The UK has had a long and illustrious horological past that is embedded in British culture. From the most ardent royal watch aficionados to maritime clocks onboard ships destined for the new world, to pioneering British watchmakers and astronomers, time has been an integral part of British history. With such icons as Big Ben in the heart of London’s Westminster; the Royal Observatory, home to Greenwich Mean Time; and even the much-loved speaking clock, first broadcast by British Telecom’s predecessors in 1936, time has always held a very special place in the hearts of the British people.

The number of watch enthusiasts in the UK today is constantly growing, as more and more people are discovering the wonders of the world of mechanical watchmaking. This passion for horology has not only been reignited by a revival in British watchmaking, but also by the return to classic elegance, authenticity and a strong appreciation for fine craftsmanship. Today, the British count among the world’s most knowledgeable and curious watch consumers.

REVOLUTION magazine was founded in Singapore in 2005 by Wei Koh and Bruce Lee — two men with a common passion for haute horlogerie. They set out to reinvent the world of horological journalism by creating a magazine that is entertaining, captivating and stunning from both an informational and a visual standpoint. In just a few short years, REVOLUTION has expanded to the four corners of the globe, with magazines published in over a dozen countries, in various languages — English, Chinese, Russian, Italian and Spanish.

This year, REVOLUTION is proud to announce the arrival of its UK edition, which will comprise the latest watch product reviews, local boutique openings and events, in-depth technical articles and glorious fashion spreads, all tailored specifically for the British reader.

REVOLUTION UK will be sold in newsagents across the British Isles, and will include an extensive distribution to the top five-star hotels, private clubs, financial companies throughout London’s Square Mile, luxury-cruise-ship lounges, private jets, spas and health clubs, Premier League training grounds and executive-limousine services. It will also be available via subscription. (There is already a large number of readers in the UK who subscribe to our other English-language editions.)

The time is ripe for REVOLUTION to bring its unique form of horological magic to the UK with this brand-new edition that’s due out in March 2014.
THE UK LUXURY MARKET

- There were 77 billionaires in the UK in 2012 (The Sunday Times Rich List)
- There are 1,055,000 millionaires in the UK with £3,020 billion in assets (Ledbury Research, 2011)
- Luxury watch and jewellery sales in the UK increased by 5% in 2012, totaling £1.12 billion (Euromonitor International)
- The UK luxury market will practically double in size in the next five years, growing from £6.6 billion in 2012 to £12.2 billion in 2017 (UK Luxury Benchmark Report 2013)
- London remains the leading hotspot for luxury sales, but 81% of luxury brands have a presence outside the capital (UK Luxury Benchmark Report 2013)
- After London, Manchester and Edinburgh are the UK’s most important luxury hotspots (UK Luxury Benchmark Report 2013)

THE BRITISH WATCH CONSUMER

- Demand for Swiss watches in the UK increased by 48.2% in February 2013, with Swiss watch imports to the UK totalling £47.7 million (Watchpro)
- The UK is part of the top-10 foreign markets of the Swiss watch industry (Federation of the Swiss watch industry FH)
- Luxury watches represent half of the value of the total watch market in the UK (Euromonitor International)
- Women’s watches showed a growth of 4% in 2011, while men’s luxury watch sales grew 5% in value in 2011 (Watchpro)
- The average price of a luxury watch sold in London is £4,540 (Watchpro)
- London watch retailers are seeing a growth in chronograph sales (Watchpro)
- 40.1% of luxury watch sales happened in London from November 2011 to October 2012, while the rest took place outside the capital (Watchpro)
TOURISM IN THE UK

- Tourists visiting the UK have fuelled the growth in luxury spending
- 31.1 million overseas tourists visited the UK in 2012 and spent £18.6 billion (VisitBritain)
- The UK is the sixth-largest tourism destination ranked by visitor numbers, and the seventh-largest international tourism destination ranked by visitor expenditure (UNWTO, 2011)
- A visitor to the UK stays an average of 7.4 nights (Office for National Statistics, 2012)
- The greatest growth in overnight stays in 2012 came from China (+31.50%), Japan (+30.55%) and Jamaica (+29.83%), with a marked decline in the figures from the Eurozone and the rest of Europe (Office for National Statistics, 2012)
- The number of visits to the UK increased by 0.9% in 2012, going from 30.8 million in 2011 to 31.1 million in 2012 (Office for National Statistics, 2012)
- Earnings from visits to the UK increased by £0.6 billion (3.6%) to £18.6 billion from 2011 to 2012 (Office for National Statistics, 2012)
- Visits to the UK from the BRIC countries rose by 1.7% in 2012. Those from China (including Taiwan) increased by 34,000, and those from Russia by 16,000 (Office for National Statistics, 2012)
- The top-five-visited UK towns in 2012 (excluding London) are Edinburgh, Manchester, Birmingham, Liverpool and Glasgow (Office for National Statistics, 2012)
- Visitors from the UAE had the highest average spending per visit in 2012 (£1,818), followed by those from China (£1,615), Nigeria (£1,528), Hong Kong (£1,376) and Japan (£1,259) (Office for National Statistics, 2012)
- In the last four years, total expenditure from residents of the UAE visiting the UK has significantly increased, almost doubling from £254 million in 2011 to £467 million in 2012 (Office for National Statistics, 2012)
- US visitors remain the biggest tourist group visiting the UK, but the Chinese are the fastest-growing group of luxury spenders in the UK (Watchpro)
DISTRIBUTION NETWORK

FIVE-STAR AND BOUTIQUE HOTELS

LUXURY ACCOMMODATION
Targeted placement at the top 50 luxury service apartments and accommodations, including Lanterns Court, No. 1 West India Quay, Ontario Tower and Pan Peninsula

