

## **NASSAU, Bahamas, May 29, 2014 /PRNewswire**

Over the past eight months, the DreamChrono blog (<http://blog.dreamchrono.com>) has developed an international following of watch collectors and enthusiasts. DreamChrono has gained over 30k unique readers each month, along with an average of 100k page views per month, with 30% of those views originating from the U.S.

DreamChrono developed its readership on a foundation of robust content. To date, the site uses more than 23 contributors who have filed over 350 articles on the site. In fact, the site's contributors have attracted industry attention at the 2014 Baselworld Conference, with a live coverage resulting in 83 contributions and one Infographic.

In order to offer collectors and enthusiasts a greater site value experience, DreamChrono has added interactive community features to the site. One major update was to include an online forum on the website. This will allow global readers to set up an account on the site, so that they can communicate with each other in real time. The forum will also cover the entire spectrum of horology and watches, including all of the most popular watch brands and genres plus a watch's country of origin. Forum members will also be provided with plenty of industry news, while allowing them to be one of the first to learn about watch fairs and relevant trade shows.

"Forum members will also be glad to learn that they'll gain direct access to private watch sellers, dealers, and manufacturers," says Brabant. "And, we'll be looking for feedback from our forum members, in order to learn how we can improve the forum experience, with time. We want the DreamChrono forum to be the online destination for all of the things that our readers want to learn, and care about."

DreamChrono has also improved its readership experience by launching the DreamChrono web directory. The directory provides one-click access to information, such as watch manufacturers, industry books and magazines, watch auctions, and far more. Any question that a watch collector could possibly ask will be addressed in the directory's resource section.

Due to readership demand, DreamChrono has created an identical website for French language readers. Previous blog posts from the U.S. site will be translated and posted on the French language site, at an estimated rate of one post per day. Readers should also keep their eyes open for the upcoming "From The Source" section of the current blog. "From The Source" will list un-edited press releases, published by brand partners. The upcoming "Watchmaking Dictionary" will serve as a glossary of watch terms, for the new or the uninformed watch enthusiast.

Readers can also expect an improved user experience on the blog, along with better pagination and a new "quick access" function. This new module, available at the top of the homepage and any category of the blog, makes finding articles quick and easy. "This convenient feature will help keep our audience on the site for longer periods of time while allowing them to discover new articles and products more easily, greatly improving the overall user experience," Brabant explains.

## **ABOUT DREAMCHRONO**

DreamChrono is a blog about all aspects of fine watches, with a focus on the needs and interests of collectors. Anyone interested in learning more about the art and craft behind the world's greatest watches is encouraged to visit the blog or connect via Facebook or Twitter.

## **CONTACT**

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