

Premier in the global watch world since 1927



With its fully-fledged international network of print editions, iPad versions and international websites, in the world's most spoken languages, Europa Star offers a global platform for your communication and the influence of your brand on the world's watch markets.

Europa Star's circulation in more than 160 countries provides communication at both global and targeted regional levels, through 7 major geographical editions and 5 specific website and iPad SiteApps.

Media kit 2012

**The reference for watch brands on the world's markets:
7 geographical editions – 5 languages – 5 websites & iPad Site Apps**

Join us – promote your brand and new creations in our coming issues:



SEPTEMBER ISSUE No. 4/2012
MECHANICAL WONDERS
AND USA MARKET FOCUS
RESERVATION: JULY 20, MATERIAL: JULY 25
PUBLICATION: AUGUST 24



OCTOBER ISSUE No. 5/2012
LUXURY, GLAMOUR & FASHION
AND LATIN AMERICA MARKET FOCUS
RESERVATION: SEPT. 20, MATERIAL: SEPT. 25
PUBLICATION: OCTOBER 15



DECEMBER/JANUARY ISSUE No. 6/2012
SIHH & GENEVA SHOWS
AND EUROPE MARKET FOCUS
RESERVATION: NOV. 20, MATERIAL: NOV. 26
PUBLICATION: DECEMBER 13

EUROPA STAR INTERNATIONAL PACKAGES:

UP TO 7 GEOGRAPHICAL EDITIONS, FULL PAGE AT CHF 5,180 PER EDITION OR DOUBLE PAGE AT CHF 7,780 NET PER EDITION
UP TO 4 GEOGRAPHICAL EDITIONS, FULL PAGE AT CHF 5,725 PER EDITION OR DOUBLE PAGE AT CHF 8,590 NET PER EDITION
UP TO 3 GEOGRAPHICAL EDITIONS, FULL PAGE AT CHF 6,200 PER EDITION OR DOUBLE PAGE AT CHF 9,300 NET PER EDITION

SEVEN EUROPA STAR PRINT EDITIONS: EUROPE, INTERNATIONAL, CHINA, USA & CANADA, LATIN AMERICA, UKRAINE/RUSSIA, ES SWISS PREMIÈRE + **EUROPA STAR WORLDWATCHWEB FIVE WEBSITES & IPAD SITE APPS** IN ENGLISH, CHINESE, SPANISH, RUSSIAN AND FRENCH.

INCLUDING IN PRINT & ONLINE:

EUROPA STAR WATCH-AFICIONADO US MARKET SPECIALS:

- SEPTEMBER ISSUE: WITH SPECIAL DISTRIBUTION AT TIMECRAFTERS, NEW YORK

PLUS NOVEMBER/DECEMBER SPECIAL:

- HAUTE JOAILLERIE WATCHES, FINE JEWELLERY AND LUXURY ACCESSORIES

INTERNATIONAL "HORS SÉRIE" AT CHF 9,000 FULL PAGE OR CHF 13,500 DOUBLE PAGE

RESERVATION: SEPT. 20, MATERIAL: SEPT. 25



For more information, full media kit, geographical breakdown and technical specs, click on www.europastar.biz and contact us at Europa Star's Geneva office:

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GENEVA, 07.05.2012

europa star



EUROPE

English

Distributed throughout the continent, the Europe edition reaches all the main stakeholders in the watch business in the region that accounts for one-third of global watch sales.

6 times per year
10,000 print + europastar.com

Circulation: European Union, Switzerland & non-EU countries, Eastern Europe, Russia

Who: The full network of top watch brand retailers, country distributors, official agents, brand manufacturers, watch consumers and aficionados

Type of circulation: Personalised, by individual postal mail.

REMP certification

Base rates:

Magazine FP SF 9,000 – DPS SF 13,500

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series

& frequency discounts



INTERNATIONAL

English

With worldwide distribution, the International edition taps into the global market for timepieces by addressing the decision-makers on all major international markets outside Europe.

6 times per year
10,000 print + europastar.com

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, watch consumers and aficionados

Type of circulation: Personalised, by individual postal mail.

