

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 |
| Subtotal | 5479 |

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 |
| Subtotal | 1050 |

WESTERN EUROPE (NON UE)

| | |
|-----------------|-------------|
| Andorra | 47 |
| Iceland | 7 |
| Liechtenstein | 4 |
| Monaco | 27 |
| Norway | 60 |
| Switzerland | 1811 |
| Subtotal | 1956 |

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 |
| Subtotal | 335 |

| | |
|--------------------------------|--------------|
| Total | 8820 |
| Trade Show Copies | 650 |
| Promotional Copies | 330 |
| Newsstands | 200 |
| Total Print Circulation | 10000 |

Website & iPad SiteApp
English
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 |
| Subtotal | 816 |

SOUTH ASIA

| | |
|-----------------|------------|
| Bangladesh | 8 |
| India | 410 |
| Maldives | 3 |
| Nepal | 7 |
| Pakistan | 58 |
| Sri Lanka | 38 |
| Subtotal | 524 |

SOUTH-EAST ASIA

| | |
|-----------------|------------|
| Brunei | 12 |
| Cambodge | 5 |
| Indonesia | 86 |
| Laos | 4 |
| Malaysia | 135 |
| Myanmar (Burma) | 12 |
| Philippines | 68 |
| Singapore | 166 |
| Thailand | 135 |
| Vietnam | 11 |
| Subtotal | 634 |

FAR EAST

| | |
|-----------------------|-------------|
| Kazakstan | 3 |
| China: RPC, HK, Macao | 2173 |
| Taiwan | 396 |
| South Korea | 98 |
| Japan | 476 |
| Subtotal | 3146 |

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 |
| Subtotal | 554 |

NORTH AMERICA

| | |
|----------------------------|-------------|
| Canada (distributors only) | 124 |
| USA | 1541 |
| Mexico | 375 |
| Subtotal | 2040 |

CENTRAL AMERICA

| | |
|-----------------|------------|
| Belize | 5 |
| Costa Rica | 25 |
| Guatemala | 58 |
| Honduras | 21 |
| El Salvador | 33 |
| Nicaragua | 3 |
| Panama | 114 |
| Subtotal | 259 |

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 |
| Subtotal | 1042 |

CARIBBEAN

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

NORTH AFRICA

| | |
|-----------------|------------|
| Algeria | 9 |
| Egypt | 57 |
| Libya | 2 |
| Morocco | 29 |
| Tunisia | 11 |
| Subtotal | 108 |

CENTRAL AFRICA

| | |
|--------------------|-----------|
| Angola | 2 |
| Benin | 2 |
| Burundi | 1 |
| Cameroun | 4 |
| Cape Verde islands | 3 |
| Congo | 2 |
| Ivory Coast | 5 |
| Djibouti | 7 |
| Ethiopia | 4 |
| Gabon | 1 |
| Ghana | 1 |
| Kenya | 9 |
| Niger | 1 |
| Nigeria | 10 |
| Republic of Guinea | 4 |
| Senegal | 6 |
| Sudan | 7 |
| Tanzania | 3 |
| Togo | 1 |
| Uganda | 2 |
| Subtotal | 75 |

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 |
| Subtotal | 149 |

| | |
|--------------------------------|---------------|
| Total | 9730 |
| Trade Show Copies | 150 |
| Promotional Copies | 120 |
| Total Print Circulation | 10'000 |

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 |

| | |
|--------------------------------|---------------|
| Total | 9650 |
| Show copies | 200 |
| Promotional copies | 150 |
| Total Print Circulation | 10'000 |

Website & iPad SiteApp
English
www.watch-aficionado.com
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 |

| | |
|--------------------------------|-------------|
| Total | 4200 |
| Show Copies | 500 |
| Promotional Copies | 300 |
| Total Print Circulation | 5000 |

Website & iPad SiteApp
Chinese Traditional
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 |
| El Salvador | 47 |
| Ecuador | 128 |
| Guatemala | 64 |
| Honduras | 40 |
| Mexico | 706 |
| Nicaragua | 38 |
| Panama | 255 |
| Paraguay | 103 |
| Peru | 40 |
| Puerto Rico | 49 |
| Dominican Republic | 35 |
| Uruguay | 169 |
| Venezuela | 9 |
| USA Spanish speaking | 457 |
| Subtotal | 3197 |

| | |
|--------------------------------|-------------|
| Spain | 1303 |
| Total | 4500 |
| Show copies | 300 |
| Promotional copies | 200 |
| Total Print Circulation | 5000 |

Website & iPad SiteApp
Spanish
www.horalatina.com
www.europastar.es

Europa Star
UKRAINE (4x)
Russian

| | |
|--|------------|
| VIP delivery | 65% |
| Direct delivery in clients' boutiques | 25% |
| Kiev | 520 |
| Dnepropetrovsk | 200 |
| Donetsk | 180 |
| Odessa | 230 |
| Kharkov | 120 |

