



HOROLOGICAL TIMES

2026
Advertising

Delivering a unique niche market—watchmakers and clockmakers

The American Watchmakers-Clockmakers Institute (AWCI) is the premier organization dedicated to the timekeeping or horology industry.

Learn About Membership

Upcoming Events

Watch 100: Introduction to Watchmaking

February 7 @ 8:00 am - February 11 @ 3:00 pm UTC-5

AWCI - Harrison, Ohio 701 Enterprise Dr
Harrison, OH 45030 United States • Google Map

Horological Times

Web Advertising: Banner Ad

(360 × 95 pixels)

(3-month minimum)

Banner Ad only:

\$275/month

Combo Discounts:

(3-month minimum)

Banner Ad + Print Ad
in HT magazine

\$225/month

Banner Ad + Print Ad
in HT magazine

(6-12 times a year)

\$200/month

Because you are already a loyal print advertiser, we are offering you more ways to reach watchmakers and clockmakers at no additional cost to you. *In 2026 all our print advertisers will continue to receive the benefits below. Ad prices will not change, but you will get so much more when you advertise, including your ad in printed editions of *Horological Times*!

- Your ad in digital editions of *Horological Times*, at www.awci.com
- Free video ad embedded in the digital *Horological Times* (15 seconds maximum)
- Free ad for four weeks, eight weeks, etc., in the email newsletter

* Additional benefits are on a first-come, first-serve basis. Contact AWCI at 515-367-9800, ext. 303 for special requests.

**Business must provide content (copy, photos, etc.) for social media channels.



SPECIAL EDITORIAL PROMOTION FOR FREQUENT ADVERTISERS!

As an **additional bonus** to our **12x advertisers**, our editorial team will help you develop a special feature article about your business that we'll publish in *Horological Times*. It's a great way to let a targeted audience know more about your business and how you can help them—and at no extra cost to you! You'll also receive digital files of this special feature to use in your marketing. Again, at no extra cost to you!

For information, contact: HOROLOGICAL TIMES MAGAZINE • 866-367-2924, EDITOR@AWCI.COM
 Official Publication of the American Watchmakers-Clockmakers Institute
Supporting and Advancing Horology Through Education and Cooperation



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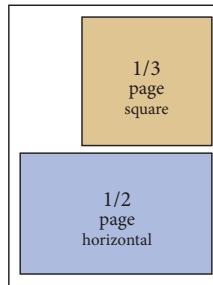
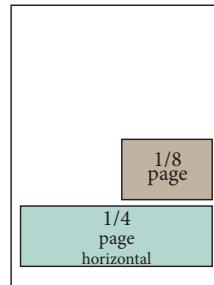
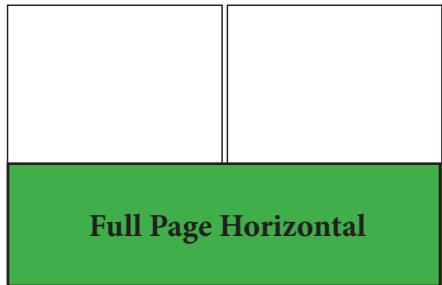
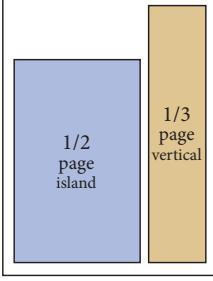
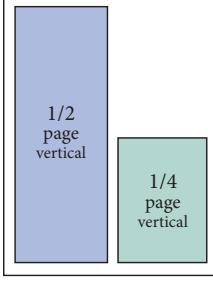
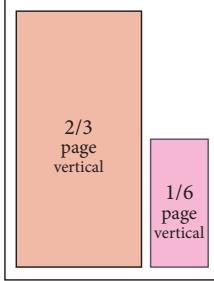
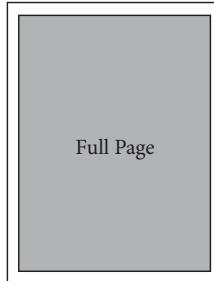
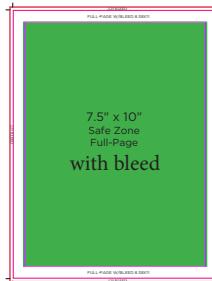
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HOROLOGICAL TIMES the information source for watchmakers & clockmakers

NEW PRODUCTS, TOOLS & METHODS | TIMELY INDUSTRY NEWS | TECHNICAL HOW-TO ARTICLES | EDUCATIONAL FEATURES

2026 ad sizes & rates



The only U.S. monthly magazine serving horological professionals

Reach thousands of watchmakers, clockmakers, and industry partners each month!

Reach purchasers of tools, equipment, parts, and services too!

IAB members in the Bronze or higher categories SAVE 10%!

Not a member?

Contact AWCI at
513-367-9800.

deadline & specs:

1. Space reservation:
60 days prior to month of insertion
2. Publication trim size:
8.38" x 11"
3. Safety for live copy: 1/8" each trimmed edge
4. Preferred format:
High res .pdf at 300 dpi
5. Preferred Video format:
1280 x 720 (720p)
15 seconds or less

Ad Size	ADVERTISING RATES				MECHANICAL SPECIFICATIONS	
	1x	3x	6x	12x	W	H
FULL PAGE / FULL PAGE BLEED	\$1199	\$1139	\$1019	\$935	7 1/2"	10"
FULL PAGE HORIZONTAL	\$1199	\$1139	\$1019	\$935	15"	4 7/8"
2/3 PAGE	\$945	\$898	\$803	\$737	7 1/2"	10"
1/2 PAGE ISLAND	\$945	\$898	\$803	\$737	4 7/8"	7 1/8"
1/2 PAGE HORIZONTAL	\$779	\$740	\$662	\$608	7 1/2"	4 7/8"
1/2 PAGE VERTICAL	\$779	\$740	\$662	\$608	3 1/2"	10"
1/3 PAGE VERTICAL	\$635	\$603	\$540	\$495	3 3/8"	10"
1/3 PAGE SQUARE	\$635	\$603	\$540	\$495	4 7/8"	4 7/8"
1/4 PAGE HORIZONTAL	\$479	\$455	\$407	\$374	7 1/2"	2 3/8"
1/4 PAGE VERTICAL	\$479	\$455	\$407	\$374	3 1/2"	4 7/8"
1/6 PAGE	\$399	\$379	\$339	\$311	3 1/2"	4 7/8"
1/8 PAGE	\$295	\$280	\$251	\$230	3 1/2"	2 3/8"

\$25 charge for Wire Transfers. No additional charges for Credit Card payments.

Special Positions are 10% extra.

**FOR INFORMATION CONTACT:
HOROLOGICAL TIMES MAGAZINE**

866-367-2924, EDITOR@AWCI.COM

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