



MEDIA KIT



2015



Esslinger Blog Media Kit

How would you like to be able to reach all the visitor of the Esslinger Blog Project to inform them of the wonderful array of products and services you have to offer?

Visitors represent a specific niche market of more than 96,000 watch and jewelry related professionals who visit Esslinger.com regularly in search of technical solutions and services, tools, materials and supplies.

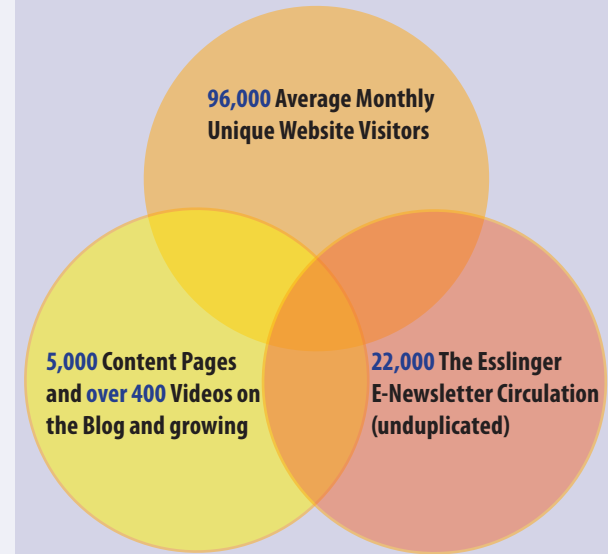
96,000 Average Monthly Unique Website Visitors

513 Content Pages and over 400 Videos on the Blog and growing

22,000 The Esslinger E-Newsletter Circulation (unduplicated)

We've developed this media kit to be an easy way for you to learn about Esslinger Blog advertising services, and the proven ways we can help build your business.

Take a look, then email us - We are here to help!



As a popular and active watch and jewelry trade social network in the industry, Esslinger offers you the opportunity to build brand awareness, trust and loyalty, achieve visibility to thousands of watch and jewelry makers and drive qualified traffic to your business.

Don't miss out on an opportunity to increase sales through your affiliation with a trusted name in the industry!

Advertising with Esslinger is cost effective and efficient!

We look forward to hearing from you.



About Esslinger

Esslinger is one of the leading providers of watch and jewelry supplies throughout the world. Founded by Karl Esslinger in 1923, the company has over 90 years of industry experience. In that time, it has been proud to help over 150,000 businesses and individuals find the watch parts, tools and supplies they need.

Since launching its online store, Esslinger has been able to reach out to and connect with a wider consumer base. Delivering a quality product with great customer service has always come first.

For Further Information Contact:

