

2022

Collectible watch stories

# Lifetime

Global Edition



lifetime\_magazine

[www.lifetimemagazine.co](http://www.lifetimemagazine.co)



LifetimeCollectibleWatchStories

# Lifetime

Collectible watch stories

I N T R O D U C I N G

# Lifetime

THE GLOBAL WATCH MAGAZINE



#012/2020

Collectible watch stories

# Lifetime

Global Edition

a burst of  
COLOUR

Not just  
another  
watch  
magazine

20 lei





The world has changed since watches were first mentioned in newspapers and magazines.

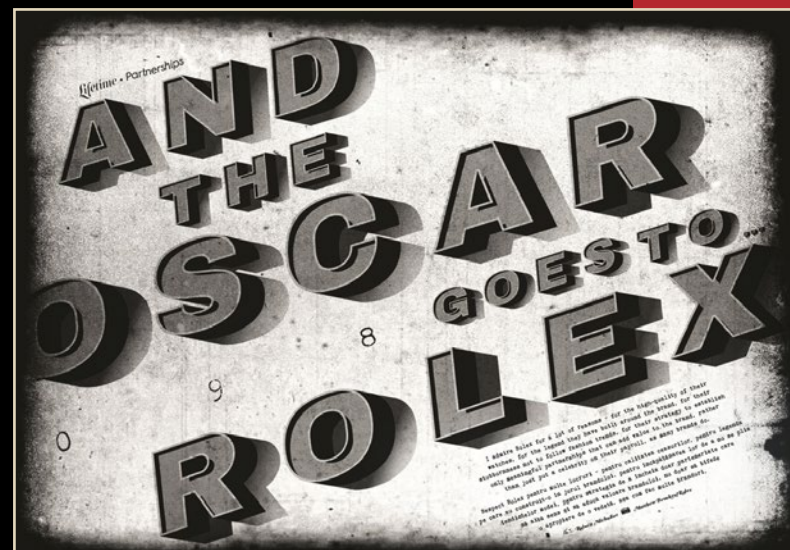
**NOW EVERYTHING IS FASTER AND, SOME SAY, SUPERFICIAL.**

However, people are increasingly turning back to authenticity, to substance, to the feelgood world of print, to **COLLECTIBLE MAGAZINES THAT OFFER EXTRAORDINARY EDITORIAL CONTENT AND BEAUTIFUL DESIGN.**

So, during these interesting times, *Lifetime* **MAGAZINE** **IS EXPANDING GLOBALLY**, with an outstanding print edition, dynamic social media presence and a new, engaging website.

*Lifetime* **MAGAZINE** has a bold, spectacular layout that makes it easy to read and also puts it in the category of beautiful, enduring coffee table books.

The thick, semi-gloss paper feels great in the hand and affords incredibly spectacular, life-like images.



