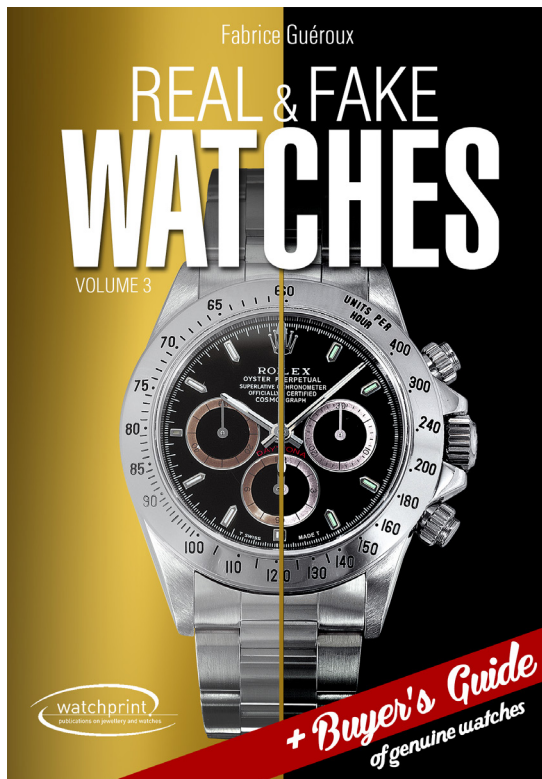


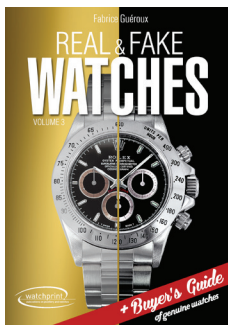
## Genuine watches REFERENCE BOOK

média/ads info

**RELEASE NOVEMBER 2014**



- FORMATS
- PUBLICATION SCHEDULE
- TECHNICAL DATA
- CIRCULATION
- READERSHIP



Since 2005, Guéroux publishes his watches best seller ***Real & Fake Watches***. From its first volume edition until volume two, this book became a *must-have* for any watches enthusiast willing to discover all the necessary tricks to avoid any counterfeit purchase in order to proceed the best purchase possible and buy securely - a real problem nowadays.

This year, Fabrice Guéroux will release ***Real & Fake Watches volume 3***, more educational than the two first volumes, providing more information on the subject of counterfeit (how to avoid...), and will enable the reader to better inform himself on the watches universe.

The book will include a **BUYER'S GUIDE**, including all the reliable shops where to buy reliable watches, new or vintage.

Real & Fake Watches Volume 3 is a real “buying a watch KNOW-HOW”... an opportunity for all the watch market actors to be present in this book and benefit from a real credit, attracting customers willing to start or complete their watches collection. Fabrice Guéroux is a key actor of the fight against counterfeiting and, to date, he has already advised hundreds of watch collectors on how they can buy a watch, new, second hand or vintage...

**REAL & FAKE WATCHES**  
**Volumes 1 et 2 - more than 6000 sold!**

## TECHNICAL DATA

### Language / Print Run

French : 3000  
English : 3000  
German : 2000  
Italian : 1000  
Japanese : 3000  
Chinese : 3000

### Cover

1200 g/m2, Glossy/laminated

### Inside pages

150 g/m2 glossy paper  
Format : 180mm X 230mm

### Printing

Offset 4 colors (CMYK)

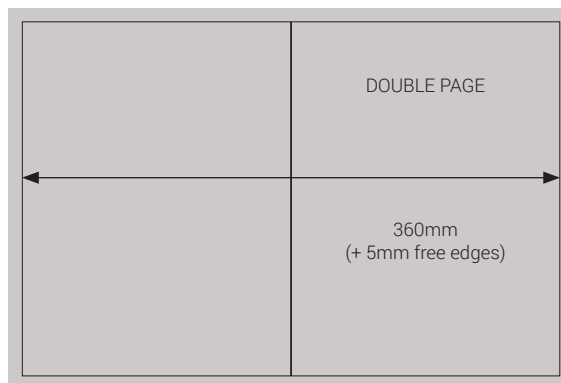
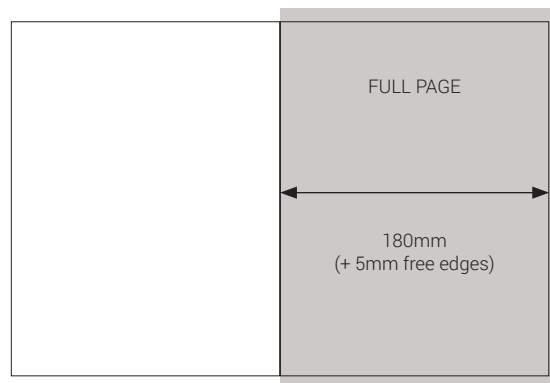
### Material

USB key, email, PDF HD (300dpi)  
Vectorized fonts  
Photos CMYK  
Colour proof requested.

