



watch-next



watch-next

Launched in late 2014, watch-next.com is the leading watch website in Australia, covering matters horological with depth and insight. Through its combination of news, features, video reviews and a buyers guide, it enjoys almost double the traffic of any watch website in the region.

Watch-next focuses on prestige timepieces and what's making genuine news in the world of horology, with three key objectives: to introduce a new audience to timepieces; to provide a lively entree into this fascinating world; and to cater to readers/viewers who want intelligent and insightful commentary.

What we offer

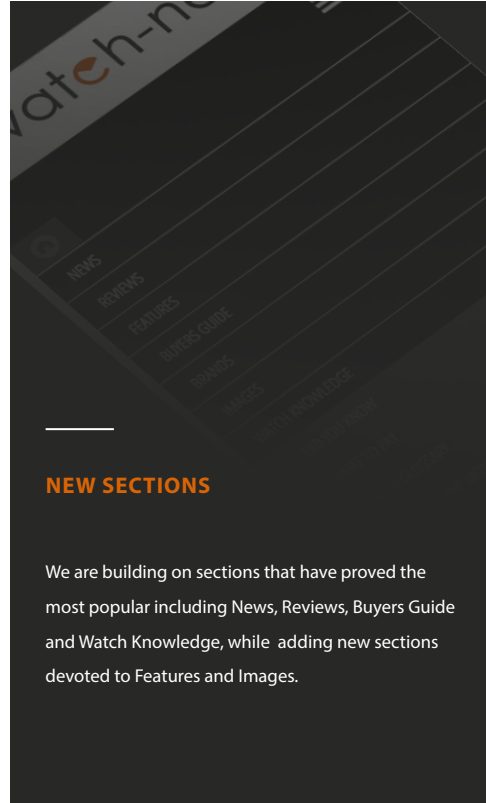
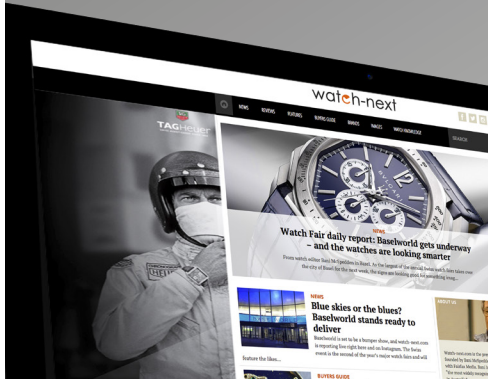


What's new



RE-DESIGN

Our fresh new look will ensure the user experience is smoother thanks to improved navigation, more easily accessible content and a high energy design format.

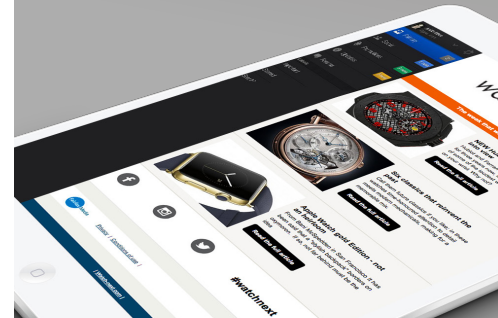


NEW SECTIONS

We are building on sections that have proved the most popular including News, Reviews, Buyers Guide and Watch Knowledge, while adding new sections devoted to Features and Images.

NEWSLETTER

A new weekly newsletter will put watch-next into the inbox of our audience every week, inviting them to read a lively update from our editor and the sites top stories. This will allow watch-next to develop it's own community of watch lovers.



The refreshed sections

BUYERS GUIDE

No one else provides this kind of guide and it will continue to be an audience-engaging watch-next feature.



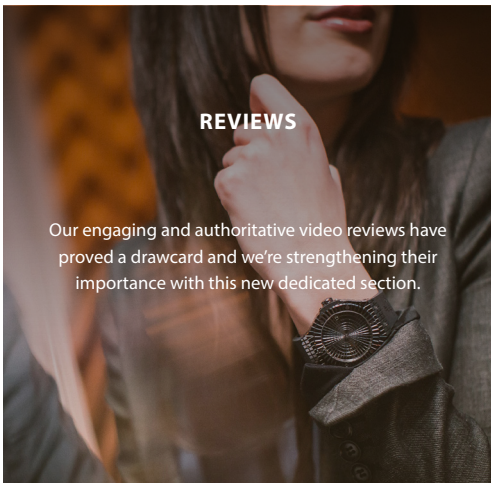
FEATURES

We're bringing to the site our outstanding print features to further engage watch lovers and those just learning about watches.



REVIEWS

Our engaging and authoritative video reviews have proved a drawcard and we're strengthening their importance with this new dedicated section.



WATCH KNOWLEDGE

Like the Buyers Guide, compulsory reading and a staple of watch-next.com's authority in this region.

