

# WATCHPRO

BRITAIN'S MOST INFLUENTIAL WATCH TITLE

---

MEDIA KIT 2026

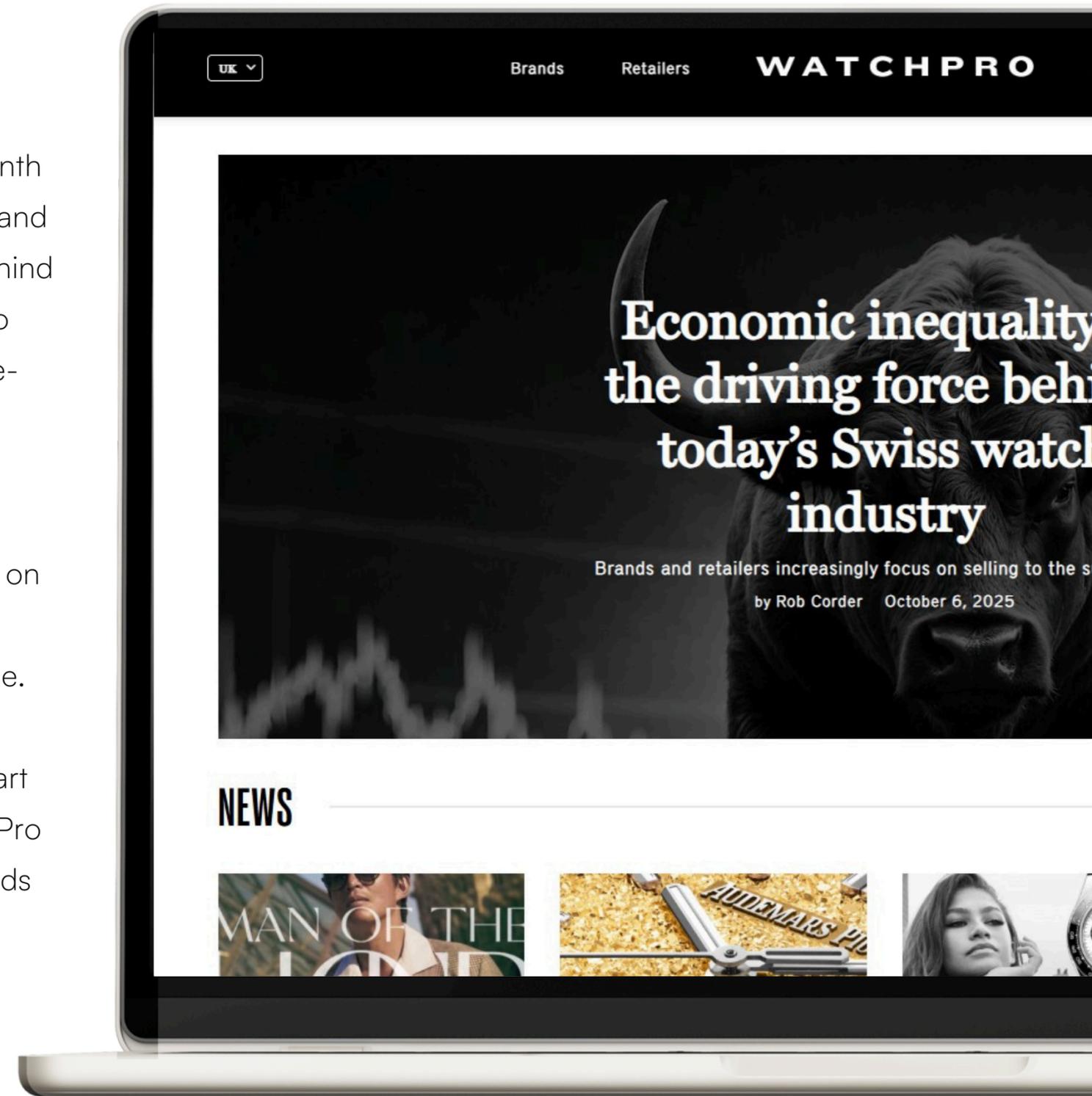
[watchpro.com](https://watchpro.com)

## INTRODUCTION

---

WatchPro is the world's most influential watch title, with over half a million readers per month across print and digital. It is the go-to source of the latest insight on new watches, design and horological developments and a unique authority on the businesses and power players behind the timepieces. We live in an era when ordinary consumers and collectors want to know so much more about how their watches are made and sold; what they are worth new and pre-owned; and why they should choose one brand or reference over all others.

