

UHREN Chronos手表 通讯



第三期将于6月上市。

The third issue will be on the market in June.



《Chronos 手表》在巴塞尔钟表展 Ebner Verlag 展台。

《Chronos 手表》presented in Ebner Verlag booth in Basel.

敬启者：

首先必须再次感谢各位对《Chronos 手表》的支持，使我们能够继续在中国图书进出口公司的所有进口钟表类杂志中保持单期进口数量最大。同时，我们的进口合作伙伴中图上海也对本刊的市场表现和高质量极为赞赏，并接手本刊的国内订阅。所有这些都离不开您对《Chronos 手表》的不懈支持！

在今年的巴塞尔、日内瓦钟表展中，《Chronos 手表》不仅出现在Ebner Verlag的展台上，而且本刊发行人Martin Metzger先生和我本人也拜访了许多公司，送上《Chronos 手表》第二期（巴塞尔、日内瓦钟表展预览）。

最近客户、合作者反馈的意见主要还是集中在发行、读者反馈和本刊编辑主题、市场活动几个方面，现公开回答如下：

1、《Chronos 手表》是否公开零售？是否能列举部分零售点？

——《Chronos 手表》完全属于零售杂志。我们目前发行覆盖的城市为上海、北京、广州、大连、沈阳、哈尔滨、成都、重庆及周边地区。基于《Chronos 手表》内容专业、定位高的特点，我们重点发展连锁书店、地铁报刊店、连锁便利店等高端零售点，例如在上海，我们在地铁沿线报刊亭、季风连锁书店、好德超市都有零售，市场反映热烈。

同时，中图上海报刊部已全面接手本刊订阅（详情请参考本刊版权页），定户数正在迅速增长之中。

2、目前有无读者分析？读者反映如何？

第一期的数据正在统计之中，第一期读者分析将在3-4周内完成，同时随着读者来信和参与的快速增加，到今年8-9月将会有详细的读者分析发布。

读者普遍反映《Chronos 手表》是目前市场上最严肃、最高端、最详实的钟表杂志。中图上海报刊部也反映自从《Chronos 手表》接受订阅以来，立即成为钟表杂志中最受读者瞩目的，许多其他钟表杂志的订户纷纷转而订阅《Chronos 手表》，按此趋势《Chronos 手表》年内将会成为订户最多的进口钟表杂志。



《Chronos 手表》在好德超市各连锁店均有售。
《Chronos 手表》is also available in All Days chain superstores.



《Chronos 手表》是奥迪媒体中心的合作伙伴。
《Chronos 手表》is exclusive media partner in Audi Media Centre.

3, 《Chronos 手表》在编辑上有没有主题? 是否会和品牌合作封面故事?

在内容的安排上,《Chronos 手表》每期都有固定的主题: 2005/4 (八月号) 是运动表专辑; 2005/5 (十月号) 为购买指南专刊; 2005/6 (十二月号) 为年末刊, 随刊赠送女表珠宝专刊 Mytime。其中购买指南专刊、女表珠宝专刊均为 Ebner Verlag 全球统一的主题, 在国内市场均为首创。

《Chronos 手表》的内容均为编辑部独立选题制作, 2005 年所有封面都是多表对比主题。我们欢迎和品牌开展合作, 但必须以维护内容的独立性为前提。

4, 《Chronos 手表》是否组织市场活动?

市场活动将是我们今后工作的重点, 我们也希望能参与客户的市场活动以相互支持。目前已开展的和计划之中的市场活动包括:

——加强客户服务, 向客户在国内的专卖店、旗舰店提供免费样刊。

——联合其他高端领域媒体合作, 扩展媒体平台, 为客户提供超值服务。部分客户已经在最近本刊和《设计》杂志的合作中体会到这种超值服务。

——参与其他品牌推广活动, 将作为协助媒体参加奥迪品牌攻势, 同时作为“奥迪品味车苑”(北京)和奥迪媒体中心(上海)的特别展示媒体。

作为《Chronos 手表》的传统, 我在每两个月都会向所有客户、合作者和业内人士发送与此文类似的通讯, 回答大家的疑问, 介绍目前的进展, 公布发行数字和市场划分。各位如果有任何问题需要公开解答也可直接和我联系, 我将在下期《Chronos 手表》通讯中予以答复。

嵩此

即颂!

丁之向

《Chronos 手表》

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UHREN Chronos 手表 Newsletter



《Chronos 手表》活跃在钟表展中。

《Chronos 手表》在 Basel and Geneva.

Dear Sir or Madam:

I would like to thank you again for your great support to 《Chronos 手表》 which help us to stay firmly in number 1 among all imported watch magazines through CNP I/E Co. , not only with highest imported copy number per issue but also with reputation gained on the market. CNP I/E Co. is so confident on 《Chronos 手表》 that they are taking care of all subscription right after our 2nd. issue.

During recent watch show in Basel & Geneva, 《Chronos 手表》 has made successful appearance on Ebner Verlag booth. Our publisher Mr. Martin Metzger and me myself have also visited many brands to present our latest issue (《Chronos 手表》 No.2, Basel & Geneva Preview).