### Files transmission

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## ADVERTISEMENT FORMATS & SPACES



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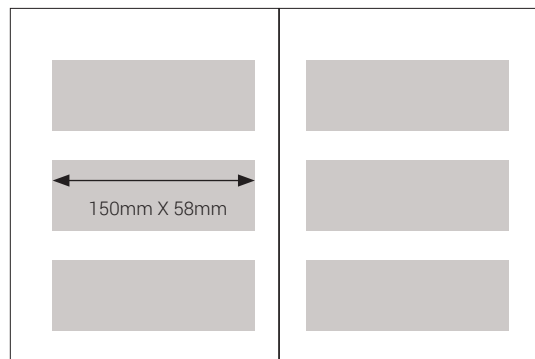
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**REAL & FAKE WATCHES**  
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**“BUYER’S GUIDE” FORMATS**



PICTURE (SQUARE)

INFORMATION



**NAME OF SHOP**

**NAME OF SHOP**

134 Malet Street  
London - WV1F 7HE  
Tél. 44.1.45.76.98 Fax : 44.8.97.87.65.90  
Web : [nameofshop.com](http://nameofshop.com)  
email : [info@nmeofshop.com](mailto:info@nmeofshop.com)

SPECIALITIES : contemporary and vintage  
(Rolex, Patek Philippe, Breitling, Cartier, IWC...)

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## ADS AREAS

- Full page  
(facing contents)
- Double page  
(before contents)
- Full page  
(inside pages)
- Double page  
(inside pages)
- Full page  
(Before/after Buyer's Guide)
- Double page  
(Before/after Buyer's Guide)
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(3 last pages)
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## **REAL & FAKE WATCHES**

### **Volumes 1 et 2 - more than 6000 sold!**

**INTERNATIONAL CIRCULATION "REAL & FAKE WATCHES"**  
**in bookstores in every country and online sales (Watchprint+Amazon)**

**FRANCE**  
**UNITED KINGDOM**  
**UNITED STATES**  
**GERMANY**  
**ITALY**  
**CHINA**  
**JAPAN**

## **EXHIBITIONS AND FAIRS - CIRCULATION**

Watchprint is the official bookstore in charge of the books' distribution/sales in the most prestigious watches exhibitions and fairs.

<b>Baselworld</b> (Basel)	120.000 visitors
<b>Salon de la Haute Horlogerie SIHH</b> (Geneva)	14.000 visitors
<b>Belles Montres</b> (Paris)	15.000 visitors
<b>Watch &amp; Wonders</b> (Hong-Kong)	16.000 visitors
<b>Salon QP</b> (London)	6.000 visitors
<b>TimeCrafters</b> (New-York)	3.000 visitors



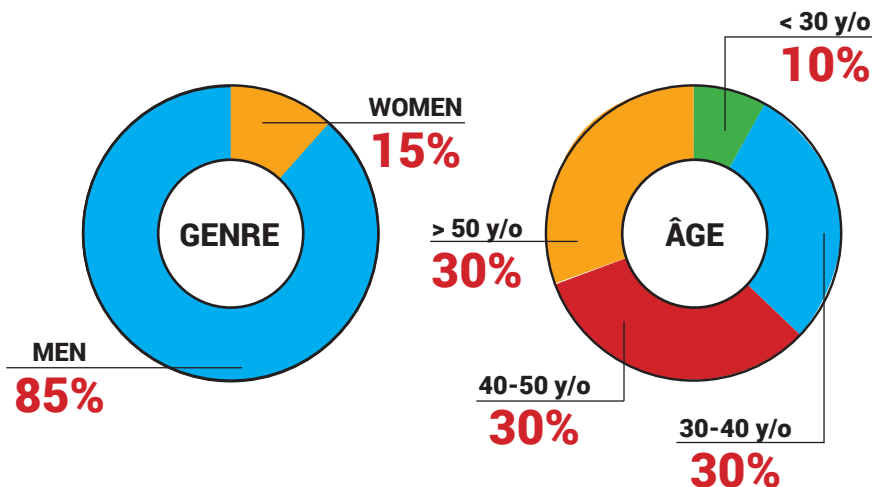
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The watch and jewellery bookstore. Over 800 titles dedicated to watches, clocks and chronographs, as well as jewellery, pearls and gemstones, covering a wide range including techniques, dictionaries, brand history, directories and annuals, creative inspiration, etc. Our publications are thus intended for both amateurs and professionals.

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## REAL & FAKE WATCHES - READERSHIP



**80%**  
amongst surveyed  
persons own more  
than two luxury watches  
(new or collection)

**70%**  
amongst surveyed  
use the book *Real & Fake  
Watches* when buying  
a watch.