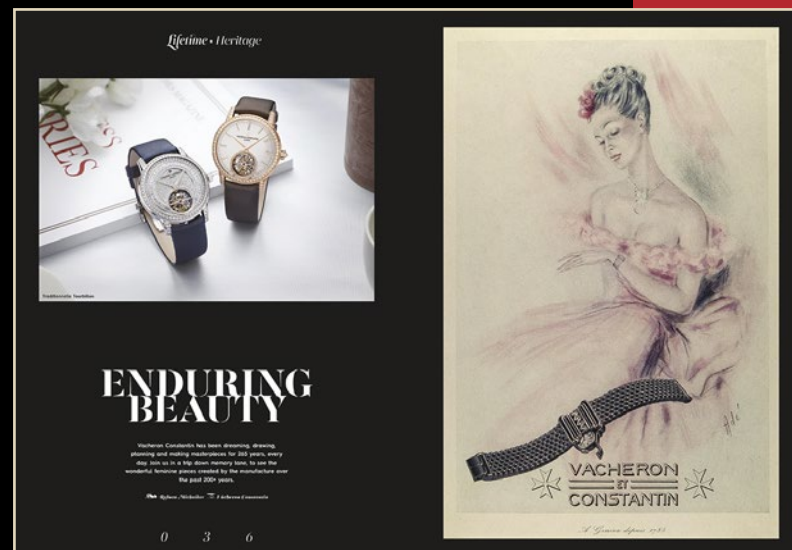
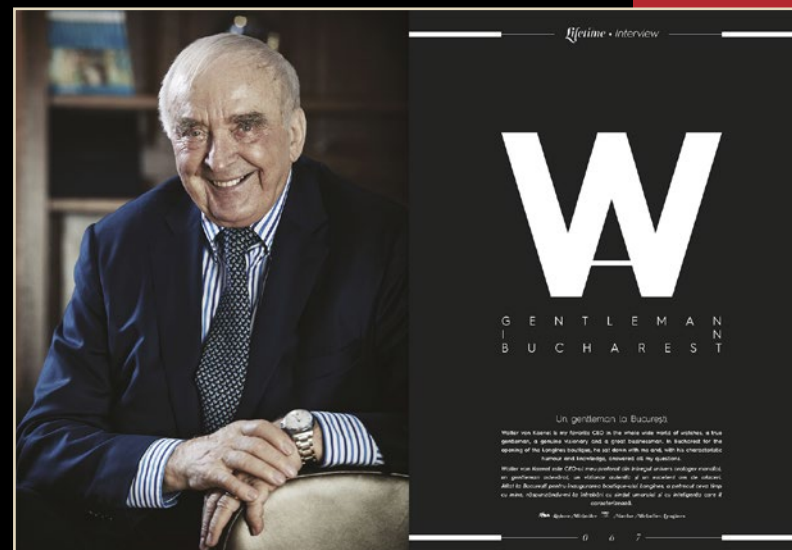
## EDITORIAL • APPROACH

*Lifetime* Magazine brings you both **THE POETRY AND THE TECHNICITY OF HIGH WATCHMAKING.**

We pay tribute to **THE GREAT MASTERS OF THE PAST**, but we give the same importance to **THE ARTISANS OF THE PRESENT.**

*Lifetime* **MAGAZINE IS ALREADY AN INSTITUTION WITHIN THE SWISS WATCHMAKING INDUSTRY**, benefiting from exclusive interviews and manufacturer visits from brands such as Rolex, Cartier, Vacheron Constantin, A. Lange & Söhne, Panerai, IWC, Glashütte, Jaeger-LeCoultre, Hublot, Hermès, Chopard, Longines, Tissot, Hamilton.

We are proud to team up with **Forbes** magazine, **THE WORLD'S NUMBER 1 BUSINESS LIFESTYLE PUBLICATION**, for watch industry news, analyses and opinions.





## EDITORIAL • APPROACH

We are honoured and proud to count some of **THE BEST WATCH JOURNALISTS** among our team members: Victoria Townsend, Magdalena Piekarska, Radu Lilea and Raluca Michailov.

Our editorial approach is based on high-quality, 100% original generated content. We pride ourselves on our original, unique articles based on our deep, inside knowledge of the watch industry. No redistributed press releases, only stories made in-house, just like the high-end watches we love. Exclusive interviews, manufacturer visits, watch drive tests, new launches, **ONE-OF-A-KIND PHOTO SHOOTS**, industry trends, first look at new models.

Around **150 PAGES OF EXTRAORDINARY CONTENT AND DESIGN** respected and admired by readers, advertisers and the watch industry.



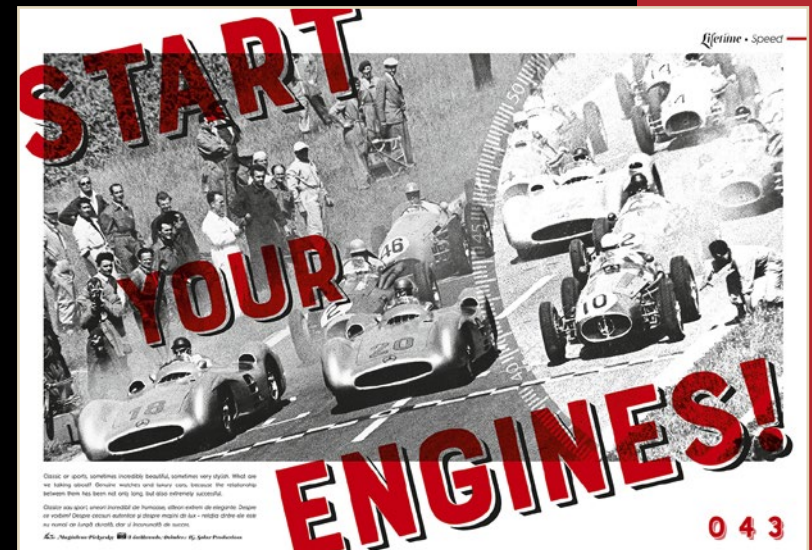
# Lifetime

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## M U L T I P L A T F O R M