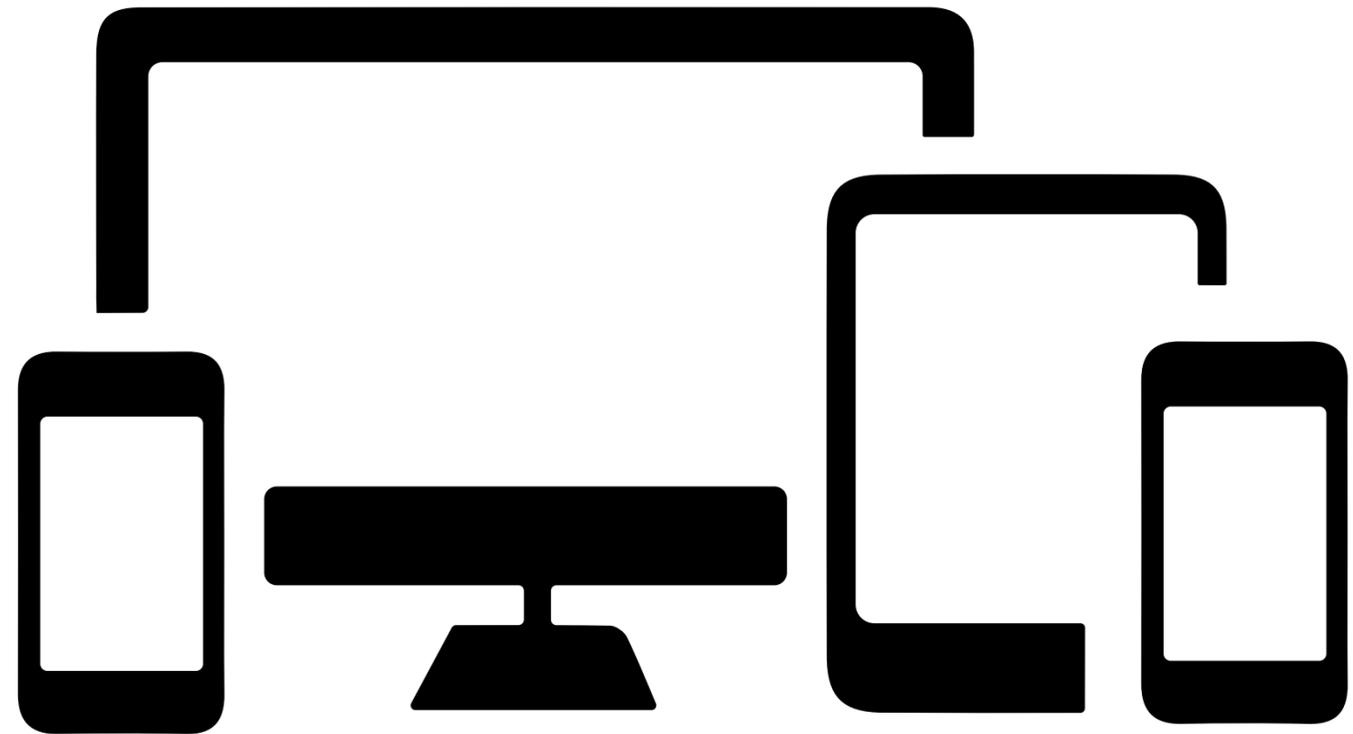
WatchPro provides unrivalled expertise, analysis and data-driven commentary to help the entire community make better decisions. With WatchPro, advertisers maximise their return on investment by reaching both trade professionals, who might become valuable partners for generations, and highly engaged individual end-consumers considering their next purchase. There is also a highly engaged community of casual and professional watch dealers who appreciate WatchPro's insistence that the pre-owned and new watch community are all part of one exciting ecosystem. In addition to print, digital and social media campaigns, WatchPro offers unique sponsorship opportunities in its world-class events including WatchPro Awards in the UK and United States and the luxurious WatchPro Salon in London every year.