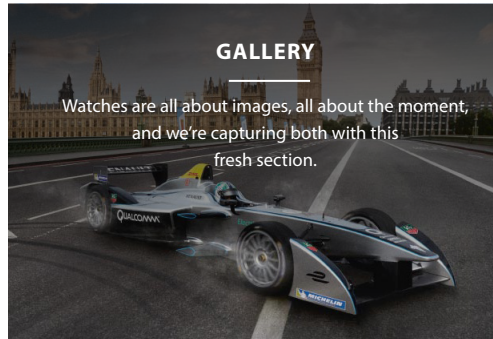
NEWS

At a glance, the latest brand and product news in the watch world.



GALLERY

Watches are all about images, all about the moment, and we're capturing both with this fresh section.





From the Editor

The founder of watch-next, Bani McSpedden, is “the most widely recognised watch authority in Australia.” He is Watch Editor across the Fairfax stable, writing for *The Australian Financial Review Magazine*, *Luxury, Life & Leisure* and *ExecutiveStyle*, among other titles.

“Since launching late last year we’ve had some terrific support and great feedback. Our strength is that unlike other watch sites we don’t just cater to boffins. Our exclusive Apple Watch review had more than 80,000 hits across watch-next.com and Fairfax sites.

Now our lively content comes with more dynamic presentation, easier navigation and a weekly newsletter. We were recently ranked #2 in the world for quality by independent site Man of Many.

The combination of coverage on watch-next.com and across Fairfax’s premium publications means unparalleled breadth, reach and depth.

BANI MCSPEDDEN

Editorial team



KATRINA STRICKLAND

Editor, AFR Magazine

Katrina Strickland is editor of *The Australian Financial Review Magazine* and a key member of the editorial team that launched watch-next.com. She has been with *The AFR* since 2006.



PIP COATES

Deputy Editor, AFR Magazine

Pip Coates is deputy editor of *The AFR Magazine* and has been production editor of watch-next.com since its 2014 launch.



STEPHEN CLAXTON

Video Features Producer

Stephen Claxton has been creating videos for Fairfax for the past ten years. He is currently working on features videos and is enjoying shooting some beautiful watches.



TIM BEOR

Design Director

Tim is the design director for AFR magazines, overseeing luxury titles *AFR Magazine*, *Watch*, *Luxury* and *Sophisticated Traveller*. Tim is responsible for the design direction of watch-next.com.



Audience Profile

PAGE VIEWS

98,343

USERS

54,214

TOTAL VISITS

965



Time and Tide Watches

1,924



watch-next.com

49.9%

MALE

AGE

18-24 5.41%

25-34 15.09%

35-44 17.53%

45-54 24.19%

56+YRS 37.79%

50.1%

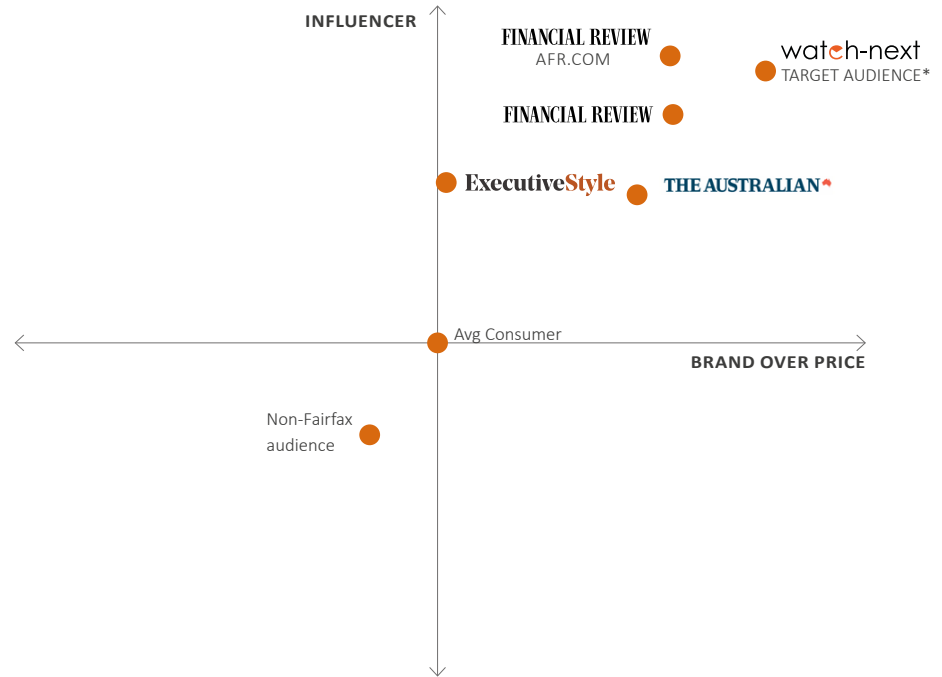
FEMALE





Influential audience

Fairfax Digital's luxury watch purchasers are more likely to be influencers and prefer brand over price than other Fairfax and non-Fairfax audiences