*Lifetime* IS A MAGAZINE READ AND TREASURED BY THE **CONNAISSEURS**, the collectors, the refined audience with exciting tastes that is so difficult to reach. We offer the multiplatform to reach this audience wherever they are - **WE LAY THE FOUNDATION IN PRINT**, the universal starting point for all media, **WE ADD THE DIGITAL SUPPORT**, the on-line and mobile presence and **WE FEED THE NEED FOR INSTANT INFORMATION** via the most important social media networks.

And we always, always have high-quality, unique content.





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M U L T I P L A T F O R M

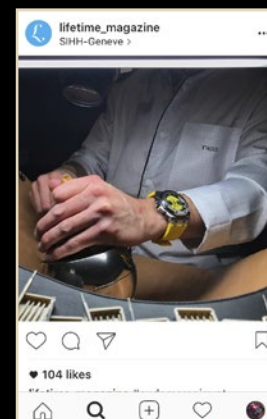
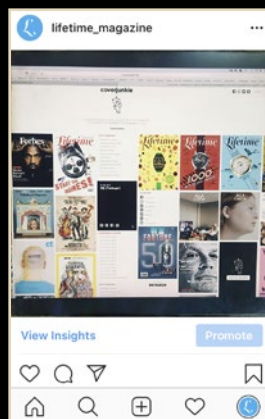
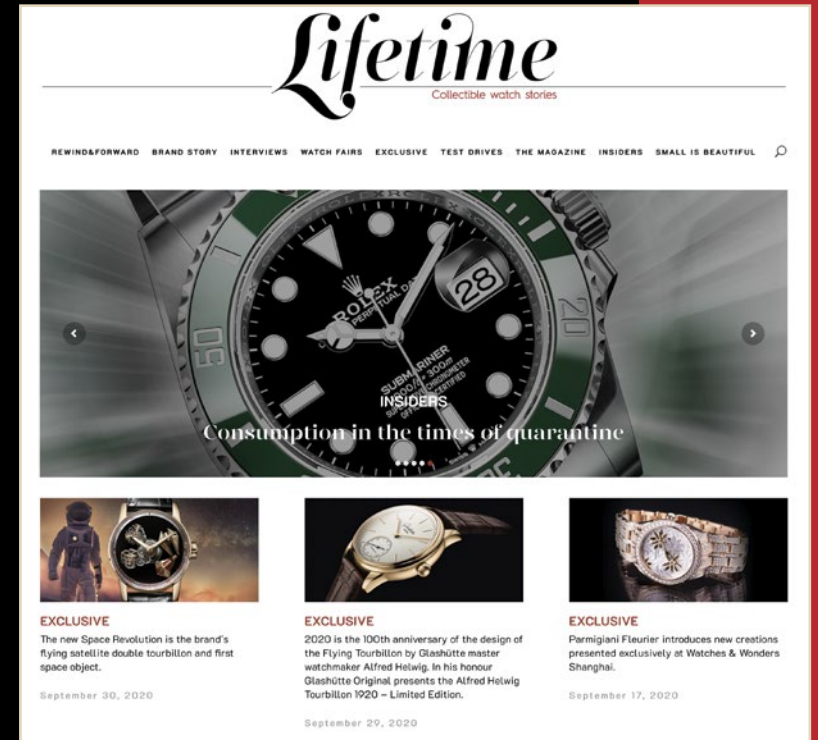
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# Lifetime

## R A T E • C A R D

### AD SIZE

Opening Spread	€7,000
Cover 4	€7,000
Cover 3 / Closing Gate	€4,000
Full Page Super Premium (1st 25%)	€4,500
Full Page Premium (1st 50%)	€3,500
Full Page Run of Book (Post 50%)	€2,500
Spread Super Premium (1st 25%)	€6,000
Spread Premium (1st 50%)	€5,000
Spread Run of Book (Post 50%)	€4,000