REMP certification

Base rates:

Magazine FP SF 9,000 – DPS SF 13,500

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series

& frequency discounts



USA & CANADA

English

Europa Star Watch Aficionado's special Web & iPad edition reaches out in print and online to the main stakeholders in the North American watch industry and watch aficionados across the North American continent through its media mix.

6 times per year
10,000 print + europastar.com/watch-aficionado

Circulation: North America
Who: The network of US retail jewellery stores, chains and dept. stores, including majors, \$100 million super-sellers, 8-figure independents, distributors, manufacturers & aficionados

Type of circulation: Personalised, by individual postal mail. Special edition of 16 pages with full content linked to europastar.com

Base rates:

Magazine FP SF 9,000 – DPS SF 13,500 incl. home page logo & special web feature

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series

& frequency discounts



CHINA

Chinese (traditional)

Europa Star Watches for China allows you to communicate with two of the biggest export markets for Swiss watches, Hong Kong and China, through a medium whose readers appreciate the insightful content in their own language, in print, on-line and on their iPad for instantly sourcing Swiss & international watch news.

6 times per year
5,000 print + watches-for-china.com

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

Who: Chinese retailers communities of branded watches, local agents, international brand distributors & aficionados

Type of circulation: Personalised, by individual postal mail.

Special edition of 16 pages with full content linked to watches-for-china.com

Base rates:

Magazine FP SF 9,000 – DPS SF 13,500 incl. home page logo & special feature in Chinese

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series

& frequency discounts



Click on the cover pages above to see a sample of each magazine



EUROPA STAR'S 85 YEARS OF EXPERTISE WORLDWIDE AS WELL AS ITS OBJECTIVE, INDEPENDENT CONTENT AND ITS



LATIN AMERICA / SPAIN
Spanish

Europa Star's Spanish-language edition targets decision-makers and watch aficionados in the 450 million-strong Spanish-speaking markets. The Spanish-language edition is distributed in Latin America and Spain through print, on-line and iPad editions.

4 times per year
5,000 print + horalatina.com / europastar.es

Circulation: Spanish speaking markets of Central & South America, Spain, Balearic & Canary islands and other Hispanic communities

Who: Distributors, agents and retail networks, collectors & aficionados

Type of circulation: Personalised, by individual postal mail.

Special edition of 16 pages with full content linked to horalatina.com/europastar.es

Base rates:

Magazine FP SF 9,000 – DPS SF 13,500 incl. home page logo & special feature in Spanish

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series & frequency discounts



RUSSIA
Russian

While Europa Star Ukraine magazine allows an unprecedented country-level targeting with personal distribution to major stakeholders, VIPs, watch boutiques and bookstores, Europa Star's Russian website and iPad editions address the wider Russian-speaking community of the CIS with a special Boutique Index for Russia, Ukraine, Kazakhstan and the Baltic states.

4 times per year
5,000 print + europastarwatch.ru

Circulation print: Ukraine

Circulation Web & iPad:

Russia, Ukraine, Kazakhstan and the Baltic states

Who: Major actors in the luxury watch trade, watch boutiques, end customers & VIPs

Type of circulation: Individual by postal mail plus at selected bookstores and to clients of top watch boutiques

Base rates:

Magazine FP SF 5,500 – DPS SF 8,250

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month

See rate sheet for series & frequency discounts



ES PREMIÈRE
French

Printed as a special edition for BaselWorld and distributed to the entire Swiss watch community of retailers, distributors and manufacturers, and to exhibitors and media representatives at the show, this special yearly publication in print, plus bi-monthly web and iPad editions, is the perfect way to reach out to the Swiss watch community on the occasion of the industry's biggest event of the year.

1 per year
4,000 print + europastar.com/premiere

Circulation: Switzerland

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

Type of circulation: Personalised, by individual postal mail, plus individually to Basel exhibitors (Hall 1, 4, 5) and from the media centre

Base rates:

Magazine FP SF 5,500 – DPS SF 8,250

iPad FP SF 1900/two months

Web Leaderboard SF 2,650/month.

