

europa star *Jewellery*



BOUCHERON
Fleurs Eternelles
Collection, 2018
©I. Cerboneschi

MEDIA KIT 2024

REVIVING A RICH JEWELLERY HERITAGE

Europa Star has a long and rich history with the world of jewellery that stretches back to the early days of our publishing house, nearly a century ago. Jewellery, with its close ties to watchmaking, has always featured in our publications. In fact, for several decades, we published issues devoted entirely to jewellery under the Europa Star name.

Two years ago, it seemed like a natural decision to revive this long-standing connection by creating a dedicated jewellery website, supplemented by articles and features in our magazine. It was a major undertaking, but that was only the beginning. Clearly, it was time once again to devote an entire issue of our flagship magazine to jewellery.

This will be happening in 2024, starting with an issue timed to coincide with Watches and Wonders, which will also be distributed at the GemGenève and Couture shows. Adhering to Europa Star's signature style but guided by the expert hand of Isabelle Cerboneschi, the forthcoming issue promises a wealth of insightful and informative content.

We invite you to join us in celebrating the revival of this tradition!

www.europastarjewellery.com



Key Data

PUBLICATION DATE: 09.04.2024

Submission deadline: 05.03.2024

CIRCULATION: 10,000 copies

Distribution at the following shows:

Watches and Wonders, GemGenève, Couture

Selected network circulation by individual email

ADVERTISING RATES:

PRINT

Cover + Cover Story 6 pages: CHF 29,900

Inside front cover (double page): CHF 24,900

Back cover + Back Cover Story 2 pages: CHF 24,900

Inside back cover: CHF 14,800

Single-page ad or double-page Highlight: CHF 9,900 /

Double-page ad: CHF 14,900

WEB

Online product presentation: CHF 1,990 per Highlight

Leaderboard banner (728 x 90 px): CHF 990 per month

(+ 300 x 100 px for smartphone display)

Wallpaper banner (1800 x 1800 px) &

additional banner (1040 x 340 px): CHF 1,990 per month

Newsletter sponsorship banner (1040 x 340 px):

CHF 990 per newsletter

Package: Highlight product presentation

+ Wallpaper banner: CHF 2,990



TIFFANY & CO.
Schlumberger® collection
Botanica: Blue Book 2022,
Hummingbird brooch in 18-karat
yellow gold and platinum with
round blue sapphires totalling
more than 7 carats, oval and
round pink sapphires, round
tsavorites, one round ruby and
brilliant-cut round diamonds

Technical Specifications

WEB FORMATS

Wallpaper: **1800 x 1800 px** (JPG)

Main: **1040 x 340 px** (JPG)

Leaderboard: **728 x 90 px**

3:1 rectangle: **300 x 100 px**

Newsletter: **1040 x 340 px** (JPG)



PRINT

Magazine size: 205 x 265 mm

4C printing CMYK (NO RGB)

2/1 Double page spread bleed: **416 x 271 mm** (trim size: 410 x 265 mm)

1/1 Page bleed: **211 x 271 mm** (trim size: 205 x 265 mm)

MATERIAL: email to asgouridis@europastar.com

PRINT: PDF high resolution, Illustrator, Indesign or Photoshop file

High resolution min. 300 dpi / Profile: **PSO Coated v3**

To avoid any problem with fonts please convert text to outlines.

WEB: HTML5, JPG, PNG, GIF maximum size 800 KB. JPG for Wallpaper and Main.

Material should be compatible with DoubleClick for Publishers (DFP). No Flash.