## READERS INCLUDE EXECUTIVES FROM RETAILERS SUCH AS:

- Watches of Switzerland Group
- Signet
- Bucherer
- Beaverbrooks
- Berry's
- Laings
- Lunn's
- Chisholm Hunter
- Prestons
- David M Robinson
- Pragnell
- Lister Horsfall
- Weir & Sons
- Mappin & Webb
- Watchfinder
- eBay
- Goldsmiths
- Time + Tide
- London Jewelers
- Subdial
- Michael Spiers
- CW Sellors
- Ahmed Seddiqi & Sons
- Rivoli

WatchPro is distributed to senior individuals in management from the leading watch retailers, watch wholesalers, watch brands and general service providers. This includes owners, managing directors, general managers and senior buyers.

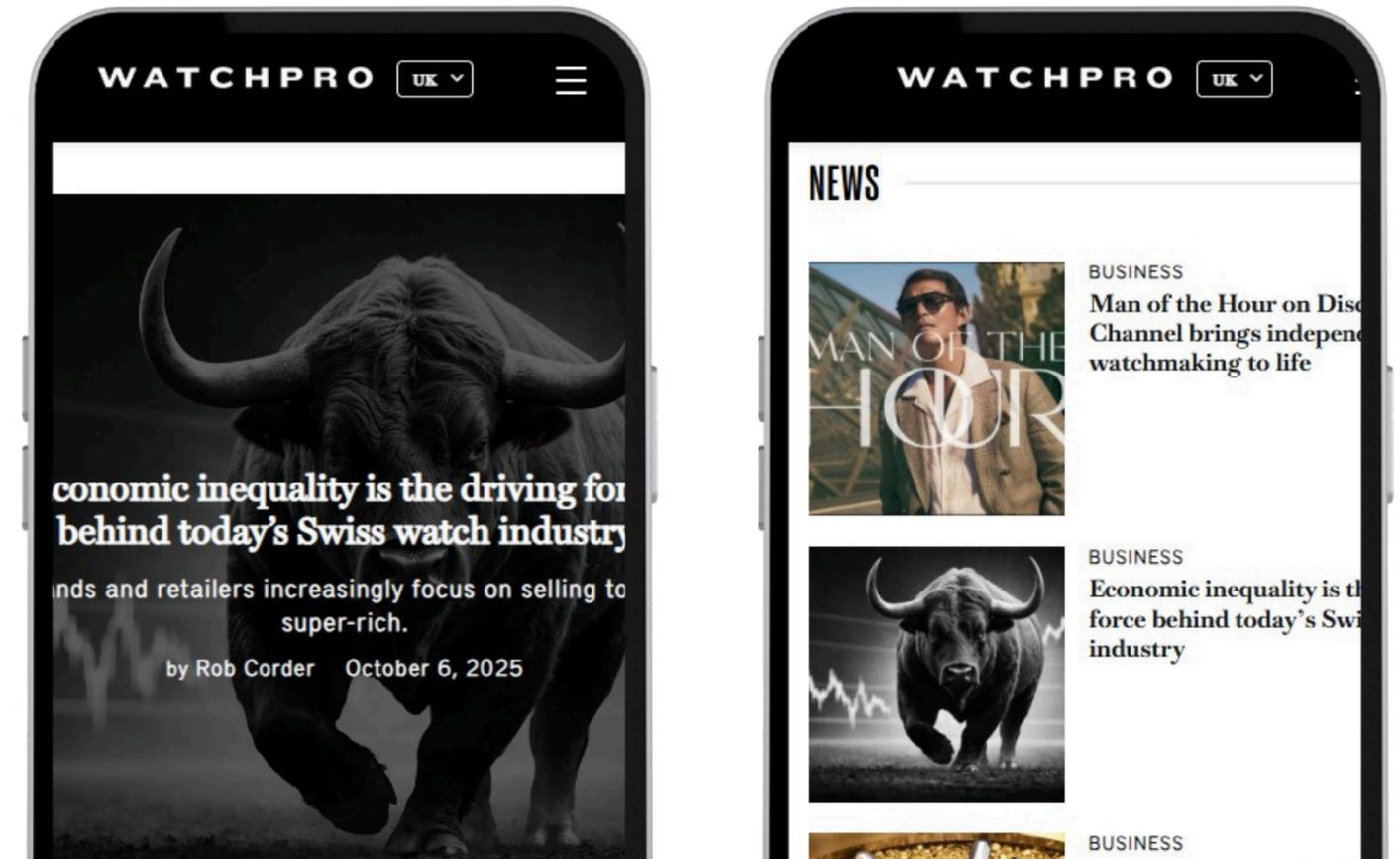


## DIGITAL

Our websites are a web portal for the watch industry, representing a truly valuable opportunity for business advertisers: you can speak directly to the owners, operators and management personnel. We also have a growing consumer audience consisting of dedicated watch collectors who have a need to know everything there is to know about watches.

POSITION	PRICE	SPECS	AVERAGE CLICKS	AVERAGE CTR
LEADERBOARD	£3,000	1040 x 120	946	0.2%
MPU	£3,000	650 x 250	922	0.2%
TOWER	£3,000	300 x 600	1,258	0.23%
MOBILE BANNER	£6,000	1080 x 1920	24,295	1.52%
WALLPAPER	£5,000	1920 x 1080	3,273	4.20%
POP-UP	£6,000	800 x 400	18,011	1.01%
PARTNER PAGE*	£12,000	N/A	N/A	N/A

\*Discounts available for multi-month and cross-platform packages. Website banner positions are shared on rotation with a maximum of four clients sharing equal impressions. Wallpaper is held exclusively, and not on rotation. Prices are per month (\*exclusive of partner page which is an annual package) and subject to VAT.