Mark Esslinger

Esslinger and Company

1165 Medallion Drive

Saint Paul, MN 55120

Phone: 651-452-7180 • Fax: 651-452-4298

Email: mail@esslinger.com



Esslinger Delivers Impact and Results

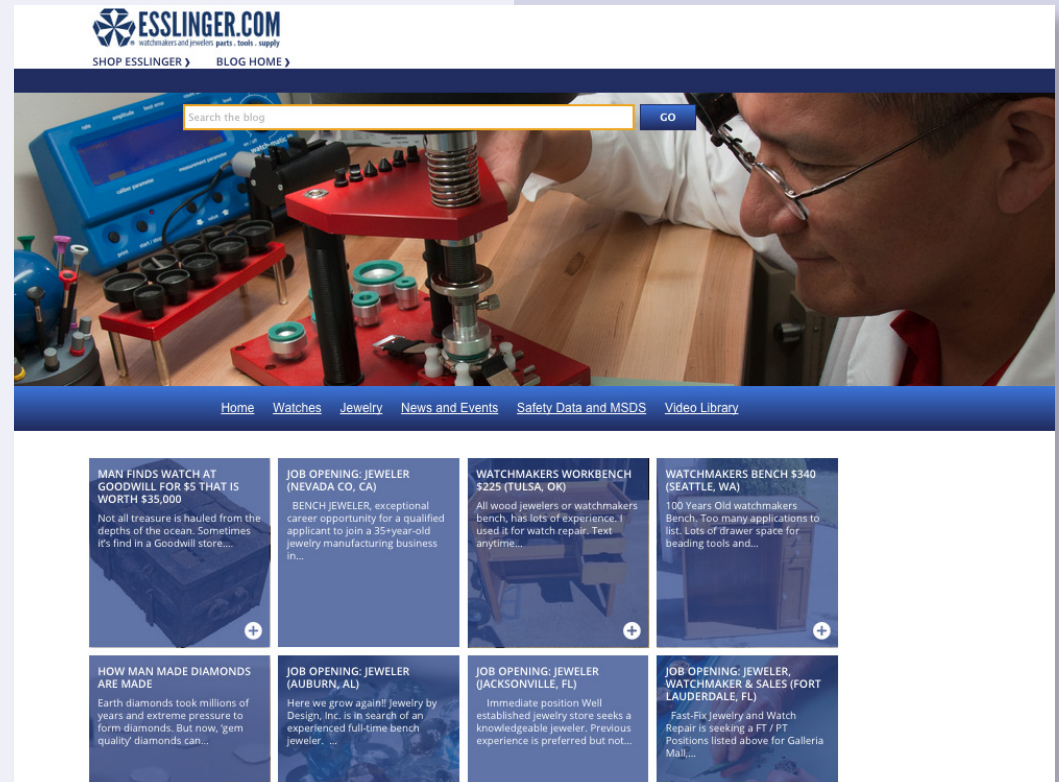
The Esslinger Blog is a technical resource website for watchmakers and related fields. Esslinger Blog contains more than 5,000 pages of resources providing technical help, supplies and tools related to the gem and jewelry industries.

The Esslinger E-News Subscriber represents a perfect target market! The newsletter is emailed monthly to more than 22,000 watch and jewelry related subscribers 12 months a year.

In addition to the resources on Blog.esslinger.com, The blog provides a contemporary exchange with a social feedback and discussion system.

We are more than this however. Esslinger.com includes a comprehensive technical archive, containing thousands of pages of watch information.

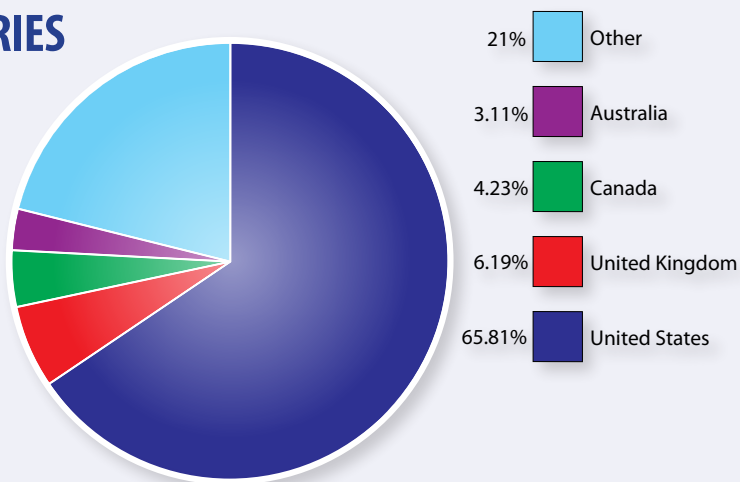
In short, it's a connection to a world of resources for the contemporary watch and jewelry craftsman that has shown consistent membership inline with its growth.



Who are the Visitors to Esslinger.com

Watchmakers, Watch Repair Persons, Horologist, Jewelers, Goldsmiths, Silversmiths, Gemologists, Jewelry Schools, Watchmaking Schools, Metal Artists, PMC Artists, Beaders, Wire Wrappers, Blacksmiths, Dentists, Dental Technicians, Welders, Jewelry Consumers, Tool Makers & Suppliers, Metallurgists, Hobbyists, Teachers, Art Students, Magazine Writers, Apprentices, Macro Photographers, Bead Makers, Engravers, Casting, CAD/CAM Designers, Jewelry Store Owners & Staff, Jewelry Marketing Agencies