AIRPORT LOUNGES
Targeted placement at 50 active distribution points throughout Heathrow, Gatwick and Stansted Airports, including El Al Airlines King David Lounge, Etihad Lounge, Malaysia Airlines Golden Lounge, No.1 Traveller Lounge, Star Alliance Lounge and Virgin Holidays v-room

PRIVATE MEMBERS’ CLUBS
Targeted placement at the top 50 exclusive private members’ clubs, including The Arts Club, The Brompton Club, Brook’s, Buck’s Club, Carlton Club, The Club at the Ivy, The Garrick Club, Morton’s Club, Reform Club, Royal Automobile Club and Soho House

CORPORATE AND FINANCIAL BUILDINGS
Key distribution within the top 50 financial buildings and facilities, including Allianz, Bank of America Merrill Lynch, High Commission of Brunei Darussalam, J.P. Morgan, Millbank Tower, Morgan Stanley, Paddington Central, Telegraph Media Group, Vintners’ Place and 125 Old Broad Street (Stock Exchange Tower)

LUXURY RETAIL STORES
Key distribution at over 300 watch and jewellery boutiques, including Beaverbrooks, Chisholm Hunter, Ernest Jones, Fraser Hart, George Pragnell, Harrods, Mappin & Webb, Marcus Watches, Selfridges, The Watch Gallery, Watches of Switzerland and William & Son

HIGH-STREET/INDEPENDENT BOOKSHOPS AND NEWSSTANDS
Key distribution at more than 350 specialised and independent bookstores and newsstands across the UK, including Foyle’s, Hatchards, Waterstones and WHSmith

MAJOR WATCH/JEWELLERY AND ART EVENTS
Distribution at major watch-and-jewellery events, art fairs and partnerships, including Art Basel (US and Switzerland), BaselWorld (Switzerland), Salon International de la Haute Horlogerie (Switzerland), SalonQP (UK) and Watches&Wonders (Asia)

PENDING EVENTS
Targeted placement at other major events including AeroExpo UK, Glorious Goodwood, Goodwood Festival of Speed, Premier League Players Lounges, Royal Ascot Private Boxes, Supercar Showcase and Wimbledon Private Boxes

* Distribution may be subject to change.
“Having read the articles in the magazine, we at Blancpain are repeatedly struck and delighted by one thing: the expressiveness of the magazine’s content. Quite simply, the stories, arguments and pictorials found in REVOLUTION are extraordinary, and thus, I regard REVOLUTION magazine as the canon of great horological periodicals.” MARC A. HAYEK, CEO OF BLANCPAIN

UK ADVERTISING CHARGES (BRITISH POUNDS)

( Four-colour )

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Front cover + cover story Upon request

Guaranteed positions depend upon availability of space and are subject to the following surcharges: for fixed position, page facing credits and contents, there is a loading of 10%. All rates quoted are subject to prevailing taxes.

MATERIAL SPECIFICATIONS

Original artwork (four-colour) to be in 300dpi high-resolution PDF files, accompanied by progressive colour proofs

CIRCULATION

United Kingdom 25,000

DISTRIBUTION

All major bookshops, major watch retailers, First and Business Class airline lounges, local and international five-star hotels, subscribers

DEMOGRAPHICS

- Gender: 70% male and 30% female
- Age group: 30–60
- Average income: £150,000 per annum

FREQUENCY OF MAGAZINE

Every quarter: March, June, September and December

COVER PRICE

United Kingdom £6.99

MATERIALS FOR REPRODUCTION

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REvolution awards: we pick the best watches of 2011

MONTBLANC TIMEWRIITER II CHRONOGRAPH BI-FREQUENCY 1,000

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WHAT LIES BENEATH FRANCK MULLER’S MAGNUM OPUS

COUNTERFEIT WATCHES EXPOSED

WHAT LIES BENEATH

IWC TAKES TO THE COCKPIT WITH ITS NEW TOP GUN WATCHES

RULING THE SKIES: IWC TAKES TO THE COCKPIT WITH ITS NEW TOP GUN WATCHES

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THE LEGEND OF FRANCK MULLER

UNUSUAL COMPLICATIONS

THE PSYCHOLOGY OF TIME

EDITIONS REVOLUTION USA JAY GULLERS jay@revolution-press.com

REVOLUTION SINGAPORE/MALAYSIA MARIA LIM maria@revolution-press.com

REVOLUTION CHINA JOY LIN joy@revolution-press.com.cn

REVOLUTION SWITZERLAND SUSANNE SAMUELSSON ssamuelsson@me.com

REVOLUTION DIGITAL BRUCE LEE bruce@revolution-press.com

MAREA LIM maria@revolution-press.com

REVOLUTION UK NICK EDGLEY nedgley@nmediaworld.com

BRUCE LEE bruce@revolution-press.com

REVOLUTION AUSTRALIA MARIA LIM maria@revolution-press.com

REVOLUTION HONG KONG OCEANA OU +852 2859 4398 oceana.ou@edipressemedia.com

REVOLUTION INDIA MASSIMO MONTI +91 882 6673 2111 massimo.monti@hubertburdamedia.in

REVOLUTION ITALY ENRICO ZAZZALI +39 340 35 60 559 enrico@edizionicomplicate.it

REVOLUTION MEXICO IRMA BAUTISTA +52 5093 2654 ibautista@expansion.com.mx

REVOLUTION RUSSIA IRINA GAVRILova +7 495 797 45 60 i.gavrilova@burda.ru

REVOLUTION TAIWAN TRACY HUANG +886 2 8770 1018 tracy.huang@edipresse.com.tw

REVOLUTION TURKEY ILHAN DEMIRIZ +90 530 874 9277 idemiriz@doganburda.com