europa star ewellery



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!



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



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.

Portfolio



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the 19th and beginning of the 20th centuries opened up nev avenues of expression for jewellery, with its ornamental forms,

The First World War changed everything, including the decorative arts. The style, or rather style, that emerged in the 1905 were the result of several future, which was the style of several future, and the style of the style o

which gave them a strong sense of freedom and possibility. Let us explore some of these influences in more detail.







CHANEL'S "1932" COLLECTION. A PRECIOUS TRIBUTE

In November 1932, Gabrielle Chanel shocked the world of high jewellery with her "Bijoux de diamants" collection. How could a fashion designer dare to enter this closed world without being a part of it, or mastering its codes? Some 90 years later. Chanel is launching a tribute collection inspired by the original jewellery pieces: the "1932" Collection

n 1937, Gabrielle Chaned decid-ed to retria a room at the Ritz in Paris. From her balcora, the had a pancarenic view of all the Ai-net particulars or private maniors in the Place Needlen, especially those bousing the great jewellens: Chaumet in the Helde Bauder de Saint-James at No. 12: Boucheron, in the Nelfol de Nock at No. 22; No. Clede 8. Appels in the Nelfol Sigur at No. 22; and Carrier and Mellerio ween for soway, at No. 13 and No. 5 race de la Pair respectively. Was this her way of looking down her 13 and No. 9 rue de la Pate respectively. Was this her way of looking down her nose at them? Perhaps. Five years earlier, Gabrielle Chanel had had a run-in with the great lyewillers of the Place Vendôme. The reason was a collection of diamond-set jewellery signed Chanel, which had been commissioned by the Diamond Corporation in the property of the commissioned by the Diamond Corporation.

Limited of London with a view to boosting diamond sales. Limited of London with a view to occurring diamnon saids. "Sales of diamnoth had been bodly hit by the economic cri-sis of 1929, and they put their trust in the creative talent of Gabrielle Chanel, then at the height of her fame, to revive them. With her contemporaries – the artist Paul life for the design of the jewellery, the poet Jean Cocteau for the col-



International Director of Product Man keting, Client and Watch and Jewellery





GAELLE KHOURI'S THOUGHTS ON BEAUTY

The Lebanese designer has a unique approach to jewellery. Everything she creates in the result of philosophical reflection. For her latest collection, she questions the concept of philosophical reflection. For her latest collection, she questions the concept of beauty.

Gaelle Khouri was born in Bland, Lebanon Her origins give was to become an economic, the contract to stay in liver born. After grant and part of the state of the contract to stay in liver born. After grant and part of the state of the state of the state of the contract to stay in liver born. After grant and the state of the state



performed in three dimensions.

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it through experience," she explains. "Innatism proposes that you are born with a fixed truth embedded in your mind. But

we recognise it. That's the mindset I was in when I created

we recoping it. That's the mindred I was in when I created its collection."

Can beauty wint in the absence of good? "While designing, guestioned the concept of good and ovil. Today, sway thing guestioned the concept of good and ovil. Today over the section and the sect



