

**Europa Star**  
**EUROPE** (6x)  
Bi-monthly English

**EUROPEAN UNION (EUROZONE)**

Austria	378
Belgium	302
Canary Islands	10
Cyprus	49
Estonia	8
Finland	73
France	950
Germany	1350
Greece	220
Italy	1254
Luxembourg	41
Malta	14
Netherlands	206
Portugal	128
Republic Of Ireland	30
Slovakia	10
Slovenia	12
Spain	444
<b>Subtotal</b>	<b>5479</b>

**EUROPEAN UNION (NON-EUROZONE)**

Bulgaria	12
Czech Republic	39
Denmark	105
Gibraltar	17
Hungary	44
Latvia	8
Lithuania	8
Poland	131
Romania	17
Sweden	98
United Kingdom	571
<b>Subtotal</b>	<b>1050</b>

**WESTERN EUROPE (NON UE)**

Andorra	47
Iceland	7
Liechtenstein	4
Monaco	27
Norway	60
Switzerland	1811
<b>Subtotal</b>	<b>1956</b>

**EASTERN & SOUTH EASTERN EUROPE**

Albania	7
Armenia	4
Azerbaijan	6
Bosnia-Herzegovina	4
Croatia	20
Georgia	6
Macedonia	4
Russia	198
Serbia	8
Turkey	57
Ukraine	21
<b>Subtotal</b>	<b>335</b>

<b>Total</b>	<b>8820</b>
Trade Show Copies	650
Promotional Copies	330
Newsstands	200
<b>Total Print Circulation</b>	<b>10000</b>

Website & iPad SiteApp  
English  
[www.europastar.com](http://www.europastar.com)



Yearly averages 2011

**Europa Star**  
**INTERNATIONAL** (6x)  
Bi-monthly English

**NEAR & MIDDLE EAST**

Bahrain	56
Iran	32
Iraq	10
Israel	41
Jordan	31
Kuwait	55
Lebanon	67
Oman	38
Qatar	58
Saudi Arabia	150
Syria	20
UAE	235
Yemen	23
<b>Subtotal</b>	<b>816</b>

**SOUTH ASIA**

Bangladesh	8
India	410
Maldives	3
Nepal	7
Pakistan	58
Sri Lanka	38
<b>Subtotal</b>	<b>524</b>

**SOUTH-EAST ASIA**

Brunei	12
Cambodge	5
Indonesia	86
Laos	4
Malaysia	135
Myanmar (Burma)	12
Philippines	68
Singapore	166
Thailand	135
Vietnam	11
<b>Subtotal</b>	<b>634</b>

**FAR EAST**

Kazakstan	3
China: RPC, HK, Macao	2173
Taiwan	396
South - Korea	98
Japan	476
<b>Subtotal</b>	<b>3146</b>

**OCEANIA**

Australia	495
Fiji	7
French Polynesia	9
Guam	1
Nauru	1
New Caledonia	4
New Zealand	33
Norfolk	1
Papua New Guinea	2
Vanuatu	1
<b>Subtotal</b>	<b>554</b>

**NORTH AMERICA**

Canada (distributors only)	124
USA	1541
Mexico	375
<b>Subtotal</b>	<b>2040</b>

**CENTRAL AMERICA**

Belize	5
Costa Rica	25
Guatemala	58
Honduras	21
El Salvador	33
Nicaragua	3
Panama	114
<b>Subtotal</b>	<b>259</b>

**SOUTH AMERICA**

Argentina	310
Bolivia	22
Brazil	131

Chile	104
Colombia	209
Ecuador	77
Guyana	20
Guyane Française	15
Paraguay	45
Peru	40
Uruguay	60
Venezuela	9
<b>Subtotal</b>	<b>1042</b>

**CARIBBEAN**

Antigua & Barbuda	5
Barbados	14
Bermuda	2
Cayman Islands	3
Cuba	3
Dominican Republic	15
Grenade	1
Guadeloupe	18
Jamaica	79
Martinique	6
Montserrat	2
Dutch Caribbean	116
Puerto Rico	34
The Bahamas	16
Virgin Islands	36
Ste Lucia	3
Trinidad And Tobago	27
Turks & Caicos	3
<b>Subtotal</b>	<b>383</b>

