

europa star

www.europastar.com

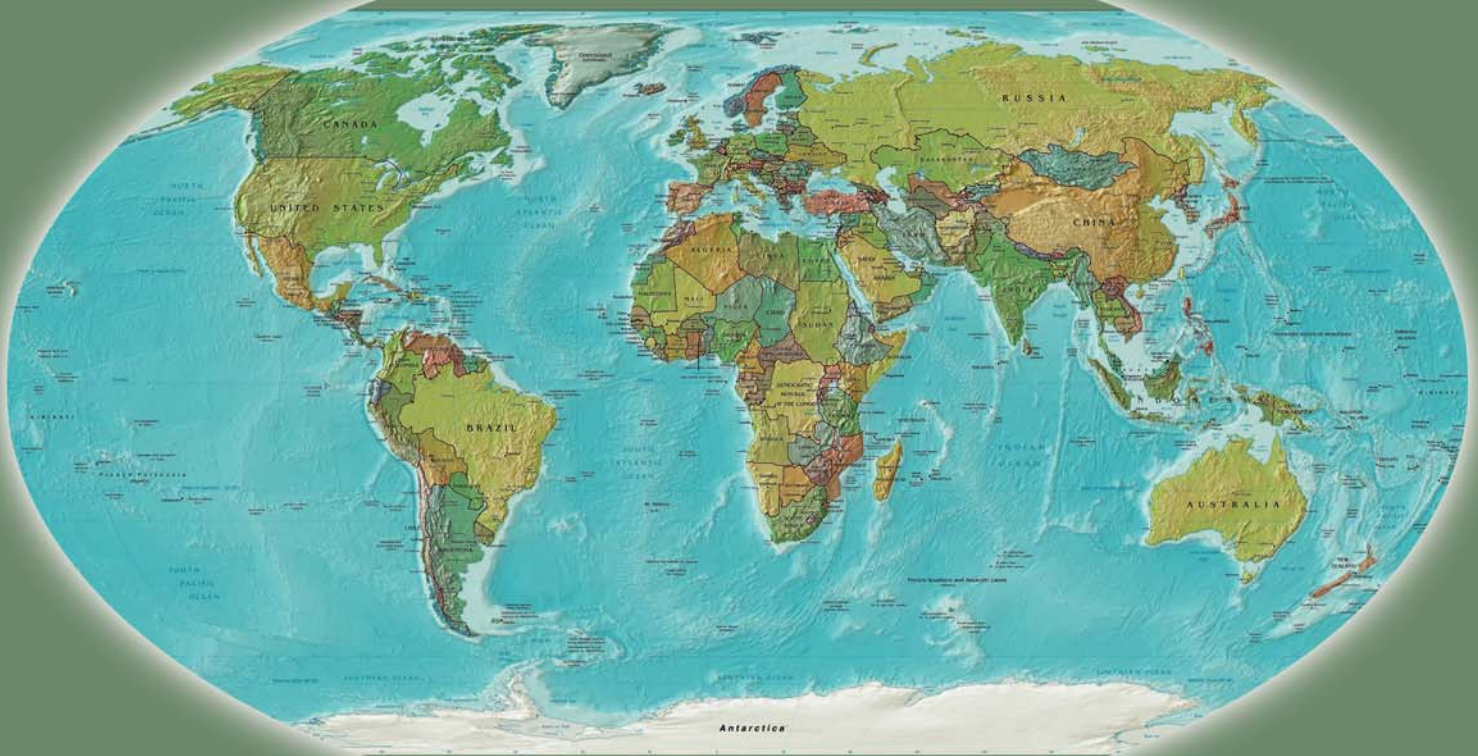
THE WORLD'S MOST INFLUENTIAL WATCH MAGAZINE



MEDIA KIT 2009

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

WORLD COVERAGE EUROPA STAR
EUROPE – INTERNATIONAL – USA & CANADA – CHINA – UKRAINE – ESPAÑA – SWITZERLAND



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

europa star
www.europastar.com

Europa Star's 82 years of professional expertise in all the 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 printed and electronic editions, 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



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
Website link: www.europastar.com
REMP certification – 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



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
Website link: www.europastar.com
REMP certification – 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



CHINA & WFC.COM

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 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



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
Special limited edition of 16 pages with full content linked to www.europastar.com
Type of circulation: individual, by postal mail with National Jeweler **National Jeweler BPA certification –** 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

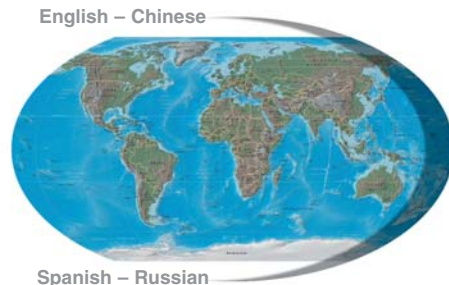
Europa Star is exclusively circulated by mail, in more than 154 countries, and delivered directly to the doors of the decision makers in the global watch community.