See rate sheet for series & frequency discounts



BRAND SPECIALS

Europa Star's one-stop shop, combining expertly written content, professional design and unparalleled geographic distribution, offers one of the most efficient ways for your brand to make a global impact on the world markets.

See further samples and information on [Europa Star Brand Specials](#)



BULLETIN D'INFORMATIONS
French / German

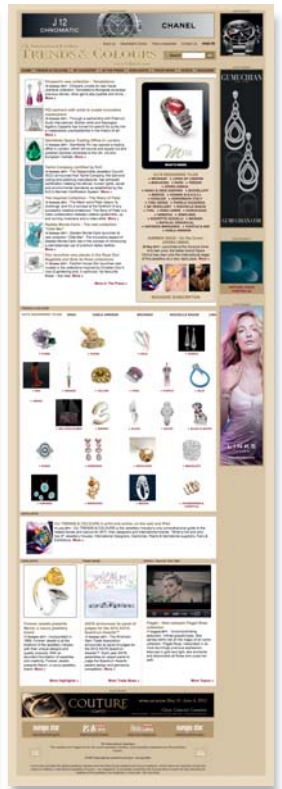
With distribution to all the main manufacturers and suppliers in the key watchmaking areas in Switzerland and its neighbours, the publication conveys the new products and developments in the field of components, tools, machines and watchmaking technology.

7 times per year

For more informations [click here](#)



Click on the screenshots to access the respective websites.



EUROPASTAR.COM

English
Web & iPad

Europe & International

WATCHES-FOR-CHINA.COM

Traditional Chinese
Web & iPad

China, Hong Kong,
Taiwan, Singapore

HORALATINA.COM
EUROPASTAR.ES

Spanish
Web & iPad

Spain, Central &
South America

EUROPASTARWATCH.RU

Russian
Web & iPad

Russia, Ukraine,
Kazakhstan,
Baltic States

CIJINTL.COM

Jewellery
English
Web & iPad

International



iPad Première in french [click here](#)  For the iPad versions you need to click on them on an iPad.



THE WORLDWATCHWEB: EUROPA STAR INTERNATIONAL NETWORK ON THE WEB AND iPad

FULL PAGES (FP)

EUROPE or INTERNATIONAL or CHINA or USA & CANADA or LATIN AMERICA/SPAIN (single edition)	SF 9,000
EUROPE & INTERNATIONAL (two editions)	SF 14,300
EUROPE & INTERNATIONAL + CHINA (three editions)	SF 18,100
EUROPE & INTERNATIONAL + LATIN AMERICA/SPAIN (three editions)	SF 18,100
EUROPE & INTERNATIONAL + USA & CANADA (three editions)	SF 18,600
EUROPE & INTERNATIONAL + USA & CANADA + CHINA (four editions)	SF 22,900
EUROPE & INTERNATIONAL + USA & CANADA + CHINA + LATIN AMERICA/SPAIN (five editions)	SF 25,900
+ RUSSIAN	SF 5,500
+ ES PREMIERE	SF 5,500

DOUBLE PAGE SPREADS (DPS)

EUROPE or INTERNATIONAL or CHINA or USA & CANADA or LATIN AMERICA/SPAIN (single edition)	SF 13,500
EUROPE & INTERNATIONAL (two editions)	SF 21,450
EUROPE & INTERNATIONAL + CHINA (three editions)	SF 27,150
EUROPE & INTERNATIONAL + LATIN AMERICA/SPAIN (three editions)	SF 27,150
EUROPE & INTERNATIONAL + USA & CANADA (three editions)	SF 27,900
EUROPE & INTERNATIONAL + USA & CANADA + CHINA (four editions)	SF 34,350
EUROPE & INTERNATIONAL + USA & CANADA + CHINA + LATIN AMERICA/SPAIN (five editions)	SF 38,900
+ RUSSIAN	SF 8,250
+ ES PREMIERE	SF 8,250

HALF PAGES (HP)

EUROPE or INTERNATIONAL or CHINA or USA & CANADA or LATIN AMERICA/SPAIN (single edition)	SF 5,400
+ RUSSIAN	SF 3,300

