



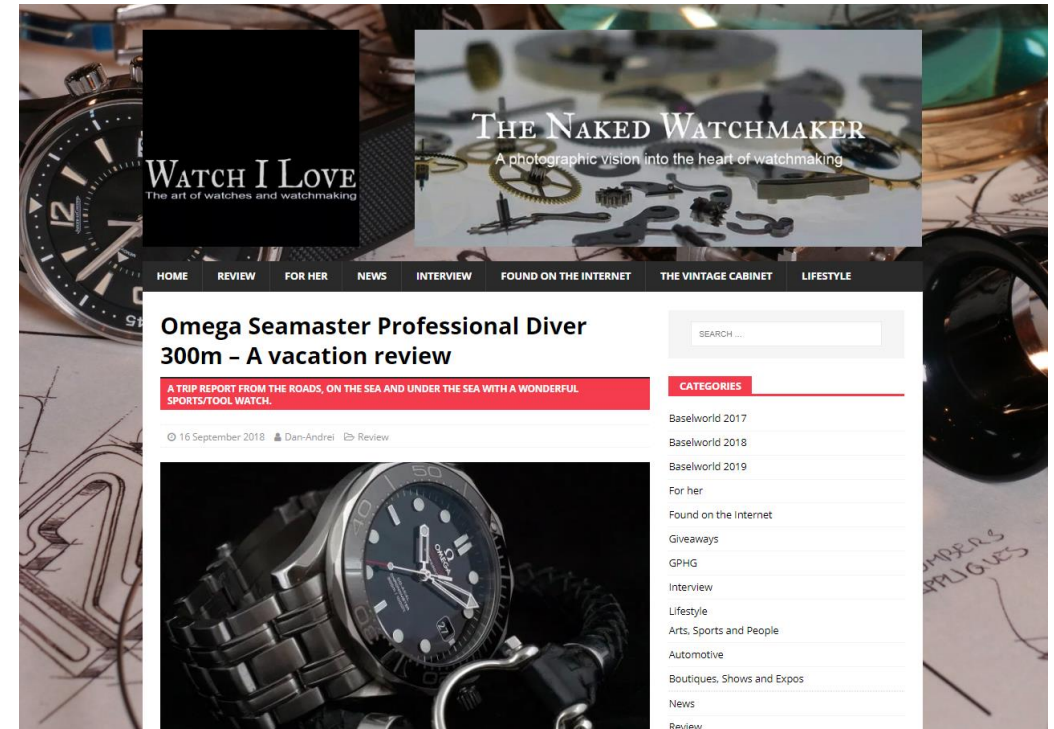
**WATCH I LOVE**  
The art of watches and watchmaking

# Watch I Love Magazine

MEDIA KIT MAY 2023

# 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/@WatchILoveMagazine>
- ▶ LinkedIn:  
<https://www.linkedin.com/company/watch-i-love-magazine/>



# Facts and Figures

## WATCH I LOVE

▶ Website numbers reported by IONOS (service provider) for April 2023

- ▶ Unique visitors: **76.8k**
- ▶ Number of sessions: **88.4K**
- ▶ Pages view per session: **1.94**
- ▶ Time per session: **40 seconds**
- ▶ Page views: **171.2k**

### KONTINENTE

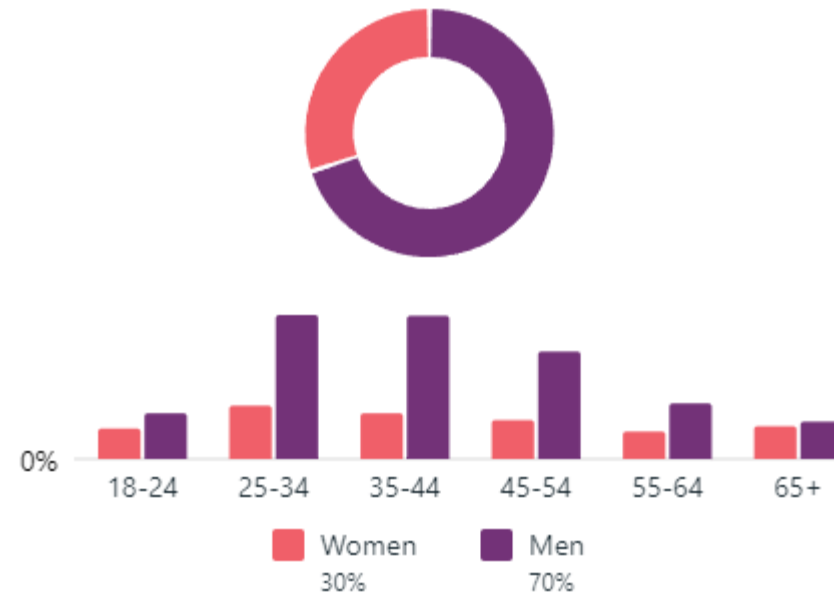
Europa	36092
Nordamerika	26175
Asien	20368
Südamerika	2151
Afrika	1777
Ozeanien	1667
Nicht zuordenbar	111



