



Cc

CHRONOGRAPH COUTURE

Chronograph Couture Watch Blog

Follow the Watch Queen as we discover the amazing world of watches.

2015



CHRONOGRAPH COUTURE

Watch & Wonder

Born in July 2015 our readership is growing everyday. Highly industry supported we have already created amazing relationships with Australia's most prominent watch distributors, PR agents and brands filling the gap for female watch commentary.



UNIQUE VISITORS

About to hit 1000 unique visitors a month and growing



DEMOGRAPHIC

55% Female readership with the majority of readers being between 25-44



LOCATION

27% of our readers are from Australia followed by the USA, Russia, China, The Netherlands and the UK.



SOCIAL MEDIA COVERAGE

Audience growing daily on Instagram and Facebook



CHRONOGRAPH COUTURE

Fashion & Horology

Bridging the Gap between Fashion and Horology

Chronograph Couture is the new voice in the watch world. CC was born in July 2015 with the purpose of giving a female commentary on the wonderful world of watches. There are many amazing watch journalists and bloggers but a distinct lack of a female voice in the industry. CC is here to bridge the gap between fashion and horology and create a demand for watch brands within the Australian market supporting both the distributor and retailer by giving our readers an opportunity to take a different journey through the watch world.



CHRONOGRAPH COUTURE

Our Audience

SINCE JULY 2015 LOOK HOW WE HAVE GROWN

Our readership is growing everyday with our posts shared both at home and internationally.

500+

UNIQUE MONTHLY VISITORS

55%

FEMALE READERSHIP

55%

AUSTRALIA & USA

GUEST BLOGGING & MEDIA OPPORTUNITES



CHRONOGRAPH COUTURE

Open to Opportunity

Chronograph Couture is open to blogging and media opportunities that would help to promote both CC and the Australian watch industry. Please contact us with your pitch.





CHRONOGRAPH COUTURE

PRICING

Advertorial

\$ **150**

Copy and images are supplied to be featured on the website. (750 words max) Samples must be provided to be covered by social media. Content must be relevant to the demographic and culture of CC.

Custom Packages

CONTACT US

Have an idea, contact us for a custom solution.

Feature Review

\$ **300**

Feature Reviews are our word about your product. Your product is promoted across all CC channels, including the website and social media. Samples must be provided for social media coverage. Content must be relevant to the demographic and culture of CC.



CHRONOGRAPH COUTURE

Melinda Carey: The Watch Queen



Industry Experience

Melinda has over 15 years experience in the fashion, jewellery and watch world. She is well known in the watch world and has well established industry connections.



Relationship

Relationship is the backbone of any successful endeavor and we are here to establish long lasting associations with our partners. Join with us.



Growth

The rapid and successful growth of Chronograph Couture has proven the relevance of CC and its point of difference in the watch industry. Grow your audience as we grow ours.



CHRONOGRAPH COUTURE

CONTACT US

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