH I LOVE*

▶ Facebook: @watchilove

- ▶ **6'182** followers
- ▶ **25'820** post reach
(01.03.2020 – 28.03.2021)
- ▶ **4'850** post engagement
(01.03.2020 – 28.03.2021)

▶ Follower's profile Facebook (gender and age)



Instagram

WATCH I LOVE

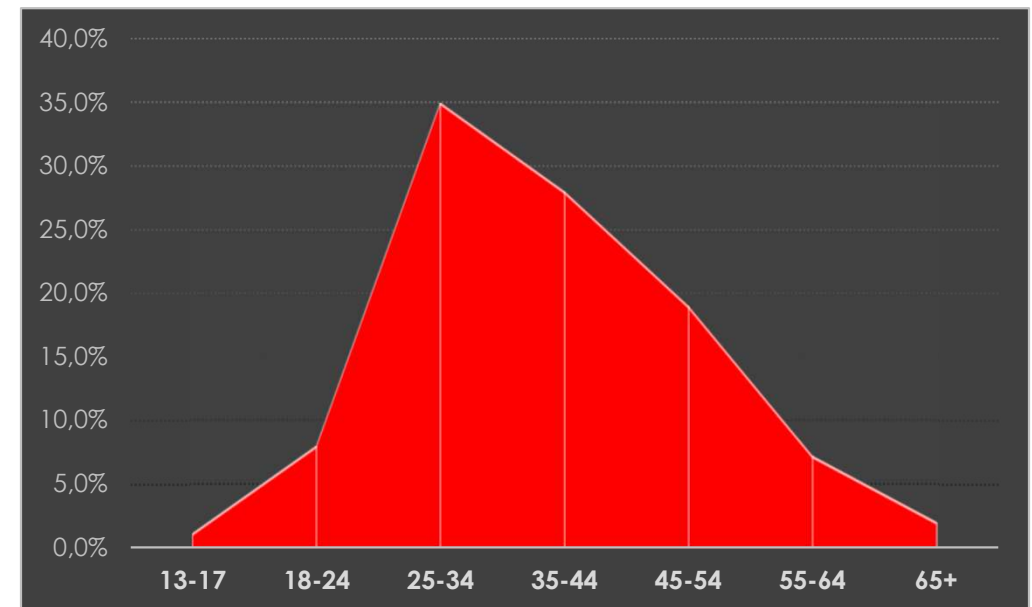
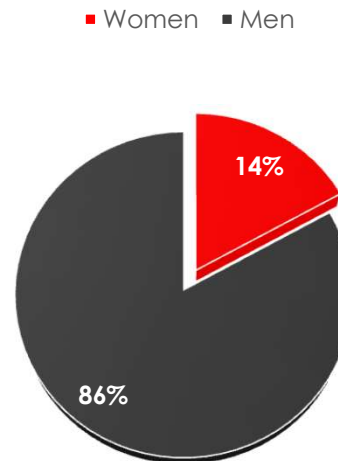
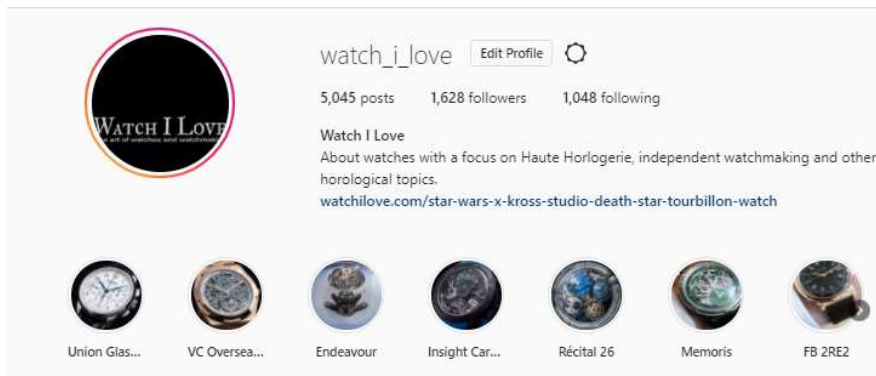
► Instagram: @watch_i_love