COUNTRIES/TERRITORIES



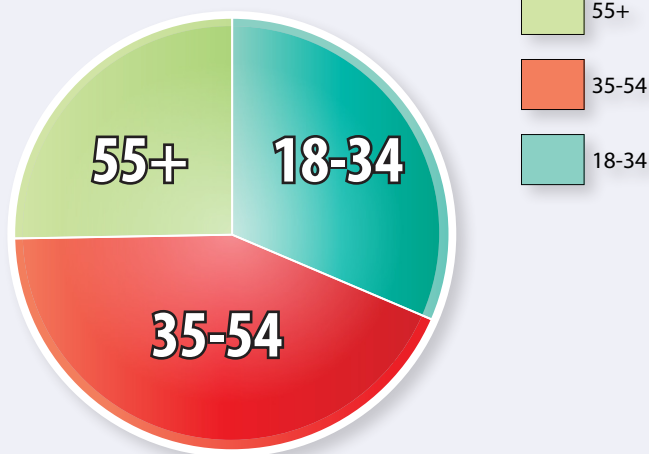
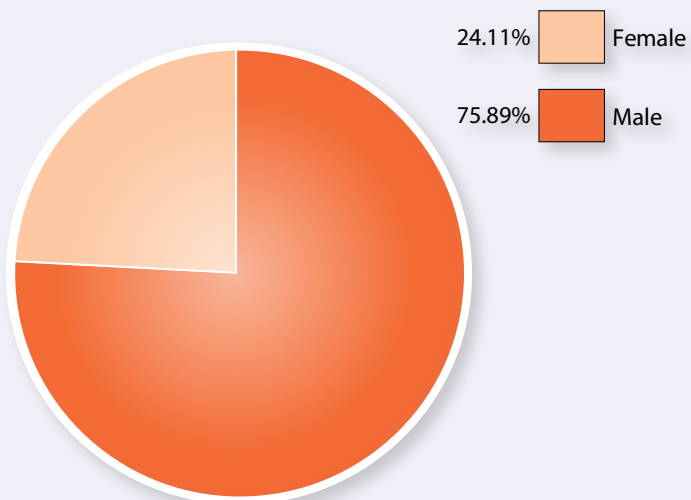
Choosing to advertise on Esslinger allows you to reach out to a wide range of industry specialists and hobbyists in the jewelry and watchmaking industry.

We provide a number of different platforms for you to showcase the very best of your products and services.

These include:

- On Site advertising
- Newsletter
- Blog Post

AGE



We offer advertising campaigns in TWO channels

Website Banner Advertising

A graphic image and link advertising your company, products or services are displayed on every page of the Blog.esslinger.com website. People visiting our site see the banner when the page loads and can click on the banner directly to access your company website.



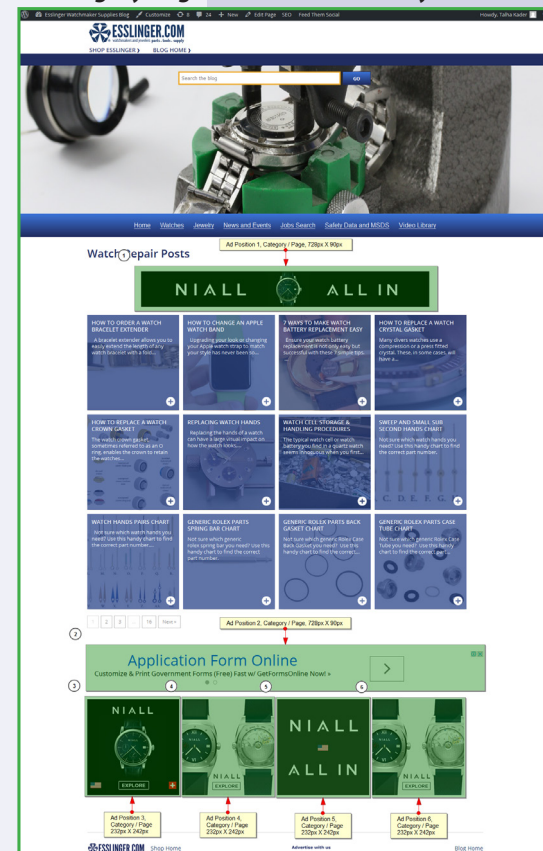
Email Advertising

Email marketing service distributes your advertisement via email to our subscribers through:

Monthly newsletter (subscribers 22,000, distribution: monthly)



Post Article \$50/ month \$400/year



Advertising Options - Email Newsletters

The Esslinger Newsletter is emailed monthly to more than 22,000 subscribers – 12 months per year! 30 word ad copy with URL link to your website landing page. New ads may be submitted up to 12 times per year.

Advertising Campaigns

Email Newsletter Campaigns

One year ad on the Esslinger Newsletter - \$650 / Year

Text Ad - Emailed to more than 22,000 subscribers of the E-Newsletter – 12 Months per year. 30 word ad copy with URL link to your website landing page. New ads may be inserted each month.

Rates:

- 1 Issue: \$ 75
- 2 Issues: \$ 125
- 4 Issues: \$ 250
- 6 Issues: \$ 350
- 12 Issues: \$ 650

[Contact Us](#)
[f](#)
[t](#)
[g+](#)
[v](#)
[w](#)

NEW LED HEADBAND MAGNIFIERS

Gemlogis 1AUPE
Diamond Segregator

Easily Distinguish
Natural Diamond from Lab Created

Open XL Watches Up to 62 mm

Bergeon 2819-08 Jaxa Original Case Wrench

FEATURED PRODUCTS

Sale offers valid for online orders only.

AUGUST SPECIAL

Free Jewelry Loupe with your \$50 purchase at [www.esslinger.com](#)

[Click Here For Details](#)

Ultra Thread Zap Thread Burner

Retractable tip heats up instantly.

Quickly trim, melt, and burn the ends of cord to keep them from becoming frayed and unraveled, and to prevent knots from becoming untied.

Bergeon Soft Band Support Block

Features extra large slot sizes ranging from 3.5 mm to 7.0 mm.

Soft synthetic material will not mar or scratch your watch bracelet during a repair. Expires 8/31/15

ElectroStatic Cling Watch Crystal Protector Sheets

Protects glass and plastic watch crystals.

Simply place over the crystal and the sheet "clings" securely, leaves no residue and can be reused.

Learn More...

Clearance Deal of The Week, \$4.99 Movement Holder

Our clearance section is always changing, check back weekly to see what we've recently added.

[Click for Details](#)

24 Do-It-Yourself Video Guides on Watch Crystal Replacement

From replacement to scratch removal, learn these pro tips.

[Click to See Video](#)

[WATCH PARTS](#)
[WATCH TOOLS](#)
[JEWELRY TOOLS](#)
[FINDINGS](#)
[GEMSTONES](#)
[SUPPLIES](#)

[f](#)
[t](#)
[g+](#)
[v](#)
[w](#)

Please note that all products are subject to availability at the time of purchase. You are receiving this email because you signed up via [our site](#).

For Further Information Contact:

Mark Esslinger

Esslinger and Company

1165 Medallion Drive

Saint Paul, MN 55120

Phone: 651-452-7180 • Fax: 651-452-4298

Email: mail@esslinger.com



Terms and Conditions

Payments

Rates

All rates are exclusive/inclusive (which one do you want) of GST and are subject to change.

Cancellation/Changes

A request for the cancellation or a change in advertising must be received at least 30 working days prior to the publication date.

Preferred Placement

An advertiser can make a request for placement, although there is no guarantee it will happen.

Regulations

Publisher does not assume responsibility for reproduction or positioning if material is received after material due date. If copy changes are not received by material due date, the copy run in the previous issue will be inserted. Except for corrections of publisher's errors, there will be a charge for any proof changes. Materials which do not conform to specifications will be altered and advertisers billed at publisher's cost. Typesetting, mechanical labor, camera work and stripping will be charged at publisher's cost.