**NORTH AFRICA**

Algeria	9
Egypt	57
Libya	2
Morocco	29
Tunisia	11
<b>Subtotal</b>	<b>108</b>

**CENTRAL AFRICA**

Angola	2
Benin	2
Burundi	1
Cameroun	4
Congo	2
Ivory Coast	5
Iles du Cap-Vert	3
Djibouti	7
Ethiopia	4
Gabon	1
Ghana	1
Kenya	9
Niger	1
Nigeria	10
Republic of Guinea	4
Senegal	6
Soudan	7
Tanzania	3
Togo	1
Uganda	2
<b>Subtotal</b>	<b>75</b>

**SOUTHERN AFRICA**

Botswana	2
Malawi	3
Mauritius	21
Mozambique	1
Namibia	1
Republic of South Africa	77
Reunion	27
Seychelles	7
Zambia	5
Zimbabwe	5
<b>Subtotal</b>	<b>149</b>

<b>Total</b>	<b>9730</b>
Trade Show Copies	150
Promotional Copies	120
<b>Total Print Circulation</b>	<b>10'000</b>

**Europa Star**  
**USA & CANADA** (6x)  
Bi-monthly English

\$100 Million SuperSellers	
Top 50 North American Jewelry Chains	
8-Figure Independents	
Department Stores	
Retail Chains	
Independents Retailers	
Distributors & Representatives	

**Distribution by sales volumes with watch criteria**

Under 100K	1399
100-250K	1813
250-500K	1815
500-1Mio	1917
1Mio-100Mio	2654
Over 100Mio	52

<b>Total</b>	<b>9650</b>
Show copies	200
Promotional copies	150
<b>Total Print Circulation</b>	<b>10'000</b>

Website & iPad SiteApp  
English  
[www.watch-aficionado.com](http://www.watch-aficionado.com)  
[www.europastar.com](http://www.europastar.com)

**Europa Star**  
**WATCHES FOR CHINA** (6x)  
Bi-monthly Chinese

Hong Kong	871
Macao	65
PRC China	2257
Taiwan	487
Singapore	320
Various: Vietnam / Thailand / Philippines	200

<b>Total</b>	<b>4200</b>
Show Copies	500
Promotional Copies	300
<b>Total Print Circulation</b>	<b>5000</b>

Website & iPad SiteApp  
Chinese Traditional  
[www.watches-for-china.com](http://www.watches-for-china.com)

**Europa Star**  
**LATIN AMERICA/SPAIN** (4x)  
Spanish

Argentina	534
Bolivia	88
Chile	175
Colombia	234
Costa Rica	25
Cuba	1
Salvador	47
Ecuador	128
Guatemala	64
Honduras	40
Mexico	706
Nicaragua	38
Panama	255
Paraguay	103
Peru	40
Porto Rico	49
Rep Dom	35
Uruguay	169
Venezuela	9
USA Spanish speaking	457
<b>Subtotal</b>	<b>3197</b>

Spain	1303
<b>Total</b>	<b>4500</b>
Show copies	300
Promotional copies	200
<b>Total Print Circulation</b>	<b>5000</b>

Website & iPad SiteApp  
Spanish  
[www.horalatina.com](http://www.horalatina.com)  
[www.europastar.es](http://www.europastar.es)

**Europa Star**  
**UKRAINE** (4x)  
Russian

<b>VIP delivery</b>	<b>65%</b>
<b>Direct delivery in clients' boutiques</b>	<b>25%</b>
Kiev	520
Dnepropetrovsk	200
Donetsk	180
Odessa	230
Kharkov	120

