

= 2024 Media Guide ===

www.nawcc.org

National Association of Watch & Clock Collectors, Inc. ≡



The National Association of Watch & Clock Collectors, Inc. (NAWCC) comprises people from all walks of life who are passionate about horology—the art and science of time and timekeeping. The NAWCC is committed to being the world leader, educator, and advocate for horology. Our members enjoy collecting, researching, restoring, and building watches and clocks.

The NAWCC provides several print and online venues for members to share their research, skills, and stories. These venues are ideal for advertisers to showcase their products and services to this targeted consumer group. Our members are dedicated enthusiasts who spend a significant portion of their time and money on their interest in clocks and watches. If you would like to connect with this group, contact us at mart@nawcc.org.

Membership in the NAWCC is not required for advertising, though your membership support is greatly appreciated.





Portfolio **≡**

Watch & Clock Bulletin



Email Campaigns





The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.

Digital Advertising



NAWCC Watch & Clock Podcast



Print & Digital

Jan/Feb 2024 Vol. 66 No. 467

Journal of the National Association of Watch & Clock Collectors, Inc.

NAW CC Wortch & Clock Bullets

Well Worn and Welded From The Silent World to the DOXA Grail

BY BRENT LUCKE (NE)

Editor's note: Brent first wrote about Gen Z's journey as writtwatch collectors in the July/August 2023 Bulletin. Here he provides a look at one person's dive into the hobby.

mee of us were born the or family in which or peacls of exclusing various of the second of the secon

any teer took indice that both spring property works whether are a manifestation of the wearins spirit. An adventurer of this core, alse give up watching documentaries and reading about the great them pits of the human separations. Watching the property of the human separations, watching the leverage of the this property of the successor and setbocks of automotive corough allow wost, find for anything desc, obsessive



figure 1. An avid backroads traveler, Alex has rade-in his BMW as well as

about following and learning from his hences. This obsession however, did not remain an idealising activity alone. Never one to stop at "maybe someday," As related so, yet a compart of the serventies by a first to conclive his own perceived destiny, or "personal legend" as described in a forvarte work, The Alchamist by Pould Coetho (Figure 1).

While Alex development of diving into the depths of

Ceers to years (). Which has deversed of diriving into the depth of White has developed of diriving length get that is a larryly was unknowingly footbring he possion for worthers. From a Times of ope but no counties other digital "sports" worthers and cheep quantit percess, Alex could always the your heims in medials carbot, his excellent counties carbot of the property worthers on the property of the property of the property of the property of the high executive to the Apple worthers of today, there his "in-quo-rold mind with on upp this worther of today, there his "in-quo-rold mind with on upp the mothers of today, there his "in-quo-rold mind with on upp the Maria Property of the Apple worthers of today, there his "in-quo-rold mind with on upp the mothers of today, there his "in-quo-rold mind with on upp the mothers of today, there his "in-quo-rold mind with on upp the mothers of today, there his "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, there has "in-quo-rold mind with on upp the mothers of today, the mothers of the

Flight, of course, came before space travel. Ritting, then, that a Seiko Rightmaster was Alex's first "watch" watch"-a tool for embodying his aspirations as much as telling the time (Figure 3). Hoping to be



Figure 2. The discontinued smartwatch by Pebble Technology Corporation, introduced in 2013, words or analysis of prese 40, km by Joseph socknows on Judicial Sitim-sales, was windows councies.

November | December



Figure 3. Not the Selfo mendioned, which has now been passed on to another enthysiast, but the Japanese branchash been forgotten by this collector, reproducting or any store.

a pilot and starting his automotive adventures as he hit his teerage years, also worked as a mechanic. The steerage years, also worked as a mechanic interior's quart and his december when the opposite interior and his december when the opposite in the steep of the steerage of the steer

Trading up would take time. Alex started as a mechanis in a silfy-tuble and eventually excluded to a local franche restraction of large. He desire to comit his fow'r never fooder. All 26, sit years and eventually started in the fow'r never fooder. All 26, sit years are silfy the fow'r never fooder. All 26, sit years are silfy the fow'r never fooder. All 26, sit years are silfy the fow'r never fooder for the sectoration bachmision and accommiss student. It was a watch that, in his words croud takes are often in cloud even throw or it'm or theory that was the started the first day he wore it to the short (faure 4).

Restoring cars is a culmination of all types of automotive work. You need to have an understanding the mechanics, an encyclopedic knowledge of part numbers and equivalents, an eye for detail in paint and trim finishing, and often febrication skills like welding the leaf in the rear frame of a Penche 550 was Alar's task for the doy. His heart skipped ab best when it happened a pool of metal displayed down, falling on a sign of his new DOXA. Twee horrified f "Alar instantly rapped off his worth and in one out of courage and orgaziatily, stupidity, doubled down on fishing his mistake on an angle grinder. Why hands were sharking in had to do it.

A scot, committedly quilled family, still address Alex's OCIVIA oil if moless it is only or one ocuprity on his motorcycle advantaces. But residention shape interest of the one of the one

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The Watch & Clock Bulletin is the journal of the NAWCC and is published six times each year. It presents horological history and research as well as technical and human interest articles. The journal also relays the latest news and events of NAWCC Chapters from around the world.

Our readers are your customers! Advertise in the *Bulletin* to reach them.