- All prices are per insertion.
- Rates subject to change based on strategic opportunities and reader and market needs
- AD DESIGN - Inquire about special pricing
- All Rates Are Net.
- Frequency: bi-annual
- 144 pages + 4 covers, full colour

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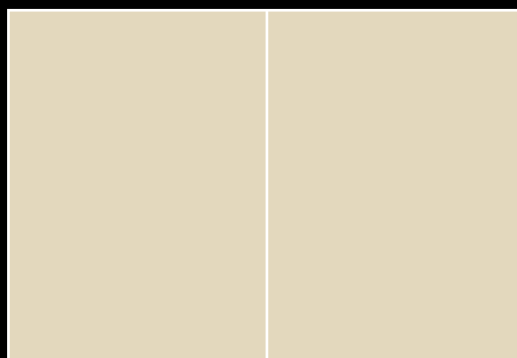
## ADVERTISING • SPECIFICATIONS + OPTIONS

*Lifetime* Magazine has a bold, spectacular layout that makes it easy to read and also puts it in the category of beautiful, enduring coffee table books.

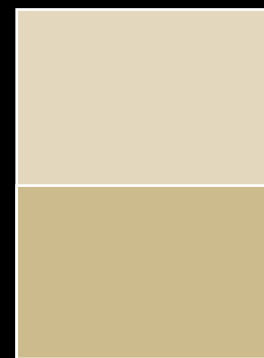
The thick, (350gsm cover, 170gsm text), semi-gloss paper feels great in the hand and affords incredibly spectacular, life-like images.



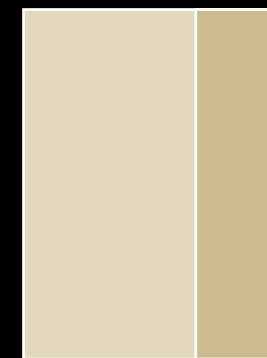
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Bleed – 238mm X 325mm  
Trim – 228mm X 315mm



SPREAD:  
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Trim – 456mm X 315mm

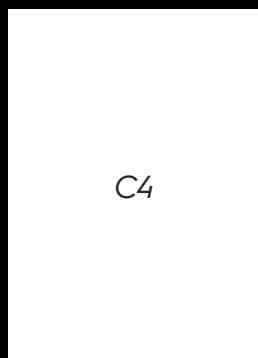


1/2 PAGE:  
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Trim – 228mm X 157.5mm

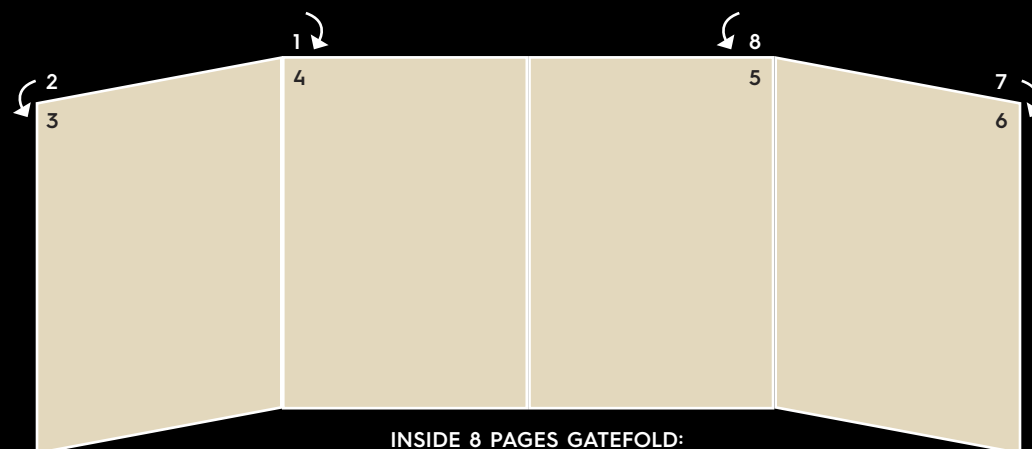


1/3 PAGE:  
Bleed – 86mm X 325mm  
Trim – 76mm X 315mm

## SPECIAL • PROJECTS \*



REVERSE COVER:  
Bleed – 437mm X 325mm  
Trim – 427mm X 315mm



INSIDE 8 PAGES GATEFOLD:  
1/4/5/8 Trim – 225mm X 315mm Bleed – 235mm X 325mm  
2/3/6/7 Trim – 223mm X 315mm Bleed – 233mm X 325mm

\*Inquire about special pricing

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T E S T I M O N I A L S

## Lifetime

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Vacheron Constantin and Lifetime share a common passion for exceptional timepieces.