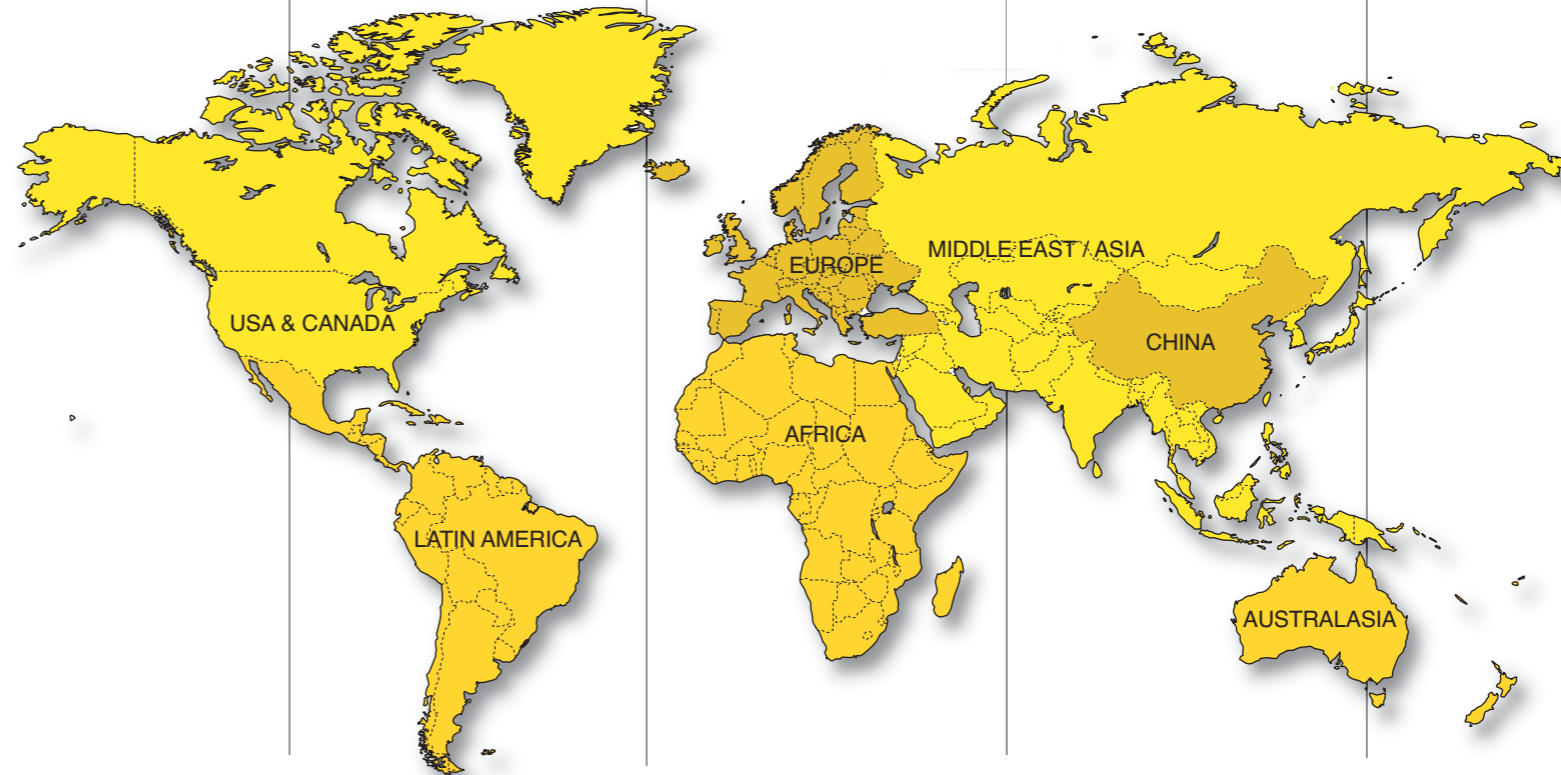
<b>Distributors / Retailers / Manufacturers</b>	<b>7%</b>
<b>Other</b>	<b>3%</b>
<b>Total Print Circulation</b>	<b>5000</b>

Website & iPad SiteApp  
Russian  
[www.europastarwatch.ru](http://www.europastarwatch.ru)

**Europa Star**  
**PREMIÈRE** (1x)  
Special BaselWorld - French

Swiss Top Retailers	1200
Distributors / Manufacturers	680
Media Center	1200
Basel Booths	620
Financial Institutions / Banks / Services	100
Other	200
<b>Total</b>	<b>4000</b>

Website & iPad SiteApp  
French  
[www.europastar.com/premiere](http://www.europastar.com/premiere)



**EUROPA STAR GEOGRAPHICAL BREAKDOWN**

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