► **1628** followers

► **12.9K** reached accounts

► **91.5k** impressions

► Follower's profile Instagram (gender and age)



Pinterest

WATCH I LOVE

► Pinterest: watchilove

► **48.54K** audience

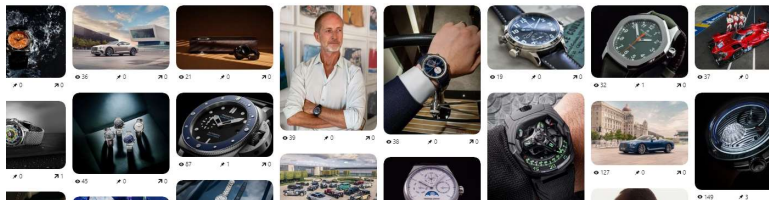
► **90.51K** Impressions

► Follower's profile Pinterest (gender and age)

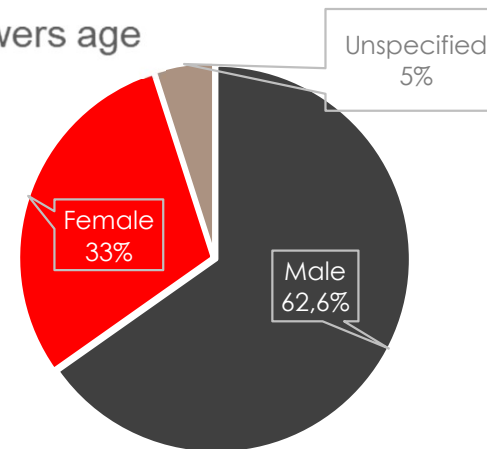


Watch I Love Magazine
watchilove.com @watchilove · A magazine about Haute Horlogerie, independents
Watchmakers, watchmaking and other horological related topics.
87 followers · 11 following
42.8k monthly viewers