EUROPA STAR ONLINE NETWORK – THE WORLDWATCHWEB®



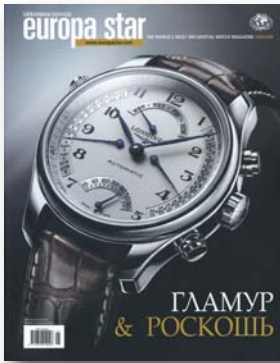
The global reach of Europa Star's websites is unique in the trade and is the number one channel to disseminate promotional information to the business networks worldwide.

WWW analytics: see www.europastar.biz



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

Languages: English – Chinese – Spanish – Russian



UKRAINE - RUSSIAN
 6 times a year –
 5,000 print copies per issue
Circulation: Ukraine
Who: major actors of the luxury watch trade, end-consumers & VIP
Type of circulation: individual by postal mail
Website: www.europastar-ukraine.com
 For detailed circulation see separate geographical breakdown on www.europastar.biz
Base rate: SF 6,900. See rate sheet for frequency discounts
 For more details and informations, click here



ESPAÑA – SPANISH
 6 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.horalatina.com
 For detailed circulation see separate geographical breakdown on www.europastar.biz
Base rate: SF 6,900. See rate sheet for frequency discounts



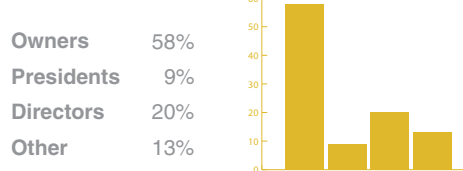
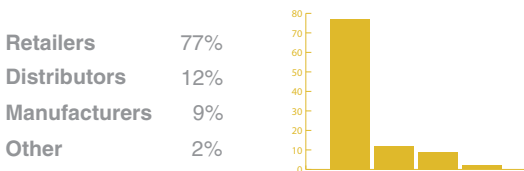
SWITZERLAND – FRENCH
 1 time per year for BaselWorld –
 4,000 print copies
SPECIAL SWISS PREMIERE
Circulation: Swiss community
Who: watch brand retailers and manufacturers
Type of circulation: Individual by mail, plus at-show booths and BaselWorld Media Centre. See www.europastar.biz
Base rate: SF 5,100. See rate sheet for frequency discounts

EDITORIAL CONTENT

In each issue, Europa Star provides the distribution channels with the essential news from the watch manufacturing world. Spanning all the watch segments, from Haute Horlogerie to international brands and signatures, the magazine's independent editorial provides key market analysis, focus reports, exclusive interviews, spotlights on new products, global trends and fashion, technological advances, letters from our international correspondents and the WorldWatchWeb®, our regular column dedicated to the Internet world.

WATCH TRADE READERSHIP

Published without a break since 1927, Europa Star has developed a unique readership within the international watch network.



Europa Star's global coverage and the quality of its universal editorial quality are influential in the decision making process of the industry's leaders, which include key distributors and professional retailers worldwide.
 Circulation breakdown: see www.europastar.biz

Reservation:
 Material:
 Publication:

World Editions

Feb. 2
 Feb. 5
 Feb. 20

No. 1/09 – February
 BASELWORLD PREVIEW
 SIHH REVIEW

Feb. 16
 Feb. 20
 March 26

No. 2/09 – March
 BASELWORLD

May 20
 May 25
 June 10

No. 3/09 – June
 BASELWORLD REPORT

July 20
 July 24
 Aug. 10

No. 4/09 – September
 LATEST TRENDS

Sept. 21
 Sept. 25
 Oct. 12

No. 5/09 – October
 LATEST TRENDS

Nov. 20
 Nov. 25
 Dec. 10

No. 6/09 – Dec. / January
 SIHH

BASE RATE BY EDITION & INTERNATIONAL SERIES FOR 2009

DOUBLE PAGE SPREADS (DPS)	BASE RATE*
EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 13,200
ESPANA 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

