

Europa Star

Premier in the global watch industry since 1927

With compliments of

EUROPA STAR
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europa star

Communicate with the entire professional watch world in one go.
Advertise in Europa Star's network of international
magazines and websites



THROUGH ITS FOUR GEOGRAPHICAL EDITIONS, EACH PUBLISHED SIX TIMES A YEAR, AND THE WORLDWATCHWEB®, EUROPA STAR ENSURES YOUR GLOBAL PRESENCE IN ALL THE WORLD'S MARKETS TO THE PROFESSIONAL SALES NETWORKS OF THE LUXURY WATCH BRANDS.

Four magazines +
Four websites =
Worldwide coverage

EUROPE

6 times a year –

10,000 print copies per issue
Circulation: Europe EEC and non-EEC, Eastern Europe, Russia, Switzerland

Who: the full network of top watch brand retailers, country distributors, official agents, brand manufacturers

Type of circulation: personalized, by individual postal mail
For detailed circulation per country see separate geographical breakdown on www.europastar.biz

REMP certification

Website link: www.europastar.com

Base rate: SF 8,800. See rate sheet for series & frequency discounts



EUROPE

INTERNATIONAL

6 times a year –

10,000 print copies per issue
Circulation: Near & Middle East, North & South Africa, Far East, South East Asia, India, Japan, Australasia, Central & South America, Caribbean

Who: top watch brand retailers in every country and world capitals, area & country distributors, official agents, brands and boutiques

Type of circulation: personalized, by individual postal mail

For detailed circulation per country see separate geographical breakdown on www.europastar.biz
REMP certification

Website link: www.europastar.com

Base rate: SF 8,800. See rate sheet for series & frequency discounts



INTERNATIONAL

USA & CANADA

6 times a year –

30,000 print copies per issue
Circulation: North America

Who: the full network of US retail jewelry stores, chains and dept. stores, including majors, \$100 million supersellers, 8-figure independents, distributors and manufacturers

Type of circulation: individual, by postal mail with National Jeweler
For detailed circulation per country see separate geographical breakdown on www.europastar.biz

National Jeweler BPA certification
Special limited edition of 16 pages with full content linked to www.europastar.com

Base rate: SF 8,800. See rate sheet for series & frequency discounts



USA & CANADA

europa star

www.worldwatchweb.com

THE WORLD'S MOST INFLUENTIAL WATCH MAGAZINE & WEBSITE

CHINA PRINT & ONLINE

6 times a year –

3,000 print copies per issue and 30,000 unique visitors monthly in www.watches-for-china.com

Circulation: Hong Kong, Mainland China, Taiwan, Singapore and all the other Chinese speaking communities

Who: Chinese retail communities of branded watches, local agents and international brand distributors

Type of circulation: individual by postal mail & through the Internet
For detailed circulation per country see separate geographical breakdown on www.europastar.biz

Base rate: SF 8,800. See rate sheet for series & frequency discounts
(Includes online presence)



CHINA

ENGLISH

SPANISH

CHINESE

www.europastar.com – www.horalatina.com – www.watches-for-china.com – www.cijintl.com



See analytics on www.europastar.biz

WWW.WORLDWATCHWEB.COM

UKRAINE

6 times a year –

5,000 print copies per issue

Circulation: Ukraine

Who: major actors of the luxury watch trade, end-consumers & VIPs

Type of circulation: individual by postal mail

For detailed circulation see separate geographical breakdown on www.europastar.biz

Base rate: SF 6,900. See rate sheet for frequency discounts

ESPAÑA

3 times a year –

5,000 print copies per issue

Circulation: Spain

Who: distributors, agents and retail network, collectors & aficionados

Type of circulation: individual by postal mail

Website: www.europastar.es

For detailed circulation see separate geographical breakdown on www.europastar.biz

Base rate: SF 6,900. See rate sheet for frequency discounts

SWISS PREMIÈRE BASELWORLD

Once a year, in French –

4,000 print copies

Circulation: Swiss market

Who: watch brand retailers, distributors and manufacturers, banks and services

Type of circulation: Individual by mail, plus newstands and BaselWorld Media Centre. See www.europastar.biz

Base rate: SF 5,100. See rate sheet for frequency discounts



RUSSIAN



SPANISH



FRENCH

Specific market editions

europa star

www.worldwatchweb.com

THE WORLD'S MOST INFLUENTIAL WATCH MAGAZINE & WEBSITE

With a global distribution network of six geographical editions, four major content-driven websites and four languages, Europa Star is the unique companion for all international watch brands worldwide

Europa Star's 83 years of professional expertise in all international markets, its objective, independent content and its truly unique circulation make it the world's most influential magazine in the watch industry