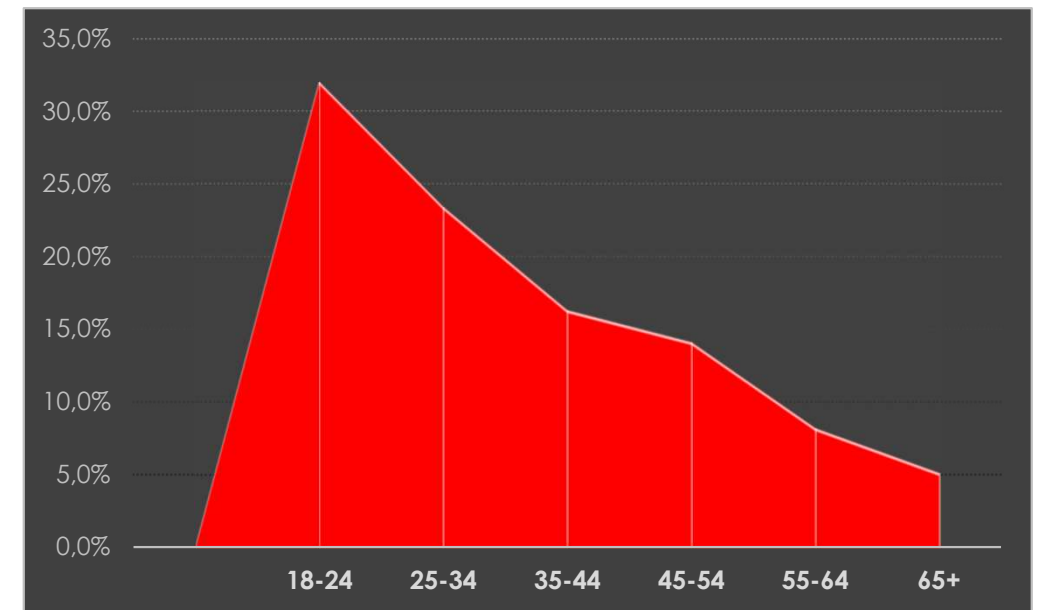
Created Saved



Followers age

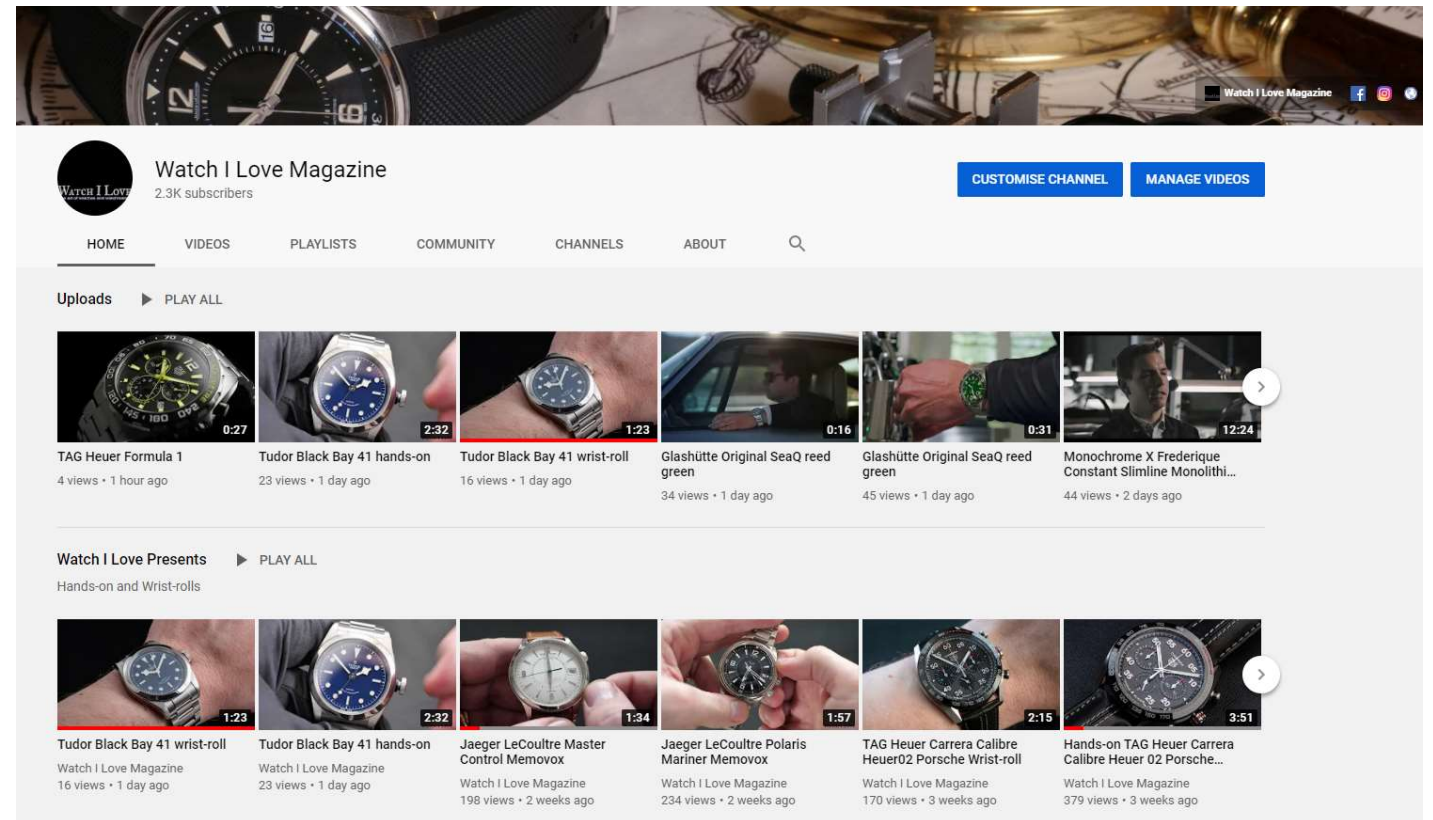


■ Male ■ Female ■ Unspecified



YouTube *WATCH I LOVE*

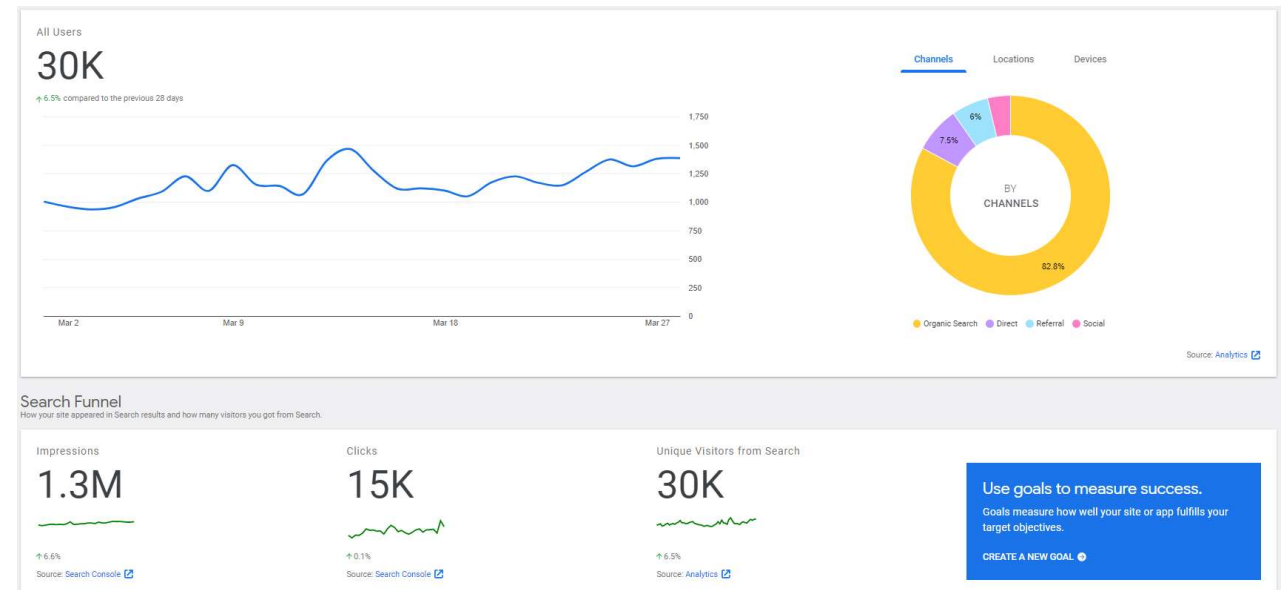
- ▶ YouTube: Watch I Love Magazine
 - ▶ **2.300** subscribers
 - ▶ **38'6K** views (01.03.2021 – 28.03.2021)
 - ▶ **1.1K** hours watch time
 - ▶ **353.9K** Impressions
 - ▶ **26.2K** unique viewers



Google Reports

▶ Google Search Console Report 01.12.2020 – 31.12.2020

- ▶ 15K link clicks from direct search
- ▶ 1.3M total impressions
- ▶ 30K unique visitors from Google search
- ▶ 1.2% Average CTR
- ▶ 26.4 Average position



Examples & References

WATCH I LOVE

- ▶ Hands-on review:
 - ▶ <https://watchilove.com/review-vacheron-constantin-traditionnelle-tourbillon>
 - ▶ <https://watchilove.com/hands-on-greubel-forsey-gmt-quadruple-tourbillon>
 - ▶ <https://watchilove.com/jaeger-lecoultre-master-ultra-thin-tourbillon-moon-2>
 - ▶ <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-neri-and-panerai-submersible-chrono-guillaume-neri-edition-pam00983> (lifestyle watches)
 - ▶ <https://watchilove.com/mbf-legacy-machine-thunderdome> (press kit watch launch)
- ▶ Lifestyle pictures:
 - ▶ <https://watchilove.com/review-union-glashutte-1893-johannes-durrstein-edition-chronograph> (lifestyle pictures for Union Glashütte official press release)
 - ▶ <https://watchilove.com/review-tag-heuer-carrera-porsche-chronograph-special-edition>



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