# Facebook *WATCH I LOVE*

▶ Facebook: @watchilove

▶ **6.49k** followers

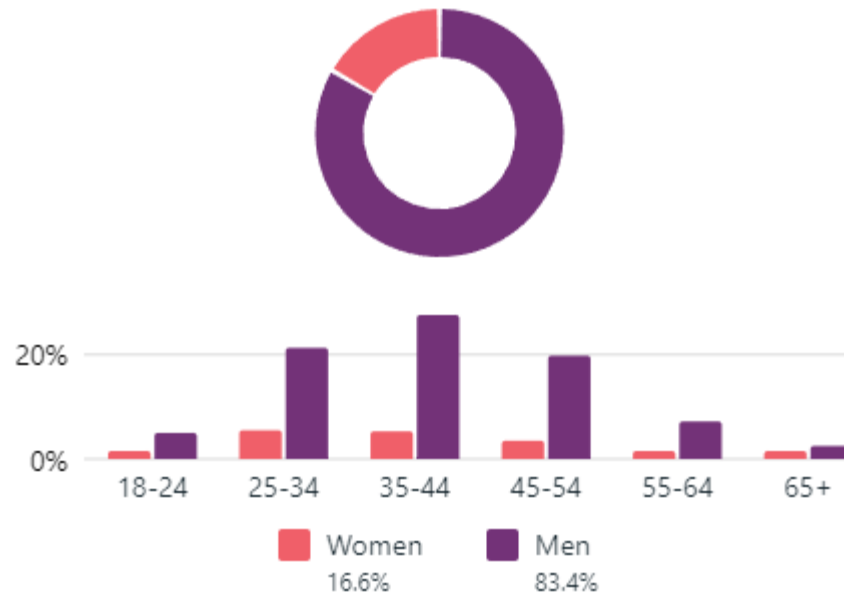


# Instagram

# WATCH I LOVE

▶ Instagram: @watch\_i\_love

▶ **2,483** followers



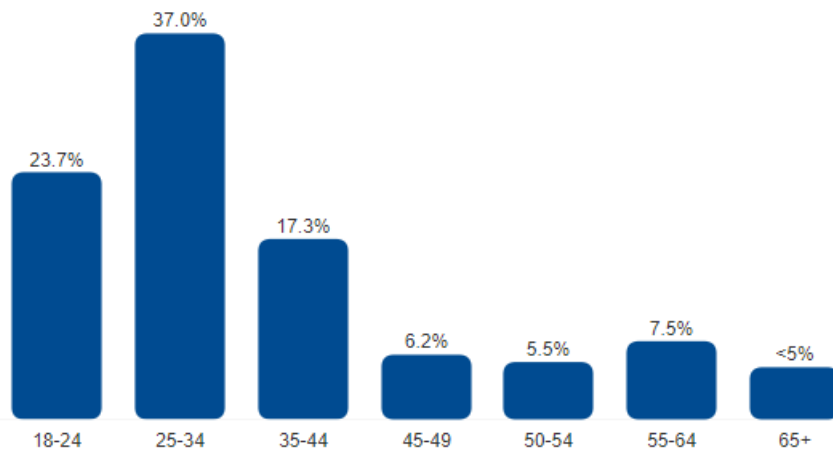
# Pinterest

# WATCH I LOVE

- ▶ Pinterest: watchilove
  - ▶ **51.51k** Audience (April 2023)
  - ▶ **82.78k** Impressions (April 2023)

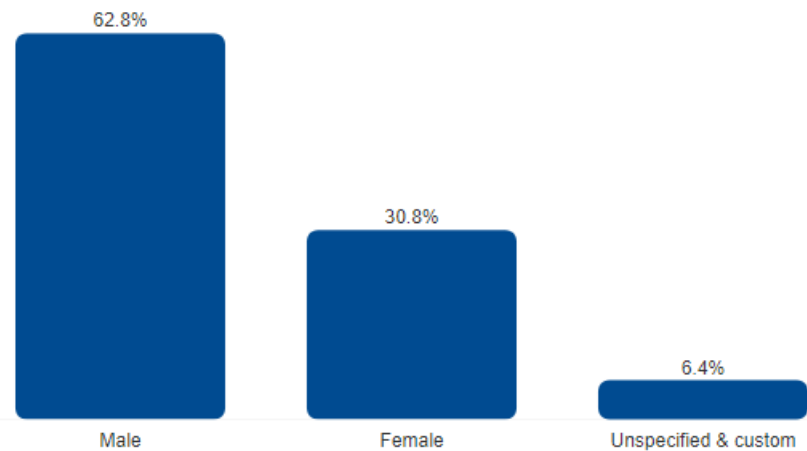
## Age

The age distribution of this audience ⓘ



## Gender

The gender distribution of this audience ⓘ



# YouTube *WATCH I LOVE*

▶ YouTube: Watch I Love Magazine  
(short presentation videos with a  
medium length of 2 minutes)