**290,000**

monthly  
impressions

**148,000**

monthly  
users

**79%**

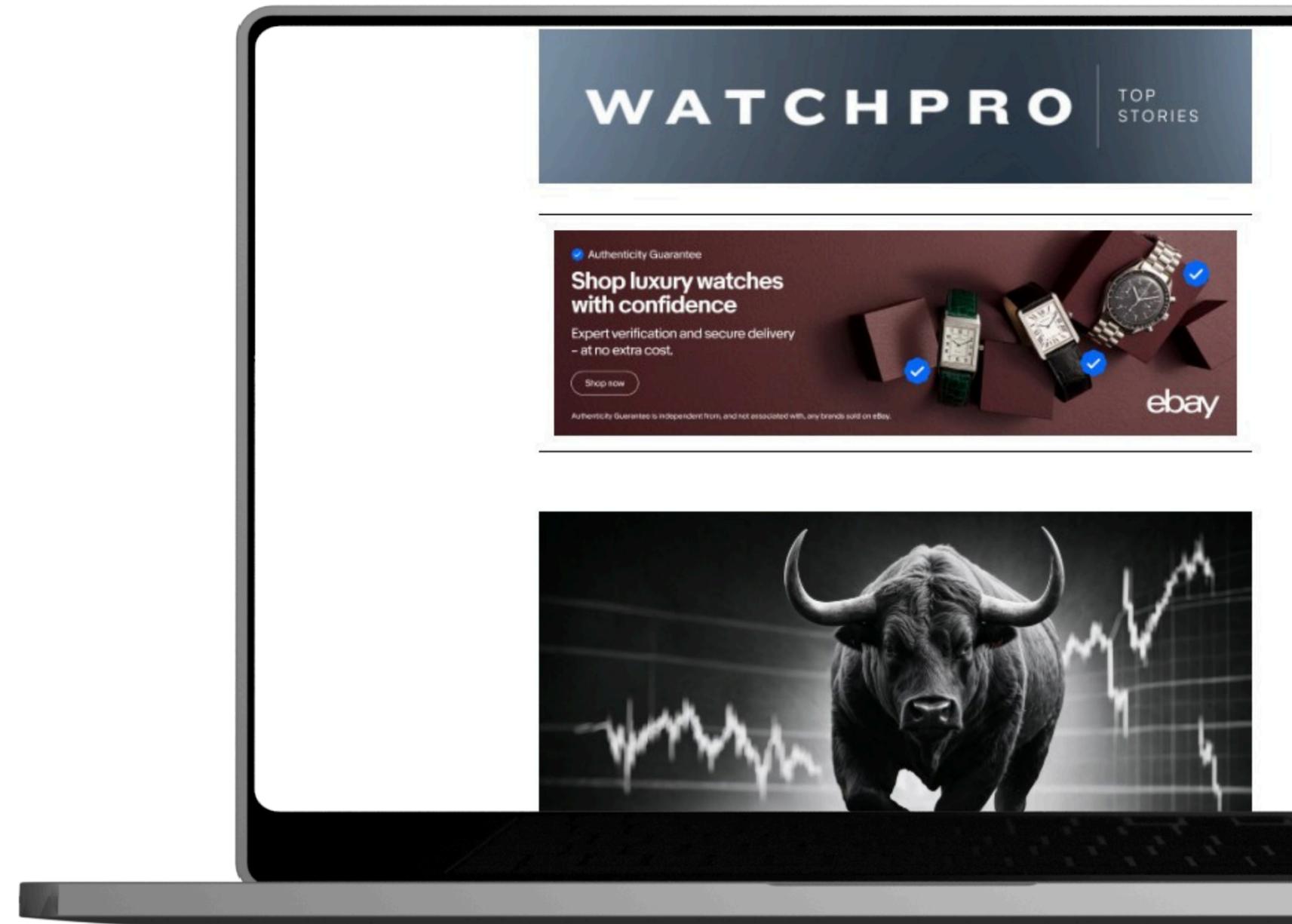
of sessions  
via mobile website

## DAILY NEWS ALERTS

Our daily news alerts are emails we send out to our most dedicated audience members. Those who truly cannot miss out on our updates will subscribe to receive their news direct to their inbox. Each news alert consists of the newly posted articles of the day along with banners from our advertising partners. Our daily news alerts are sent Monday-Friday to over 6,000 subscribers.

POSITION		PRICE	SPECS
E-SHOT		£5,000	HTML FILE
LEADERBOARD	(1st)	£5,000	576 x 115
LEADERBOARD	(2nd-3rd)	£4,000	576 x 115
LEADERBOARD	(4th-5th)	£3,000	576 x 115

Discounts available for multi-month and cross-platform packages.  
Prices are per month and subject to VAT.



## PRINT

Our monthly magazines are distributed free of charge to eligible professionals in the watch industry, watch enthusiasts, and key distribution locations. This luxury consumer magazine offers a captivating blend of intriguing news, stunning watch photography, and insightful articles, along with exclusive interviews. Advertisers have the opportunity to showcase their products and services within this premium publication, reaching the most influential buyers in the industry.

POSITION	PRICE	SPECS
FRONT COVER PACKAGE	£20,000	BESPOKE
INSIDE FRONT COVER SPREAD	£12,000	420 x 280 (DPS)
FIRST DOUBLE PAGE SPREAD	£10,000	210 x 280
SECOND DOUBLE PAGE SPREAD	£8,000	420 x 280 (DPS)
DOUBLE PAGE SPREAD	£7,000	210 x 280
OUTSIDE BACK COVER	£9,000	185 x 121.6 / 90 x 247.9
OPPOSITE ED'S LETTER/CONTENTS	£7,000	90 x 121.6 / 185 x 46.8
INSIDE BACK COVER	£6,000	*
FULL PAGE	£5,000	

- Discounts available for multi-month and cross-platform packages.
- \*Insert cost dependent upon size / weight of the insert. Price based on standard A5 single flyer.
- Prices are per month and subject to VAT.