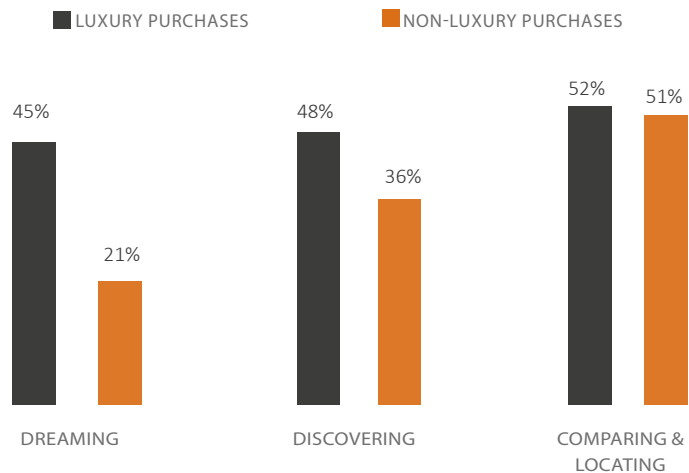
*WatchNext.com TARGET AUDIENCE = Fairfax Digital audience who purchased a luxury watch in the last three months. n=145



The consumer journey

Dreaming and discovering are more important in the luxury category than other retail categories.

% of consumers who go through each stage before making a purchase



Source: Fairfax GfK Retail Consumer Study 2015



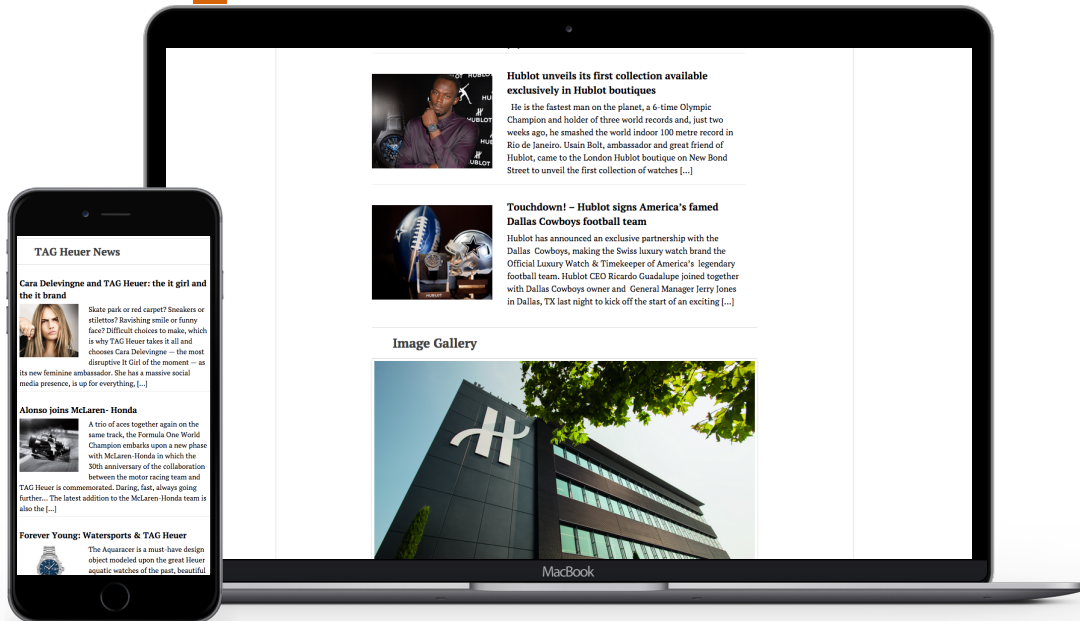
Silver Sponsorship Packages

HIGHLIGHTED BRANDS CONTENT PLATFORM

Watch brands produce large amounts of information, from press releases to promotional films, photos from functions and brand ambassador activities, the majority of which does not get covered in Australian media. A 'Highlighted Brand' Content Platform offers brands the opportunity to curate this content for a dedicated, interested audience.

- Dedicated 'Highlighted Brand' content platform including news, an image gallery, a video gallery and event information, supplying their own content.
- A Brand Logo Tile will appear on the homepage and section pages to drive traffic through to the Brand Content platform.
- 'Highlighted Brand' Content Platforms are hosted in the Brand Watch section, in sub-section.

Cancellation Deadline: 12 weeks prior to publication date



Gold Sponsorship Packages

GOLD PACKAGE INCLUSIONS:

Super King gutters and top leader board

25% SOV on the Home page

100% SOV on one section, includes News, Reviews, Features and Buyers Guide.

Platinum Sponsorship Packages

PLATINUM PACKAGE INCLUSIONS:

Super King gutters and top leader board

25% SOV on the Home Page

100% SOV on one section, includes News, Reviews, Features and Buyers Guide.

100% SOV 1 week per month to promote sponsored content from the 'Highlighted Brand' Content platform to actively drive traffic and increase visibility.

1 month 'Highlighted Brand' Content Platform package





Nerissa Corbett
Commercial Brand Manager Prestige Group
(02) 9282 2096
ncorbett@fairfaxmedia.com.au

Angela Tesoriero
Senior Brand Specialist - NSW
(02) 2982 1939
a.tesoriero@fairfaxmedia.com.au

Nicole Papaz
Brand Specialist - VIC
(03) 8667 2108
nicole.papaz@fairfaxmedia.com.au



Watch Next Media Kit 2015

WATCH-NEXT.COM