- ▶ **4.62K** subscribers
- ▶ **69.1k** views (Q3 2022)
  - ▶ **641** hours watch time
  - ▶ **532.7k** Impressions

Watch I Love Magazine  
1.81K subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads ▶ PLAY ALL

Pedro De Movellan Forward Motion  
8 views • 15 hours ago

Ulyse Nardin Diver Net  
43 views • 1 day ago

Zenith Defy Classic Carbon  
58 views • 1 day ago

Breitling Chronomat for ladies  
29 views • 2 days ago

Bugatti Bolide  
39 views • 2 days ago

Bovet Réclat 26 Brainstorm® CHAPTER TWO  
22 views • 2 days ago

Watch I Love Presents ▶ PLAY ALL  
Hands-on and Wrist-rolls

Louis Moinet Memoris Superlight hands-on  
Watch I Love Magazine  
31 views • 3 days ago

Ferdinand Berthoud Chronomètre FB 2RE.1  
Watch I Love Magazine  
82 views • 1 week ago

Ferdinand Berthoud Chronomètre FB 2RE.2  
Watch I Love Magazine  
60 views • 1 week ago

Union Glashuette Belisar Chronograph Mondphase  
Watch I Love Magazine  
111 views • 1 week ago

Panerai Radiomir Venti PAM02020  
Watch I Love Magazine  
1K views • 2 weeks ago

IWC Pilot's Watch Chronograph Top Gun Editio...  
Watch I Love Magazine  
573 views • 2 weeks ago

# LinkedIn

▶ LinkedIn Watch I Love Magazine

▶ 2.16k followers

## Follower demographics

Seniority ▾

Entry · 597 (27.5%)

Senior · 467 (21.6%)

Manager · 201 (9.3%)

Director · 150 (6.9%)

Owner · 94 (4.3%)

CXO · 88 (4.1%)

VP · 67 (3.1%)

Partner · 30 (1.4%)

Training · 20 (< 1%)

Unpaid · 9 (< 1%)

## Follower demographics

Industry ▾

Retail Luxury Goods and Jewelry · 373 (17.2%)

Retail · 78 (3.6%)

IT Services and IT Consulting · 66 (3%)

Advertising Services · 53 (2.4%)

Business Consulting and Services · 48 (2.2%)

Software Development · 39 (1.8%)

Motor Vehicle Manufacturing · 38 (1.8%)

Construction · 35 (1.6%)

Retail Apparel and Fashion · 34 (1.6%)

Higher Education · 32 (1.5%)



# Google Reports

- ▶ Google Search Console Report April 2023
  - ▶ 18.8k link clicks from direct search
  - ▶ 2.59M total impressions
  - ▶ 0.7% Average CTR
  - ▶ 16.8 Average position

# Examples & References

WATCH I LOVE

- ▶ Hands-on review: <https://watchilove.com/category/review>
  - ▶ <https://watchilove.com/review-carrera-sport-chronograph-heuer02>
  - ▶ <https://watchilove.com/maurice-lacroix-aikon-tide-unboxing-hands-on-wrist-roll-full-review>
  - ▶ <https://watchilove.com/vacheron-constantin-overseas-tourbillon-6000v-as-the-ultimate-sports-watch>
  - ▶ <https://watchilove.com/a-german-delight-glashutte-original-panomaticlunar-in-green>
  - ▶ <https://watchilove.com/the-same-but-square-hublot-square-bang-unico-king-gold-ceramic>
  - ▶ <https://watchilove.com/jaeger-lecoultre-master-ultra-thin-tourbillon-the-ultimate-dress-watch-show-off>
- ▶ Lifestyle oriented article:
  - ▶ <https://watchilove.com/catherine-loved-it-cartier-baignoire>
  - ▶ <https://watchilove.com/world-environment-day-are-we-doing-enough-opinion-about-the-ocean-race-ulyse-nardin-and-the-latest-diver-collaboration-part-1>
  - ▶ <https://watchilove.com/the-tag-heuer-x-porsche-experience-watches-cars-and-sports>
- ▶ 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)

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