**27,515**  
total  
readership

**6,000**  
copies  
printed

**3,515**  
average digital  
readers

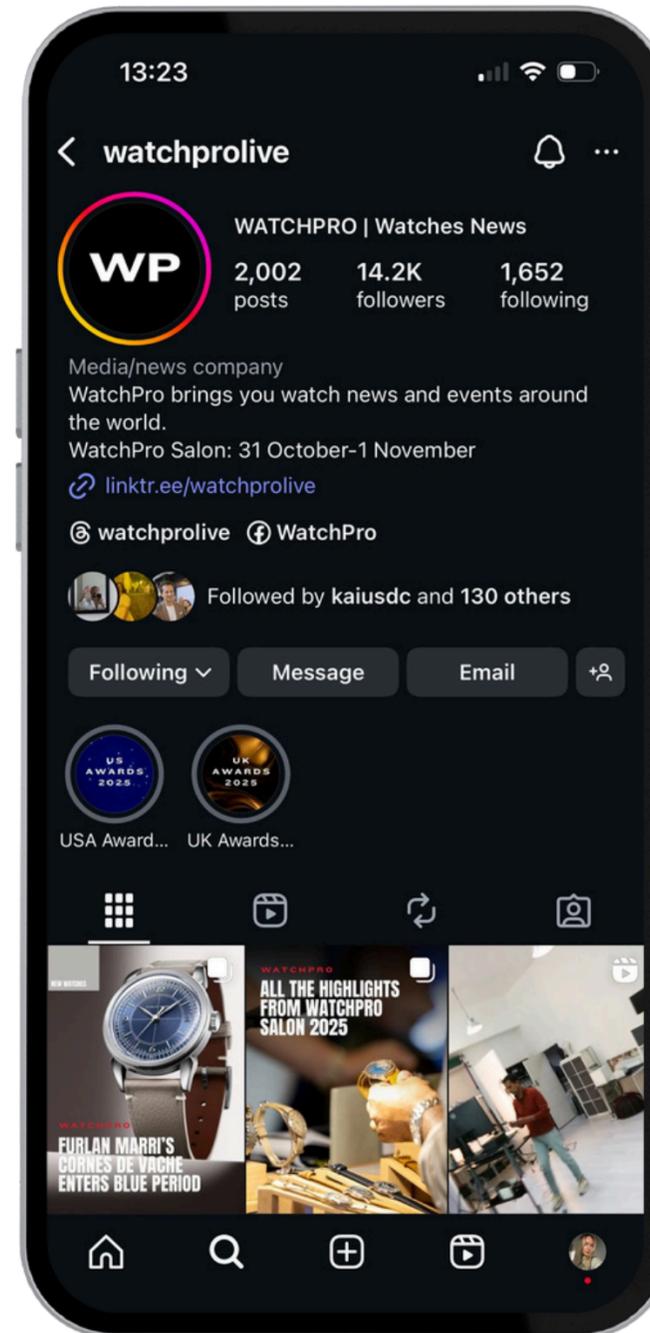
**24,000**  
average print  
readers

## SOCIAL

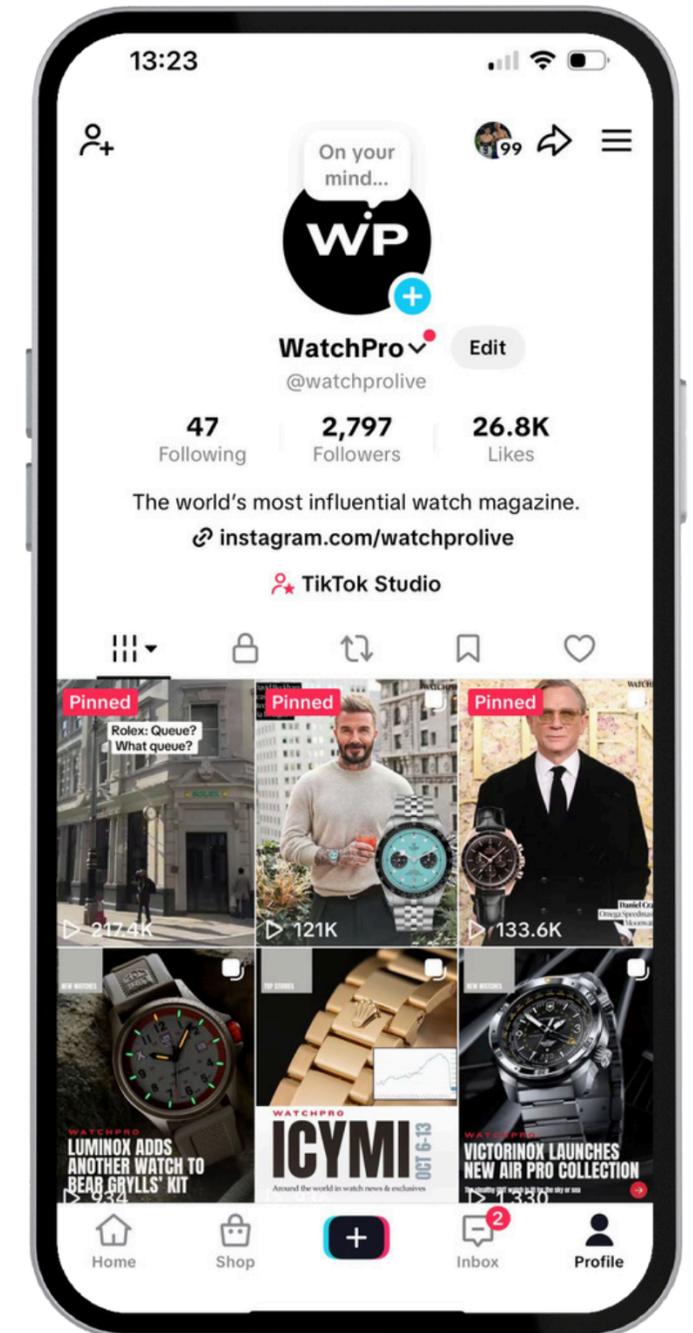
WatchPro's social platforms connect the global watch community across Instagram, TikTok, LinkedIn, Facebook and YouTube, offering brands high-impact editorial exposure to an engaged audience of collectors, retailers, and industry professionals. Through weekly news roundups, breaking stories, and curated new watch highlights, we bring the latest in horology to life with dynamic storytelling and premium visuals. Our editorially driven content blends insider access with cultural relevance - giving brands the opportunity to influence conversations potential customers are most active.