8

Print & Digital

ISSUE	AD/PAYMENT DUE	ISSUE	AD/PAYMENT DUE
January/February	December 1, 2023	July/August	June 3, 2024
March/April	February 1, 2024	September/October	August 1, 2024
May/June	April 1, 2024	November/December	October 1, 2024

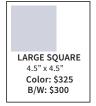
Maximize Your Advertising Dollars!

Additional discounts are offered to those who purchase display or column ads in more than one issue:

3 ads receive a 3% discount — 6 ads receive a 7% discount Business Members receive a 2% total discount on all advertising.

BACK COVER 8.5" x 10.875" w/ .125" bleed Color Only \$1,300 PREMIUM
PLACEMENT &
FULL PAGE
7.25" x 9.75"
Color Only
prices below

1/2 PAGE 7.25" x 4.5" Color: \$585 B/W: \$530 1/4 PAGE 7.25" x 2.125 Color: \$300 B/W: \$275



VERT. RECTANGLE 2.125" x 4.5" Color: \$175 B/W: \$150 HORIZONTAL RETANGLE 4.5" x 2.125" Color: \$175 B/W: \$150 SMALL SQUARE 2.125" x 2.125 Color: \$100 B/W: \$75

COLOR PLACEMENTS	RATE	ADDITIONAL PLACEMENTS	COLOR	B/W
BACK COVER (8.5" x 10.875")	\$1,300	1/2 PAGE (7.25" x 4.5")	\$585	\$530
INSIDE FRONT COVER (7.25" x 9.75")	\$1,200	1/4 PAGE (7.25" x 2.125")	\$300	\$275
INSIDE FACING FRONT COVER (7.25" x 9.75")	\$1,250	LARGE SQUARE (4.5" x 4.5")	\$325	\$300
INSIDE FACING BACK COVER (7.25" x 9.75")	\$1,150	VERT. RECTANGLE (2.125" x 4.5")	\$175	\$150
INSIDE BACK COVER (7.25" x 9.75")	\$1,250	HORIZ. RECTANGLE (4.5" x 2.125")	\$175	\$150
FULL PAGE (7.25" x 9.75")	\$1,030	SMALL SQUARE (2.125" x 2.125)	\$100	\$75
		LINE ADS (MINIMUM 3 LINES)		\$3.80/line

Buyers and sellers meet in the *Bulletin!* Additional discounts are offered to those who purchase display or column ads in more than one issue of the *Bulletin:* three ads receive a 3% discount, and six ads receive a 7% discount.

Don't miss the super "6 for 5" line-ad deal: When you place your line ad in 6 issues, you only pay for 5 issues!

To get started, send an email to mart@nawcc.org today!

NAWCC Forums

Where people go for clock and watch answers!



The NAWCC's website features public forums (mb.nawcc.org) that serve thousands of members, collectors, scholars, and educators each year. Take advantage of this prime advertising opportunity by placing your ad on pages seen by all Forum users.

Rates:

Square Banner: \$400 per month

Full Banner: \$1,500 per month

Banner ads run on a monthly schedule.

Save hundreds by purchasing multiple months up front!

3% off 3 months • 7% off 6 • 15% off 12



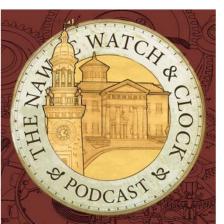
Auction eBlast Campaigns

Develop custom campaigns using the power of NAWCC email blasts.

Open Rate: 53% • Click Rate: 12%

\$75/blast (includes 1 image) \$50/blast (no image)

Premium placement is available—contact mart@nawcc.org for details.



NAWCC Watch & Clock Podcasts Interested in advertising your business in our podcast?

Contact <u>mart@nawcc.org</u> to request information on pricing and availability.



Advertising Guidelines ==



All ads should describe opportunities to buy, sell, or trade goods and services useful to members. The NAWCC reserves the right at its discretion to refuse to publish any advertisement without any recourse to the NAWCC.

Display Ad Submissions: We accept the following files: .pdf, .tiff, and .jpg. Images should have a minimum resolution of 300 dpi. InDesign files must be packaged. PDF files are acceptable if fonts and images are embedded.

Ad Placement: For guaranteed placement if space is available, excluding the premium spaces, we charge a 10% placement fee.

Premium Space Ad Reservations: Advertising in the premium spaces must be scheduled in advance of the deadline through the Advertising Coordinator.

Print & Digital Ad Design: The NAWCC provides ad design and layout services: \$60 includes layout and 2 PDF proofs for members; \$70 includes layout and 2 PDF proofs for nonmembers. Additional cost for more than 2 proofs.

Advertising Guidelines ≡



NAWCC Regional Event Ads: These ads receive a 10% discount. Registration forms must contain the following disclaimer: "The NAWCC, its officers and members, and the [name of Regional] are not responsible for any loss, injury, or tort during this event."

Line Ads: Visit <u>nawcc.org/publications/watch-clock-bulletins/</u> to download and print the line ad form to submit by post. Or you may email your line ad to mart@nawcc.org.

Payment: Ads must be paid in advance of the issue deadline. Checks payable to NAWCC must be drawn from a US bank and payable in US dollars. MasterCard, Visa, Discover, and American Express are accepted. Any ads received but not paid for by the due date will be held and not published until payment is received.

Late Fee: A 20% late fee will be charged for ads and payments received after 3:00 p.m. Eastern time on the due date.

NAWCC Business Members enjoy advertising discounts! Join today by contacting membership@nawcc.org.

Follow Us on Social Media









mart@nawcc.org 717.684.8261 ext. 208