THIRD PAGES (TP)

EUROPE or INTERNATIONAL or CHINA or USA & CANADA or LATIN AMERICA/SPAIN (single edition)	SF 4,500
+ RUSSIAN	SF 2,750

ADVERTISER'S SPOTLIGHT*

Double page spread creative incl. production charges, per edition	SF 9,000
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*for current advertisers only

SUPPLIED INSERTS*

2-pager, obverse/reverse, paper max. 200gm ² , per edition	SF 9,000
4-pager, paper max. 170gm ² , per edition	SF 13,500
Gatefold, 4-pager, paper max. 170gm ² , per edition	SF 15,300

*Production charge and other charges not included

Special SIHH & BASELWORLD Package

6 insertions: 3x Europe + 3x International + europastar.com 6 month skyscraper banner & 6 month iPad FP	SF 39,900
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DISPLAY BANNERS*

Welcome page – pre-entry interstitial, run of site/month	SF 8,000
Clock banner 100% SOV – month	SF 9,000
Clock banner 100% SOV – home page/month	SF 4,520
Top Leaderboard – home page/month	SF 2,650
Top Leaderboard – one section/month	SF 1,800
Expandable Top banner – home page/month	SF 3,050
Top Skyscraper – home page/month	SF 2,650
Skyscraper – home page/month	SF 1,900
Skyscraper – one section/month	SF 1,470
Expandable Top Skyscraper – home page/month	SF 2,780
Anchor Leaderboard – home page/month	SF 1,260
Section ownership 100% SOV one day per week – monthly cost	SF 6,400
Top Leaderboard 100% SOV/month (see publisher for availabilities)	SF 15,800
Top Skyscraper 100% SOV/month (see publisher for availabilities)	SF 14,400

*per edition of the worldwatchweb

IPAD FULL PAGES (FP)

FP per edition throughout the application (SiteApp) / two months	SF 1,900
FP in all of the five iPad editions throughout the application (SiteApp) / two months	SF 5,700

E-NEWSLETTER SPONSORSHIP

With Top Leaderboard, monthly rate for 4 newsletters	SF 4,000
With Skyscraper, monthly rate for 4 newsletters	SF 3,600
With Anchor banner, monthly rate for 4 newsletters	SF 2,800
Customised sponsorship with Top Leaderboard + Skyscraper + Anchor, rate per newsletter	SF 3,200

Positioning supplements: Guaranteed right-hand page + 10% ; Guaranteed placement facing TOC, Editorial or Masthead + 15%

Cover positions*: Cover I incl. Cover Story on 5 editions & 4 websites (see publisher for conditions and availabilities). Cover II or Opening DPS +25% ; Cover III or Inside Back Cover DPS +15% ; Cover IV +35% *No frequency discounts on cover positions

EDITORIAL SUMMARY 2012**No. 6/2011 December/January****SIHH & GENEVA SHOWS 2012**

What to expect at the SIHH and the Geneva shows. The latest trends on world markets and a look at new models in the classic design category.

Market focus: China

Reservation: Nov. 22 **Material:** Nov. 25

Publication: December 15

No. 1/2012 February**SIHH REVIEW / INVITATION TO BASELWORLD 2012**

The Timeless Edition: time in all its forms; free reign is given to designers, philosophers and artists as we take a look at the history of time from its very beginnings and consider what lies ahead for the industry.

Reservation: Jan. 23 **Material:** Jan. 27

Publication: February 10

No. 2/2012 March**BASELWORLD 2012**

All the new models from planet watchmaking.

Market focus: A look at the burning issues in the international watchmaking industry.

Reservation: Feb. 6 **Material:** Feb. 10

Publication: March 8

No. 3/2012 May/June**BASELWORLD REPORT/WORLD TRENDS**

Features, reports, interviews. An in-depth analysis of all the news from Basel.

Market focus: on the development of the sports watch.

Reservation: April 20 **Material:** April 27

Publication: May 14

No. 4/2012 September**MECHANICAL WONDERS**

The best, the most accurate and the most innovative new mechanical timepieces. Plus detailed analyses, new technologies and new materials.

