WATCHRANKER

MEDIA KIT · NOVEMBER 2026

# Watch buyers, two ways: our stories and our directory

WatchRanker sets out every watch house, who makes it and who owns it today, the smartwatches on today's wrists and the apps that run on them, with The Movement's buying stories beside them. Readers come here to choose.

**6,764**
outside visits in 30 days

**82.6%**
of them from search; 13.5% from AI assistants

**97.2%**
land on a story

THE MOVEMENT

## In our articles

Stories about watches, written by our editors for buyers who are choosing.

### #1 to #5 in a list story

| #1 | #2 | #3 |
|---|---|---|
| **$149** a month | **$99** a month | **$79** a month |

| #4 | #5 |
|---|---|
| **$69** a month | **$59** a month |

### #1 to #5 in a competitor's alternatives story

The same ladder as a list story.

### A brand mention in a story

**$149** a month · in a sentence our editors write

### A new story written for you

**$149** a month · a list with you at #1, a review, a comparison, an alternatives story or a how-to; published within 5 business days

### Your article

**$149** a month · checked and edited by our editors

### Mention pack · 10

**$899** a month · named in up to 10 stories you pick, within 2 business days

THE DIRECTORY

## In our directory

Lists of watch houses, smartwatches and apps, each entry with its own page, its alternatives and its comparisons.

### #1 to #5 on a list

| #1 | #2 | #3 |
|---|---|---|
| **$149** a month | **$99** a month | **$79** a month |

| #4 | #5 |
|---|---|
| **$69** a month | **$59** a month |

### #1 to #5 beside a competitor

| #1 | #2 | #3 |
|---|---|---|
| **$149** a month | **$99** a month | **$79** a month |

| #4 | #5 |
|---|---|
| **$69** a month | **$59** a month |

### A listing

Basic **$49** a month · Pro **$129** a month · Growth **$349** a month · Growth also shows you on three competitors' pages, after their numbered places

### An editorial review on your page

**$149** a month · the verdict stays ours

### Page Protection

**$79** a month · **Featured across WatchRanker $149** a month

### Sponsor a whole list

from **$199** a month · priced by the list's own views

## Both, in one order

Two places or two reviews in one order, renewed together: the two prices added.

### The same place, both sides

#1 **$298** a month

#N on a list and #N in a story you pick

### Beat a competitor on both sides

#1 **$298** a month

#N on its pages and #N in its alternatives story

### Reviewed on both sides

**$298** a month

an editorial review on its page and a review story

### Exclusive sponsor

Exclusive sticky banner, top + bottom of every page (728x90; 320x50 on phones): new, priced by this site's traffic. Ask us. Custom request: email us or use our contact form.

# Every price, one list

Subscriptions, renewed until you cancel; the longest term first, its saving against paying yearly for as long. Pay by card now (up to USD 3,000 per payment).

## A place, #1 to #5, wherever it is

The same price on a list, beside a competitor, in a list story or in an alternatives story.

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| #1 place | $2,999<br>save 33% ($1,498) | $2,499<br>save 16% ($499) | $1,499 | $149 |
| #2 place | $1,999<br>save 33% ($998) | $1,699<br>save 14% ($299) | $999 | $99 |
| #3 place | $1,599<br>save 33% ($798) | $1,299<br>save 18% ($299) | $799 | $79 |
| #4 place | $1,399<br>save 33% ($698) | $1,199<br>save 14% ($199) | $699 | $69 |
| #5 place | $1,199<br>save 33% ($598) | $999<br>save 16% ($199) | $599 | $59 |

## An article or a review

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| A brand mention in a story | $2,999<br>save 33% ($1,498) | $2,499<br>save 16% ($499) | $1,499 | $149 |
| A new story written for you (any kind) | $2,999<br>save 33% ($1,498) | $2,499<br>save 16% ($499) | $1,499 | $149 |
| Your article | $2,999<br>save 33% ($1,498) | $2,499<br>save 16% ($499) | $1,499 | $149 |
| An editorial review on your page | $2,999<br>save 33% ($1,498) | $2,499<br>save 16% ($499) | $1,499 | $149 |

## Only in our articles

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| Mention pack · 10 | Custom request | Custom request | Custom request | $899 |

## Only in our directory

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| **Basic listing** | **$999** save 33% ($498) | **$799** save 19% ($199) | **$499** | **$49** |
| **Pro listing** | **$2,599** save 33% ($1,298) | **$2,199** save 15% ($399) | **$1,299** | **$129** |
| **Growth** | Custom request | Custom request | Custom request | **$349** |
| **Page Protection** | **$1,580** save 33% ($790) | **$1,299** save 17% ($281) | **$790** | **$79** |
| **Sponsor a whole list (from)** | Custom request | Custom request | **$1,990** | **$199** |
| **Featured across WatchRanker** | **$2,980** save 33% ($1,490) | **$2,499** save 16% ($481) | **$1,490** | **$149** |
| **Own a whole category** | Custom request | Custom request | Custom request | Custom request |

## Across the site

Exclusive sticky banner, top + bottom of every page (728x90; 320x50 on phones): new, priced by this site's traffic. Ask us. Custom request: email us or use our contact form.

## Both, in one order

Two places or two reviews in one order, renewed together: the two prices added.

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| **#1 on both sides** | Custom request | Custom request | **$2,998** | **$298** |
| **#2 on both sides** | Custom request | Custom request | **$1,998** | **$198** |
| **#3 on both sides** | Custom request | **$2,598** save 18% ($598) | **$1,598** | **$158** |

| | 3 YEARS | 2 YEARS | YEARLY | MONTHLY |
|---|---|---|---|---|
| **#4 on both sides** | **$2,798**<br>save 33% ($1,396) | **$2,398**<br>save 14% ($398) | **$1,398** | **$138** |
| **#5 on both sides** | **$2,398**<br>save 33% ($1,196) | **$1,998**<br>save 16% ($398) | **$1,198** | **$118** |
| **Reviewed on both sides** | Custom request | Custom request | **$2,998** | **$298** |
| **Own a niche on both sides** | Custom request | Custom request | Custom request | Custom request |

# Who reads WatchRanker

### Where the visits come from




### Top countries

| | |
|---|---|
| United States | **51.5%** |
| United Kingdom | **5.3%** |
| India | **3.5%** |
| Poland | **3.5%** |
| Singapore | **2.9%** |

### AI assistants that send readers

| | |
|---|---|
| ChatGPT | **93.1%** |
| Perplexity | **3.3%** |
| Gemini | **2.4%** |
| Meta AI | **0.4%** |

Counted by our on-page browser tag, 2026-10-19..2026-11-17 (IST days); outside sources only (search, AI assistants, social, other sites, other); direct and internal visits left out. A visit is not a person. Countries and assistants: shares of the same visits.

Custom request: a payment above USD 3,000, or any permanent placement, is arranged by email or through our contact form, not at checkout. Tell us what you need and we reply with the terms and the ways to pay.

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