It's always a fine pleasure to exchange ideas and views when we meet and I look forward contributing to interesting stories in future "Lifetime".

Thank you Patricia for your support, your friendship and your passion for the finest watchmaking!

C. Selmoni

2016

**MR. CHRISTIAN SELMONI**

Artistic Director, Vacheron Constantin  
January, 2016, SIHH, Geneva

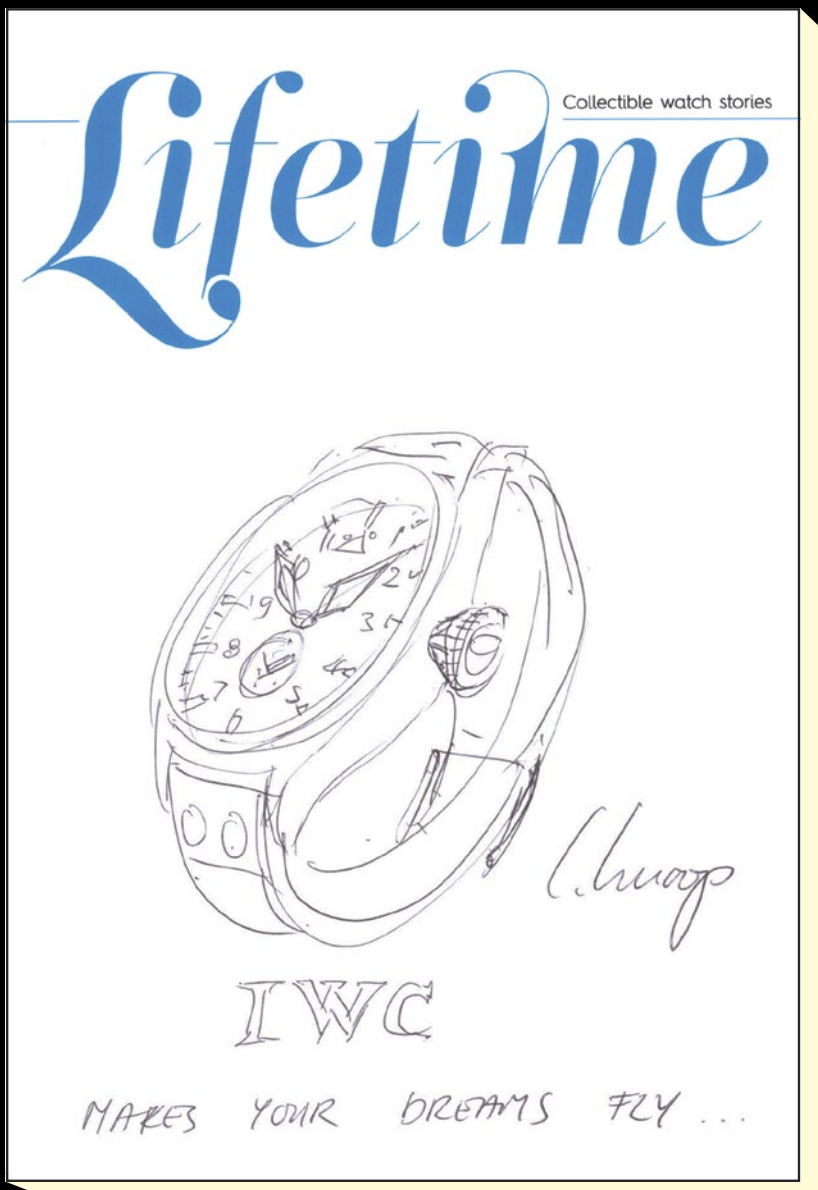




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T E S T I M O N I A L S



**MR. CHRISTIAN KNOOP**  
CREATIVE DIRECTOR, IWC SCHAFFHAUSEN  
*January, 2016, SIHH, Geneva*

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T E S T I M O N I A L S

# Lifetime

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*85 years of constant success!*

