europa star

The world's most influential watch magazine

1927-2017: 90 Years of continuous promotion of
the watchmaking industry on the international markets

MEDIA KIT 2017

For its 90th anniversary Europa Star is unveiling a groundbreaking redesign of its flagship magazine. Its cutting-edge content will be clearly demarcated between two parts: Time.Business, with in-depth business analyses, and Time.Keeper, with the presentations of new watch creations. The Europe and International editions will be combined into a Global edition. There will also be an unprecedented series of digital and audiovisual initiatives.

With its network of magazines, business papers, special editions and websites in the world's most spoken languages, Europa Star offers a global platform for your communication and for the influence of your brand on the world's markets. Europa Star's international distribution ensures effective reach at both global and regional levels. Europa Star's editorial quality and worldwide circulation make it a must-read for all stakeholders and buyers in the watch and luxury jewellery world. Europa Star is sent directly to buyers by individual mail on over 170 countries of the world.

EUROPA STAR HBM SA, Route des Acacias 25, 1227 Carouge / Geneva, Switzerland
Tel +41 22 307 78 37, Fax +41 22 300 37 48 | www.europastar.com · www.europastar.biz · contact@europastar.com

europa star

GLOBAL

Watch Business Magazine & Web

English

With worldwide distribution, the Global edition taps into the global market for timepieces by addressing the decision-makers, connoisseurs and aficionados on all major international markets.
This ultra-innovative concept encompasses two folios with a new, dynamic layout and graphics. The Time.Business folio includes wide-ranging articles, comprehensive dossiers and in-depth reporting on the industry. Time.Keeper is devoted to new watches, galleries, brands and their products.

5x per year,
20,000 print copies
+ www.europastar.com

Type of circulation:
individual by courier/ postal mail. Plus special luxury show distribution.

SWITZERLAND

Watch Business Newspaper

French

For the first time a publication covers the Swiss watchmaking market's entire 'ecosystem': bankers, lawyers, insurers, financial advisers, auditors, designers, engineers, consultants, academics and all individual stakeholders of the business, SMEs and Group CEOs, along with the entire Swiss network of watch retailers, boutiques, and watch brands plus luxury hotels, leisure and culture. All of these interested parties and VIPs have both a professional and personal interest in watches and services to the industry.

5x per year
5,000 print copies

Type of circulation:
individual by courier/ postal mail. Plus special luxury show distribution.

USA

Watch Business Newspaper & Web

English

Europa Star Watch.Aficionado reaches out to the main business actors in the US watch industry and watch aficionados across the North American continent through its media mix. It is distributed to 10'000 points of sales in the USA, as well as to important shows like Couture and JCK in Las Vegas. Your getaway to the American watch market.

5x per year,
10,000 print copies
+ www.watch-aficionado.com

Type of circulation:
individual by courier/ postal mail. Plus special luxury show distribution.

CHINA

Watch Business Newspaper & Web

Chinese

Europa Star Watches for China allows you to communicate with two of the biggest export markets for watches, Hong Kong and China, through a medium whose readers appreciate the insightful local and international content in print and on-line.

5x per year,
10,000 print copies
+ www.watches-for-china.com
+ www.watches-for-china.cn

Type of circulation:
individual by courier/postal mail. Plus special luxury show distribution.

europa star TARIFS / RATES

Full page	Rate base	1/1	Serie 1x	Serie 3x (-10%)	Serie 6x (-15%)
Global (EU+INT)	12900	1 ed.	12'900	11'610	10'965
+ USA (US)	8600	2 ed. 20%	17'200	15'480	14'620
+ China (CN)	8600	3 ed. 25%	22'575	20'315	19'185
+ Switzerland Première (CH)	4900	4 ed. 30%	24'500	22'050	20'825

Double page spread	Rate base	2/1	Serie 1x	Serie 3x (-10%)	Serie 6x (-15%)
Global (EU+INT)	19350	1 ed.	19'350	17'415	16'445
+ USA (US)	12900	2 ed. 20%	25'800	23'220	21'930
+ China (CN)	12900	3 ed. 25%	33'860	30'475	28'780
+ Switzerland (CH)	8000	4 ed. 30%	37'205	33'485	31'625

Ads in the USA and China print edition gives right to a free medium rectangle banner on corresponding website - two months per insertion

WorldWatchWeb display ads on 5 websites / 5 languages

europastar.com (English), watches-for-china.com (Chinese traditional), watches-for-china.cn (Chinese simplified), horalatina.com (Spanish), europastarwatch.ru (Russian)

