

THE SUPRANAL



EMOTIONAL
HOROLOGICAL
STORYTELLING

MEDIA KIT PRESENTED BY
MITCHELL BARBER

WHAT IS THE SUBDIAL?

Founded in 2023, The Subdial is my way to connect with an industry I didn't feel a part of.

After a career in luxury retail, I combined my two loves, watches and writing, to create a place for people like myself to enjoy this hobby without pretension. It's an editorial website that values people, storytelling and connection over all else and aims to be a gathering place for like-minded watch enthusiasts all over the world.

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FOUNDED: 2023 -
MELBOURNE AUSTRALIA

FOUNDER: MITCH
BARBER

PRESENTED BY
MITCH BARBER

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WORK WITH THE SUBDIAL

DISPLAY ADS

A tasteful and elegant way to spread the word about new releases, events or news. Our display ads are shown on every page of our website, are visible enough to make an impact but don't get in the way for our readers.

EDITORIAL PARTNERSHIP

We tell your story in a thoughtful way. Interviews, personal anecdotes and communication that stays with the reader. Have something specific to share? We make sure our audience understand you fully.

All of our written content is evergreen and not based on a release schedule or press release. Includes a feature in our email newsletter.

THE SUBDIAL AFTER DARK

Intimate dinners of up to 25 guests are hosted at some of the best restaurants in Australia. Our Events create a deep connection between guests and brand. A relaxed and informal environment is encouraged to make people feel comfortable. More dinner at your mum's house than corporate event.



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THE RATES



OUR AUDIENCE IS SMALL BUT FOCUSED,
ENGAGED AND INCLUSIVE.

BY THE NUMBERS:

- **DISPLAY ADS - \$250 USD PER MONTH (YOU SUPPLY CREATIVE)**
- **EDITORIAL PARTNERSHIP - \$0 FOR THE FIRST ONE \$500 PER AFTER**
- **THE SUBDIAL AFTER DARK - STARTING AT \$2000 USD**
- **SOMETHING EXCITING TO SHARE? - FREE**
- **EVENT COVERAGE? - FREE**
- **FIRST EDITORIAL PARTNERSHIP? - FREE, SERIOUSLY**

PARTNERSHIPS WITH HEART



**WATCH BUYERS
WANT AUTHENTIC
CONTENT.**

The Subdial will always be authenticity-focused, and our partnered content reflects that.

When working with us, we require more than just a press release. To truly understand your brand, we need to get inside your head, walk in your shoes and feel what you feel. Your story told by us creates a real connection with our readers.

Our partnered content doesn't feel different and fits seamlessly with our philosophy.



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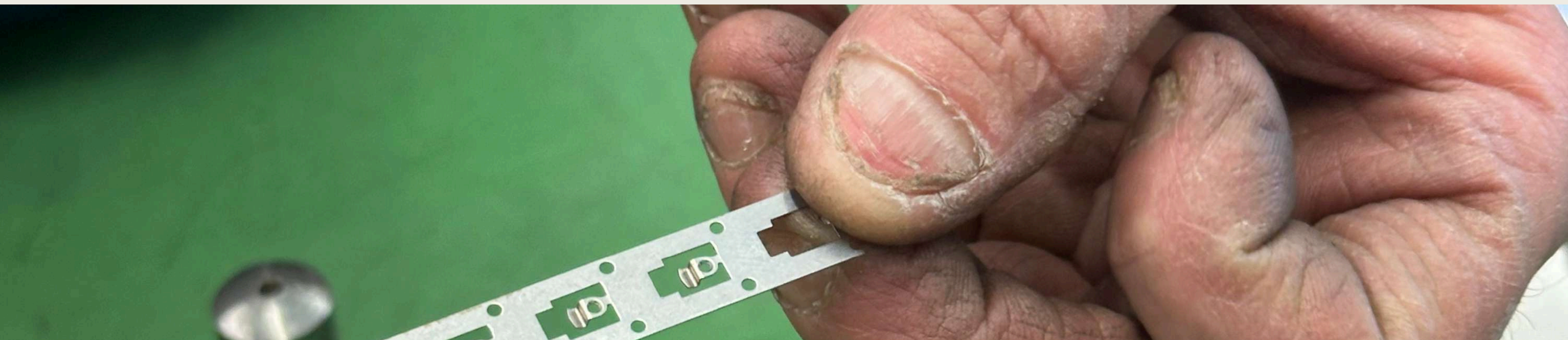


A NOTE ON AI

The use of AI and LLMs in the content industry is exploding and although some see it as a threat to original journalism, I see it as an opportunity.

As more and more generic content floods the market, there is no better time to focus on connection and emotion-driven stories than now. Only a human can feel what it's like to wear a beautiful watch, understand its story and communicate the passion felt by the people who made it.

AI is a powerful tool for spelling and grammar checks, but our stories will always come from the (human) heart.



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BY THE NUMBERS

THESUBDIAL.COM



**MONTHLY
SESSIONS** 4.1k



**MONTHLY
PAGE VIEWS** 20k



**EMAIL LIST
OPEN RATE** 69%



Although small, our audience is growing rapidly as more and more people want authentic, engaging and story-driven content.

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GET IN TOUCH

**IF YOU HAVE QUESTIONS,
IDEAS OR JUST WANT TO
CHAT WATCHES, PLEASE
REACH OUT!**

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REACH OUT TO
MITCH@THESUBDIAL.COM

VISIT OUR WEBSITE AT
THESUBDIAL.COM

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LET'S CREATE
SOMETHING
AMAZING TOGETHER