POSITION	PRICE	SPECS
INSTAGRAM STORY WITH LINK	£500	ASSETS PROVIDED (9:16)
SINGLE SOCIAL POST	£1,000	ASSETS PROVIDED (4:5)
GALLERY SOCIAL POST	£2,000	ASSETS PROVIDED (4:5)
ORIGINAL REEL	£3,000	CREATED BY WATCHPRO
INSTAGRAM CO-POST	£3,000	ASSETS PROVIDED (4:5)
ORIGINAL YOUTUBE (VIDEOGRAPHER)	£5,000	CREATED BY WATCHPRO

- All social posts will be shared across Instagram, TikTok, YouTube, LinkedIn and Facebook
- Statistic reporting available on request
- Original YouTube includes homepage coverage, social edit and news story



**500K**  
combined  
av. quarterly  
reach



**25K**  
total  
followers

## EVENTS

---

### WatchPro Awards

The WatchPro Awards has been the premier event for the British watch industry for nearly a decade, celebrating the achievements of leading watch brands and retailers. Held in Central London, the annual gala dinner and awards ceremony unites the industry to mark best practice and innovation across the sector.

WatchPro presents numerous opportunities for companies to sponsor the awards, enabling them to not only make a mark in the retail industry but also gain nationwide exposure in various press outlets such as newspapers and online coverage.



## CONTACTS

### EDITORIAL

Ella Kirby

**Digital Editor**

ella.kirby@itp.com

### COMMERCIAL

Andrew Wingrove

**Brand Director**

andrew.wingrove@itp.com

+44(0)7305256194

Alex Douglas

**Brand Manager**

alex.douglas@itp.com

+44(0)7788118026

Daily News Alert subscription URL

[www.watchpro.com/dna](http://www.watchpro.com/dna)

 @watchprolive

 @watchprouk

 @watchprolive

 @watchprolive

 @watchprolive

## ABOUT ITP UK & ITP MEDIA GROUP

WatchPro is part of ITP (Media) UK, an established publisher of B2B media, consumer publications and events. Its team of journalists provides daily news for sectors such as social care, retail, catering and hospitality from the company's head office in London.

ITP (Media) UK is a subsidiary of the Dubai-headquartered ITP Media Group, which helps partners reach a global audience through its portfolio of publications, websites and events. Established in 1987, ITP Media Group has offices in Abu Dhabi, Riyadh and Mumbai, operating more than 75 brands and delivering more than 200 events, conferences and awards galas every year.

For more, visit [itp.com](http://itp.com)



**WATCHPRO**

[watchpro.com](http://watchpro.com)