Via its magazines and websites, Europa Star is influential in the decision making process of the industry's leaders, key distributors and retailers worldwide

Europa Star provides universal coverage and yearly communication with the business markets

PUBLICATION SCHEDULE

Reservation:
Material:
Publication:

World Editions

Nov. 20
Nov. 25
Dec. 10

No. 6/09 – Dec./January 2010
SIHH

Feb. 1
Feb. 5
Feb. 15

No. 1/2010 – February
BASELWORLD PREVIEW
SIHH REVIEW

Feb. 8
Feb. 15
March 18

No. 2/2010 – March
BASELWORLD

May 20
May 25
June 10

No. 3/2010 – June
BASELWORLD REPORT

July 19
July 23
Aug. 10

No. 4/2010 – September
LATEST TRENDS

Sept. 20
Sept. 24
Oct. 11

No. 5/2010 – October
LATEST TRENDS

Nov. 22
Nov. 26
Dec. 10

No. 6/2010 – Dec. / January
SIHH

RATE BY EDITION & INTERNATIONAL PACKAGES 2010

FULL PAGES

	BASE RATE*
EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 8,800
ESPAÑA or UKRAINE	SF 6,900
EUROPE & INTERNATIONAL	SF 14,000
EUROPE & INTERNATIONAL + CHINA	SF 17,700
EUROPE & INTERNATIONAL + USA & CANADA	SF 18,200
EUROPE & INTERNATIONAL + USA & CANADA + CHINA	SF 22,400
SPECIAL SWISS PREMIERE	SF 5,100

DOUBLE PAGE SPREADS (DPS)

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 13,200
ESPAÑA or UKRAINE	SF 10,350
EUROPE & INTERNATIONAL	SF 21,000
EUROPE & INTERNATIONAL + CHINA	SF 26,550
EUROPE & INTERNATIONAL + USA & CANADA	SF 27,300
EUROPE & INTERNATIONAL + USA & CANADA + CHINA	SF 33,600
SPECIAL SWISS PREMIERE	SF 7,650

HALF PAGES

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 5,280
ESPAÑA or UKRAINE	SF 4,140

THIRD OF PAGES

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 4,400
ESPAÑA or UKRAINE	SF 3,450

WWW INTERNET BANNERS

Take over – prestitial on home page / month	SF 3,700
Clock banner – home page & run of site / month	SF 4,000
Section ownership once a week / month	SF 5,700
Expandable banner – home page / month	SF 2,700
Top banner – home page	SF 2,300
Skyscraper banner – home page / month	SF 1,800
Top banner – one section / month	SF 1,600
Skyscraper banner – one section / month	SF 1,300
Anchor banner - run of site / month	SF 1,100

GLOBAL PACKAGES 2010

6 MONTHS: 12 INSERTIONS, 4 EDITIONS + 3 WEBSITES	SF 58,750
12 MONTHS: 24 INSERTIONS, 4 EDITIONS + 3 WEBSITES	SF 97,020

PACKAGE BASELWORLD

6 INSERTIONS, 2 EDITIONS + 3 WEBSITES	SF 39,470
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PACKAGE SIHH + BASELWORLD

8 INSERTIONS, 2 EDITIONS + 3 WEBSITES	SF 52,630
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INSERTS

2-pager, obverse/reverse, paper max. 200gm ² , SF 8,800 per edition + production charges
4-pager, paper max. 170gm ² , SF 13,200 per edition + production charges
Gatefold, 4-pager, paper max. 170gm ² , SF 15,000 per edition + production charges

ADVERTISER'S SPOTLIGHT: Double page spread creative at SF 8,800
for advertisers only; publication in the magazine and website

SPECIAL POSITIONS

Cover II: +25% or DPS on Cover II + page 1: +20%
Cover III: +15% or DPS on Cover III + last page: +10%
Cover IV and Front Cover Feature: see publisher for conditions and availabilities

*Magazine frequency discounts, in addition to the series discounts

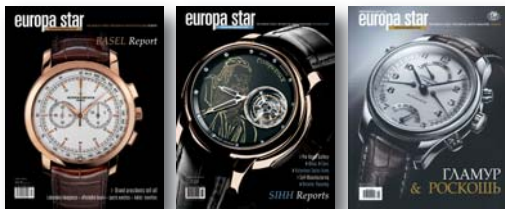
From 3 insertions: 10%
From 6 insertions: 15%
From 12 insertions: 20%

*Web discounts

From 3 months: 10% (15% combined with print insertions)
From 6 months: 15% (20% combined with print insertions)
From 12 months: 20% (30% combined with print insertions)

TECHNICAL SPECIFICATIONS

- ❑ **EUROPA STAR EUROPE, INTERNATIONAL, UKRAINE** (Size of the magazines: 205 x 265mm)
100gm² art paper, Printing: CTP - 4 colour CMYK (NO RGB), Perfect binding



Double Page Spread Bleed¹ : 416 x 271 mm Type area : 388 x 240 mm (trim size: 410 x 265 mm)

1/1 Page Bleed¹ : 211 x 271 mm Type area : 183 x 240 mm (trim size: 205 x 265 mm)

1/2 Page Vertical : 89 x 240 mm Horizontal : 183 x 118 mm

1/3 Page Vertical : 58 x 240 mm Horizontal : 183 x 77 mm

¹Bleed sizes include 6mm which are lost from the depth and width.