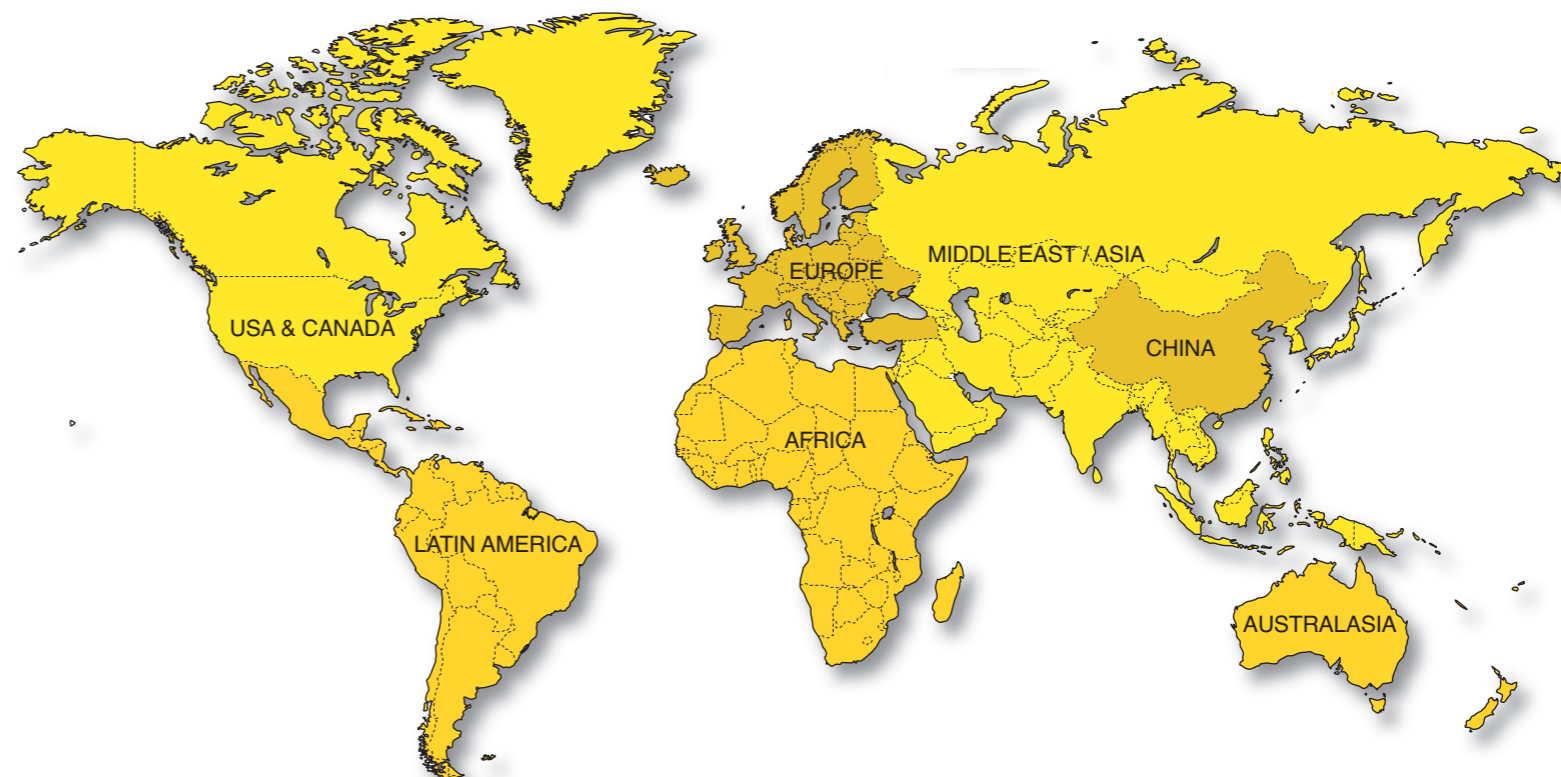
| | |
|---|-------------|
| Distributors / Retailers / Manufacturers | 7% |
| Other | 3% |
| Total Print Circulation | 5000 |

Website & iPad SiteApp
Russian
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 |
| Total | 4000 |

Website & iPad SiteApp
French
www.europastar.com/premiere



EUROPA STAR GEOGRAPHICAL BREAKDOWN

Europa Star's worldwide distribution is ensured by targeted geographical editions that offer direct communication with the international watch markets. All Europa Star editions are individually sent to all key watch markets by personal postal mail in 165 countries on five continents. Furthermore, Europa Star's print magazines are complemented by daily updated websites and iPad applications in five different languages. For 85 years Europa Star has had a continuous partnership with all international watch communities, thus ensuring its extensive circulation and unique mailing list. This great heritage affirms the status of Europa Star as the world's most influential watch magazine.