*What's an anniversary...*

*Happy Birthday Reverso.*

*Daniel Riedo*

**MR. DANIEL RIEDO**  
CEO, JAEGER-LECOULTRE  
*January, 2016, SIHH, Geneva*







 **Raluca Micbailov**  
Editorial Director *Lifetime*

## How *Lifetime* came to be

I don't know how long it's been since I started writing about watches - 14 years? 15 years? At any rate, I first walked into the Geneva Salon a long time ago, when I was writing about luxury and I wanted to learn more about it. I had never been attracted to the watch industry and I didn't really know much about this world. And then the strangest thing happened - one fine April day I entered the Palexpo center in Geneva and I realized it was exactly where I was supposed to be - among works of art created by some of the few true artisans still standing in this much too shallow and fast moving world. And my passion has only grown ever since, so now I know this is a love story that will last a lifetime.

I got back to the office, excited and eager to write more about watches, to share this world with my readers. And then the strangest thing happened - colleagues who had no interest in watches started reading my articles - while proofreading, while designing the layout for the articles. And then they started asking me questions and visiting the websites and reading the materials. And they started noticing the difference between quartz and mechanical watches. And then they started buying watches. Now they can identify a watch

model just as fast as I can. And they are wearing and loving watches.

My husband was not wearing a watch when we met. And, as he told me several times, he did not want one, because he was not into watches, they were not his thing. Until one Christmas, when I gave him a watch. And then the strangest thing happened - my husband now likes watches just as much as he does cameras - which means he likes them a lot.

One of my principles is that everything one does must necessarily, crucially, vitally be of quality. I don't write magazines to see my picture in them or to gain any influence, money or fame whatsoever. Though it may sound naïve these days, I write magazines to provide accurate information; to bring outstanding people and innovative products to public attention.

This is how *Lifetime* magazine came to life. We write about powerful brands, exceptional watches, effective campaigns and genuine leaders. My team and I will always start with ourselves. If we are better people, better journalists, better managers, if we have better products, we will inspire more people and, on an increasingly larger scale, we will make smaller or bigger changes for the better.

# Lifetime

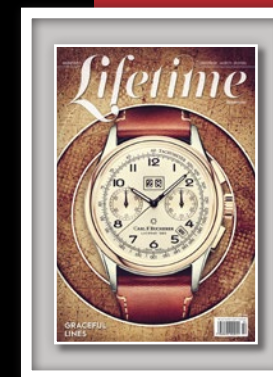
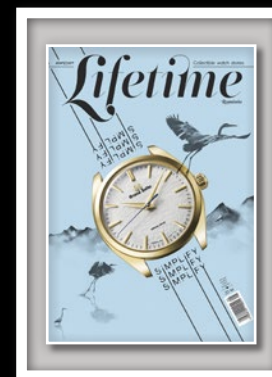
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WE LOOK

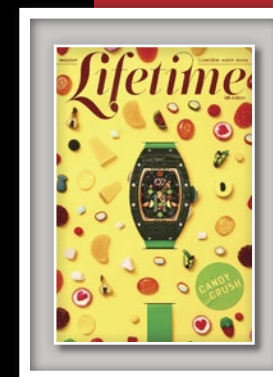
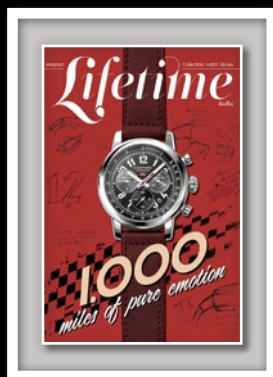
FORWARD TO



BUILDING A



LONGSTANDING



PARTNERSHIP!



# *Lifetime*

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## *Thank you*

For business opportunities contact:

**Raluca Michailov**

Publisher

mobile: **+40722.562.654**

**[raluca@lifetimemagazine.co](mailto:raluca@lifetimemagazine.co)**



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