FULL PAGES

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 8,800
ESPANA 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

HALF PAGES

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 5,280
ESPANA or UKRAINE	SF 4,140
EUROPE & INTERNATIONAL	SF 8,400
EUROPE & INTERNATIONAL + CHINA	SF 10,620
EUROPE & INTERNATIONAL + USA & CANADA	SF 10,920
EUROPE & INTERNATIONAL + USA & CANADA + CHINA	SF 13,440
SPECIAL SWISS PREMIERE	SF 3,060

THIRD OF PAGES

EUROPE or INTERNATIONAL or CHINA or USA & CANADA	SF 4,400
ESPANA or UKRAINE	SF 3,450
EUROPE & INTERNATIONAL	SF 7,000
EUROPE & INTERNATIONAL + CHINA	SF 8,850
EUROPE & INTERNATIONAL + USA & CANADA	SF 9,100
EUROPE & INTERNATIONAL + USA & CANADA + CHINA	SF 11,200
SPECIAL SWISS PREMIERE	SF 2,550

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

INSERTS

2-pager, obverse/reverse, paper max. 200gm², SF 8,800 per edition + production charges
 4-pager, paper max. 170gm², SF 13,200 per edition + production charges
 Gatefold, 4-pager, paper max. 170gm², 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 Cover Feature: see publisher for conditions and availabilities

Package II

WORLDWIDE TWO EDITIONS

Half year ad campaign
 6 insertions - 6 months

EUROPE & INTERNATIONAL
 + www.europastar.com

Full page full colour in print
 Skyscraper banner home page
 SF 37,800

Package I

WORLDWIDE TWO EDITIONS

Full year ad campaign
 12 insertions - 12 months

EUROPE + INTERNATIONAL
 + www.europastar.com

Full page full colour in print
 Top banner home page
 SF 71,400

Package III

PER AREA / ONE EDITION

Full year ad campaign
 6 insertions - 12 months

EUROPE or INTERNATIONAL
or USA & CANADA or CHINA
 + www.europastar.com or
www.watches-for-china.com

Full page full colour in print
 Skyscraper banner home page
 SF 44,880

Package IV

PER AREA / ONE EDITION

Half year ad campaign
 3 insertions - 6 months

EUROPE or INTERNATIONAL
or USA & CANADA or CHINA
 + www.europastar.com or
www.watches-for-china.com

Full page full colour in print
 Skyscraper banner home page
 SF 23,760

Special Package

BASELWORLD/SIHH PACKAGE

The international promotion package targeted to professionals around the world, for the two major events of 2009

Europe & International 1/09
Europe & International 2/09
Europe & International 3/09
Europe & International 6/09

8 insertions - 8 full pages
 Package at SF 37,800

(instead of SF 50,400)

*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, ESPAÑA, UKRAINE (Size of the magazine: 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 USA & CANADA, CHINA* (Size of the magazine: 257 x 330 mm) 135gm2 art paper, Printing: CTP - 4 colour CMYK (NO RGB), Saddle stitch binding



Double Page Spread Bleed¹ : 520 x 336 mm (trim size: 514 x 330 mm)

1/1 Page Bleed¹ : 263 x 336 mm (trim size: 257 x 330 mm)

1/2 Page Vertical : 111 x 304 mm Horizontal : 228 x 149 mm

1/3 Page Vertical : 73 x 304 mm Horizontal : 228 x 100 mm

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

□ EUROPA STAR PREMIÈRE (Size of the magazine: 230 x 300 mm)



Double Page Spread Bleed¹ : 466 x 306 mm (trim size: 460 x 300 mm)

1/1 Page Bleed¹ : 236 x 306 mm, Type area: 210 x 280 mm

1/2 Page Vertical Bleed¹ : 119 x 306 mm (trim size: 113 x 300 mm)

1/3 Page Vertical Bleed¹ : 81 x 306 mm (trim size: 75 x 300 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
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1 Top Banner	728 x 90 pixels	20k	30k
2 Skyscraper Banner	160 x 600 pixels	20k	30k
3 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 5.x, 6.x and Netscape 4.7, 5.x, 6.x
- 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.