Market focus: USA

Reservation: July 20 **Material:** July 25

Publication: August 24

No. 5/2012 October**LUXURY, GLAMOUR & FASHION**

From the timeless classic to the watch for every day. A look at the watch market in all its forms – a kaleidoscope of styles.

Market focus: Latin America

Reservation: Sept. 20 **Material:** Sept. 25

Publication: October 15

No. 6/2012 December/January**SIHH & GENEVA SHOWS - 2013 NOVELTIES**

A preview of the SIHH and Geneva shows and their exhibitors.

Market Focus: Europe

Reservation: Nov. 20 **Material:** Nov. 26

Publication: December 13

SERIES & FREQUENCY DISCOUNTS 2012**Magazine frequency discounts in addition to the series discounts:**

From 3 insertions 10% ; From 6 insertions 15% ;

From 12 insertions 20%

WWW frequency discounts per website:

From 3 months (15% if combined with print insertions) 10%

From 6 months (20% if combined with print insertions) 15%

From 12months (30% if combined with print insertions) 20%

WWW network discounts, up to 5 Europa Star websites:

Combination discount for insertion on second and additional websites 50%

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 width and the length.

- ❑ **EUROPA STAR USA & CANADA*, LATIN AMERICA / SPAIN*, WATCHES FOR CHINA* & ES PREMIÈRE** (Size of the publications: 225 x 265 mm)
135gm² art paper, Printing: CTP - 4 colour CMYK (NO RGB), Saddle stitch binding



Double Page Spread Bleed¹ : 456 x 271 mm (trim size: 450 x 265 mm)

1/1 Page Bleed¹ : 231 x 271 mm (trim size: 225 x 265 mm)

1/2 Page Vertical : 104 x 245 mm **Horizontal** : 204 x 120 mm

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

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

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

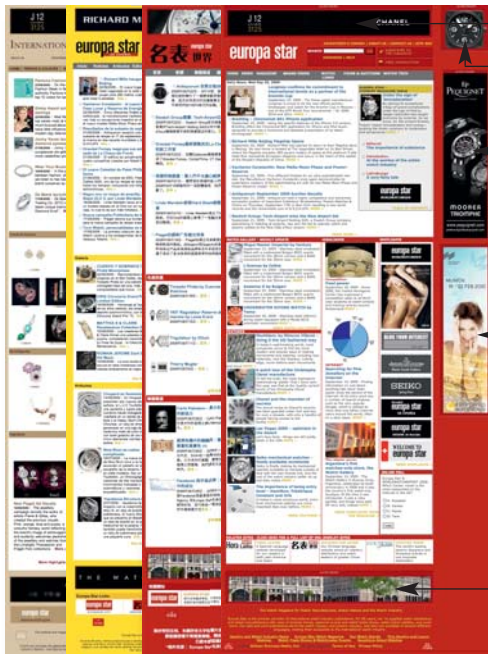
Software on MAC or PC : Xpress 7, Photoshop & Illustrator & Indesign <= CS3, PDF high resolution

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

(For Illustrator files: To avoid any problem with fonts please convert text to outlines.)

*USA & CANADA, LATIN AMERICA / SPAIN, WATCHES FOR CHINA: inclusive online spotlight, please supply your original logo in high resolution

- ❑ **WORLDWATCHWEB**



Ad Unit	Dimensions	Max. file size	Max. Flash file
1 Top Leaderboard	728 x 90 pixels	30k	60k
↳ Expandable Leaderboard	728 x 270 pixels	30k	75k
2 Clock banner	160 x 160 pixels	30k	60k
3 Skyscraper	160 x 600 pixels	30k	60k
↳ Expandable Skyscraper	400 x 600 pixels	30k	75k
4 Anchor Leaderboard	728 x 90 pixels	30k	60k
Home page Take over	600 x 400 pixels	50k	75k

Expandable, Prestitial, please contact us for detailed specs

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, Safari or Chrome
- 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.

Extra production charges not included



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