- ❑ **EUROPA STAR SPANISH AMERICA LATINA / SPAIN, USA & CANADA, CHINA* & SWISS PREMIÈRE** (Size of the magazines: 229 x 267 mm)
135gm² art paper, Printing: CTP - 4 colour CMYK (NO RGB), Saddle stitch binding



Double Page Spread Bleed¹ : 464 x 273 mm (trim size: 458 x 267 mm)

1/1 Page Bleed¹ : 235 x 273 mm (trim size: 229 x 267 mm)

1/2 Page Vertical : 105 x 249 mm Horizontal : 208 x 122 mm

1/3 Page Vertical : 67 x 249 mm Horizontal : 208 x 80 mm

¹Bleed sizes include 6mm which are lost from the depth and width.

Material: **CD-ROM or DVD**, with a professional colour proof (Digital Chromalin, Approval, Iris)

Software on MAC or PC : Xpress 6, Photoshop & Illustrator <= CS1, Freehand 9, Indesign 2, PDF high resolution

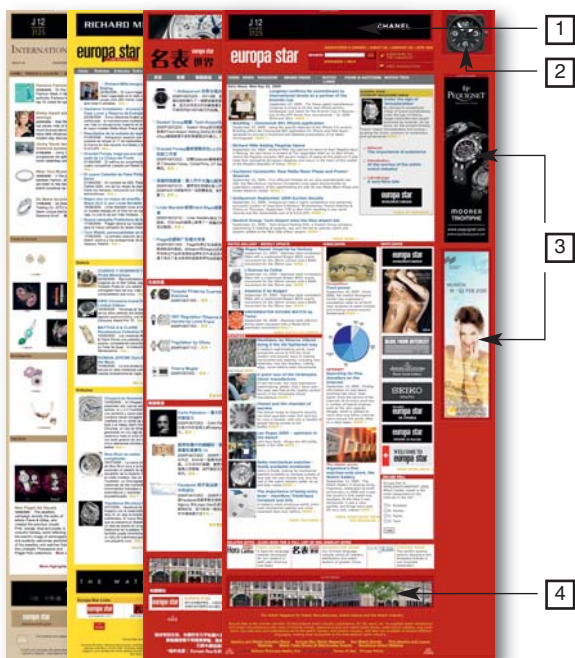
Illustrations : High resolution min. 300 dpi – The attachments of the illustrations, logos & fonts are absolutely necessary

*China + Online Advertorial

To be sent by email to webmaster@watches-for-china.com, otherwise send as CD Rom to the Geneva Office.

Company Profile – one page: general description of your company and full contact address for the Chinese market -Your logo in high resolution.

Editorial Feature – two pages : all editorial material in English or Chinese, texts and 4 to 5 pictures of models for us to build up the 2 pages in your online file. Renewal of editorial material & updates : free with each insertion.



Ad Unit	Dimensions	Max. file size	Max. Flash file
1 Top Banner	728 x 90 pixels	20k	30k
2 Clock banner	157 x 137 pixels	20k	30k
3 Skyscraper Banner	160 x 600 pixels	20k	30k
4 Anchor Banner	728 x 90 pixels	20k	30k

Ad Creative

- File size 10-30k, depending on creative dimensions (12-bit preferred)
- File formats accepted: GIFs, animated GIFs, JPEG files, Flash
- No limit on looping
- No limit on animation
- No cookie or browser support
- Ads must be compatible with both PC and MAC operating systems
- Click-thrus are tracked only on GIF/JPEG ads or properly formatted Flash ads (see below)

Flash Specifications

- A new window must spawn when the Flash ad is clicked on (target = _"blank" must be added to .FLA file)
- Click-thru urls must be embedded in the original .FLA file
- Finalized .SWF file **must be received with alternate GIF or JPG file with click-thru URL**
- File must be compatible with Internet Explorer, Firefox or Safari
- Ads must be published to display in Flash 5 or above

Ad Creative Submission

- Please submit creative at least 5 working days in advance of start date.

For business requirements, web analytics,
geographical breakdown by area and country,
see www.europastar.biz
