

WEBSITE ANALYTICS

Average monthly page views:	130,736
Average monthly unique visitors:	60,148
Average length of visit:	2:16
Average pages viewed per visit:	1.84

Top 5 Most Emailed Articles

1. Current Issue
2. Watch Tech
3. News
4. Watch Links
5. Brand Profiles

Top 5 Most Printed Articles

1. Letter from Russia: Moving towards a legal market 26
2. Mechanical movements: the race for alternatives... 20
3. WorldWatchReport 2008: Results revealed 17
4. A market study like no other: World Watch Report 08 16
5. Beyond steel - the use of new materials in watches 14

Top 5 Most Emailed Articles

1. Daring to be different: RYA Design Consultancy 49
2. Letter from Russia: Moving towards a legal market 15
3. A market study like no other: World Watch Report 08 12
4. WLG to distribute Franc Vila watches 7
5. SEIKO: New calibers and design refinements... 7



WEBSITE VISITOR DEMOGRAPHICS

Age					
18 - 24	9%	20 to 49	3%	Customer Service	4%
25 - 34	17%	50 to 99	3%	Personnel/HR/Training	3%
35 - 44	27%	100 to 499	7%		
45 - 54	23%	500 to 999	3%	Job Industry	
55 - 64	20%	1,000 to 1,999	4%	Advertising/Marketing/PR	10%
65+	4%	2,000 to 4,999	6%	Retail/Wholesale	8%
		5,000 to 9,999	5%	Medical/Health Care	7%
		10,000 or more	7%	Finance/Banking	6%
Gender				Manufacturing/Operations	5%
Female	14%	Job Title		Arts/Entertainment/Broadcasting	4%
Male	84%	Middle Management	20%	Engineering/R&D	4%
		Professional Staff	12%	Computer-Software/Programming	3%
Location		C-Level Exec/Owner - Any	11%	Construction/Labor/trade	3%
Home	37%	Technical Staff	9%	Law/Legal	3%
Work Inside Home	10%	Sales Representative/ Agent	7%	Automotive/Aerospace	2%
Work Outside Home	25%	EVP/SVP/VP	6%	Human Resources	2%
		Supporting Professional Staff	2%	Architecture/Interior Design	1%
				Fashion/Design/modeling	1%
Education		Job Function			
High School Grad	10%	Sales	13%	Household Income	
Some College	14%	Senior or corporate management	13%	\$0 - 24,999	16%
College Grad	33%	Marketing/Advertising	12%	\$25,000 to 49,999	17%
Post-Graduate Degree	40%	Accounting/Finance	6%	\$50,000 to 74,999	12%
		IS/IT/MIS	5%	\$75,000 to 99,999	14%
Organization Size		Manufacturing	5%	\$100,000 to 149,999	17%
Less than 10	22%	Engineering, R&D	5%	\$150,000+	22%
10 to 19	4%				

WEBSITE VISITOR GEOGRAPHY

US	29.2%	France	3%	Spain	2%	India	2%	Korea (South)	1%
Great Britain (UK)	7%	Hong Kong	3%	Germany	2%	Australia	2%	Russian Federation	1%
Switzerland	6%	Italy	2%	Singapore	2%	China	1%	Romania	1%
Canada	4%	Netherlands	2%	Japan	1%	Malaysia	1%	Rest of the World	29%

NEWSLETTER RECIPIENTS

Email newsletter subscribers⁵		Age		Job Industry	
EuropaStar Monthly Email	5,674	18-24	1%	Retail/Wholesale	27%
		25-34	10%	Other	18%
Gender		35-44	26%	Advertising/Marketing/PR	12%
Female	12%	45-54	33%	Manufacturing/Operations	12%
Male	88%	55-64	25%	Engineering/R&D	5%
		65+	6%	Finance/Banking	5%
				Fashion/Design/Modeling	5%
Organization Size		Job Title			
Less than 10	30%	C-Level Exec/Owner	27%	Job Function	
10 to 19	10%	Middle Management	26%	Senior, Corporate manag.	22%
20 to 49	13%	Technical Staff	10%	Sales	17%
50 to 99	9%	Other	10%	Marketing, Advertising	14%
100 to 499	10%	Professional Staff	8%	Other	13%
500 to 999	3%	Buyer/Purchasing Agent	7%	General Administration	9%
1,000 to 1,999	6%	Sales Representative/Agent	6%	Engineering/R&D	8%
2,000 to 4,999	4%	EVP/SVP/VP	4%	Customer Service	7%
5,000 to 9,999	5%	Customer Service	3%	Manufacturing	6%
10,000 or more	12%				

Source:
Nielsen/NetRatings Site Census, 04/08 - 06/08
Clickability, 04/08 - 06/08
Nielsen/NetRatings Custom @Plan Survey, 04/08 - 06/08

Survey Monkey Email Survey, June 2008
Email Labs, 06/08

Note: Totals may not add up to 100%, as statistically insignificant data points were not included

WWW.WATCHES-FOR-CHINA.COM

WEBSITE ANALYTICS

Average monthly page views: 81,393
Average monthly unique visitors: 29,401
Average length of visit: 1:18
Average pages viewed per visit: 2,83

Most visited sections

1. Index
2. Profiles
3. Features
4. News
5. Cover Story



WEBSITE VISITOR GEOGRAPHY

China	33%	Canada	0.9%	Switzerland	0.7%
United States	32%	France	0.7%	Italy	0.3%
Taiwan	15%	Germany	0.6%		
Hong Kong	10%	Great Britain (UK)	0.5%	Rest of the World	6.3%

Source:

1: Nielsen/NetRatings Site Census, 04/08 - 06/08

Note: Totals may not add up to 100%, as statistically insignificant data points were not included

WWW.HORALATINA.COM

WEBSITE ANALYTICS

Average monthly page views: 5,458
Average monthly unique visitors: 4,036
Average length of visit: 1:33
Average pages viewed per visit: 1.28

Most visited sections

1. Relogeria
2. Joyeria
3. Homepage
4. Archivos



WEBSITE VISITOR GEOGRAPHY

Spain	36%	Colombia	6%	Panama	1%
Mexico	15%	Venezuela	5%	Dominican Republic	1%
Argentina	7%	Chile	4%	Ecuador	1%
United States	7%	Peru	4%	Rest of the World	13%

Source:

Nielsen/NetRatings Site Census, 04/08 - 06/08

Note: Totals may not add up to 100%, as statistically insignificant data points were not included