Recently I have talked with some of our clients and partners to collect feedback or concerns. I'm answering four most common questions here below:

1, Is 《Chronos 手表》 being sold on newsstand? Any examples on where it could be bought?

—— 《Chronos 手表》 is fully circulated on newsstand in Shanghai, Beijing, Guangzhou, Dalian, Shenyang, Harbin, Chengdu, Chongqing and surrounding area. Since the positioning of 《Chronos 手表》 is very high end and professional, we keep our focus on higher standard retail points such as chain book stores, 24hour superstores etc. For example in Shanghai, we are presented in subway newsstands, Jifeng Chain Book Stores, All Days 24hour Superstores.

In the meantime, CNP I/E Co. Shanghai Branch has taken care of all subscriptions from April 2005 (see detail on our Masthead page), the subscription rate is climbing up quickly.

2, Do you have detail readers' profile? Any reaction from readers?

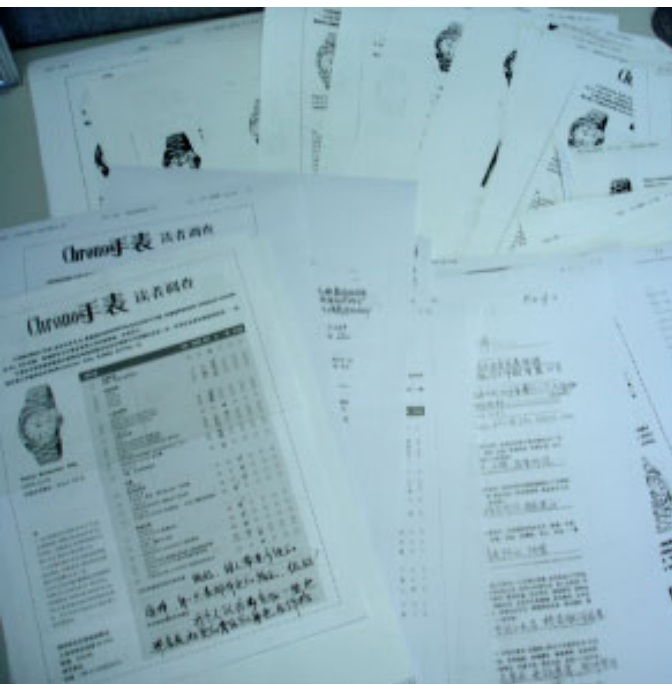
The feedback profile is being collected now and the analyze for the first issue is in process which could be finished in 3-4 weeks. As the readers' feedback and letters are increased tremendously, a more detailed readers analyze report would be made in September 2005 and will be announced right after.

Most of our readers regarded 《Chronos 手表》 as the most serious, high end, technical oriented watch magazine in the market. Message from CNP I/E Co. Shanghai Branch showed that as soon as they took over subscription, 《Chronos 手表》 became immediately the hottest watch title in their subscription department, there was a great tendency for subscribers of other watch magazines asked for shifting to 《Chronos 手表》. They fully believed that by the end of 2005, 《Chronos 手表》 would be the leader on subscription among all imported watch magazines.

3, Do you have any main topic for each issue? Do you intend to cooperate with brand on cover story?



蜂拥而来的读者来信。
Readers' letters from all over China.



大量反馈正在处理之中。
Feedback results will be carefully analyzed.

We do have main topic for each issue: 2005/4(August issue) is a Sports Watch Special; 2005/5(October issue) is a Buying Guide (Catalogue issue); 2005/6(December issue) is a year-end issue with complimentary ladies watch and jewelry special Mytime. Both Buying Guide and Mytime are very first pioneer topics in local market.

The content of 《Chronos 手表》 is fully independent. Our cover policy in 2005 will be consisted on watch comparison stories which pictures were made by ourselves. We are willing to cooperate with brands in any possible approaches but also need to keep content to be independent and neutral.

4, Does 《Chronos 手表》 have any marketing activities?

Marketing activities will be our next priority and we are interested in join activities of our clients to achieve mutual support effect. Our current marketing projects including:

—— reinforce our client service on providing free copies to clients' boutiques and flagship stores in China.

——cooperation with other high-end media on offering them technical support to their watch and jewelry sections, in the meantime widely extend readership of our contents to give our clients extra value besides of advertising in 《Chronos 手表》.Some of our clients have already experienced this extra value in our recent cooperation with Design, a local high end life style magazine.

——participate into marketing activities with other brands. 《Chronos 手表》 is exclusive media partner with Audi Forum (Beijing), Audi Media Centre (Shanghai) and Audi Brand Campaigns in July and August 2005 (Beijing, Shanghai, Guangzhou).

As a tradition of 《Chronos 手表》, I myself will write this Newsletter every two months to answer all questions from clients and partners as well as announce current status, circulation detail breakdown. If anyone of you should have any concerns, please contact to me freely and I will be pleased to answer personally or on the next Newsletter of 《Chronos 手表》 in early August.

Thank you again for your support!

Sincerely yours,

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