	1 month	3 months	6 months
Medium rectangle 300 x 250 px homepage	2'250	6'075	11'475
Half-page 300 x 600 px homepage	3'510	9'477	17'901
3:1 rectangle 300 x 100 px homepage	1'350	3'645	6'885
e-newsletter sponsorship	1x 1'950	3x 1'750	6x 1'650

100% SOV exclusives and made-to-measure spaces on request / Customized email blast on request

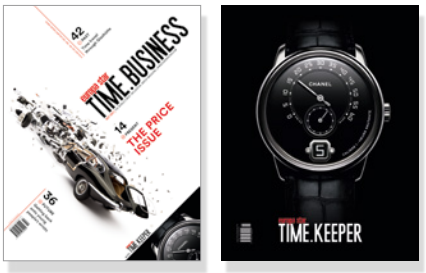
Guaranteed positioning / right-hand page + 10%; Guaranteed placement facing TOC or Editorial + 15%
Cover positions: Cover 1 (C1) incl. Cover Story, world package on 4 editions + the WorldWatchWeb
Cover 2 (C2) or Opening DPS +25% - Cover 3 (C3) or Inside Back Cover DPS +15% - Back Cover 4 (C4) +35%
No frequency or series discounts on cover positions
Net prices. Agency commission not included. All contracts including inherent volume & series discounts, have a maximum validity of 12 months.
Cancellation of contracted volume may incur fees and will lead to the recalculation of rates as per the list above.
Insertion prices are in Swiss francs (CHF). Sales tax, VAT not included.

europa star TECHNICAL SPECIFICATIONS MATERIAL TO SUPPLY

EUROPA STAR GLOBAL

Magazine size: 205 x 265 mm
4C printing CMYK (NO RGB) – Total ink limit = 300%

2/1 Double Page Spread Bleed[1]: **416 x 271 mm** (trim size: 410 x 265 mm)
1/1 Page Bleed[1]: **211 x 271 mm** (trim size: 205 x 265 mm)
1/2 Page Vertical: **89 x 240 mm**
1/2 Page Horizontal: **183 x 118 mm**



EUROPA STAR CHINA

Newspaper size: 265 x 383 mm
4C printing CMYK (NO RGB) – Total ink limit = 260%

2/1 Double Page Spread: **503 x 353 mm** MIRROR (with no bleed)
1/1 Full Page: **240 x 353 mm** MIRROR (with no bleed)
Business Page: **177 x 230 mm** MIRROR (with no bleed - surrounded by editorial matter)

EUROPA STAR SWITZERLAND

Newspaper size: 290 x 380 mm
4C printing CMYK (NO RGB) – Total ink limit = 260%

2/1 Double Page Spread: **534 x 353 mm** MIRROR (with no bleed)
1/1 Full Page: **251 x 353 mm** MIRROR (with no bleed)
Business Page: **200 x 251 mm** MIRROR (with no bleed)

EUROPA STAR USA

Newspaper size: 290 x 380 mm
4C printing CMYK (NO RGB) – Total ink limit = 260%

2/1 Double Page Spread: **534 x 353 mm** MIRROR (with no bleed)
1/1 Full Page: **251 x 353 mm** MIRROR (with no bleed)
Business Page: **200 x 251 mm** MIRROR (with no bleed)

[1]Bleed size includes 6mm which are lost from the width and the length.

EUROPA STAR WORLDWATCHWEB

Half-page: 300x600 pixels (for PC & tablets) + 300x250 pixels (for Smartphones)
Medium rectangle: 300x250 pixels
3:1 rectangle: 300x100 pixels

EUROPASTARJEWELLERY.COM

Leaderboard: 728x90 pixels
Skyscraper: 160x600 pixels Center Square: 160x160 pixels

MATERIAL:
To send via email to: **asgouridis@europastar.com**
or on CD: **Europa Star HBM SA, Production Dpt, 25 Route des Acacias, 1227 Geneva, Switzerland**
Print material: with a professional colour proof (Digital Chromalin, Approval, Iris)
PDF high resolution or Photoshop, Illustrator[2], Indesign file
Illustrations: High resolution min. 300 dpi – The attachments of the illustrations, logos & fonts are absolutely necessary.

[2]For illustrator files: To avoid any problem with fonts please convert text to outlines.

europa star

PRINT EDITIONS

PREMIÈRE

Switzerland	5000

GLOBAL

EUROPEAN UNION (EUROZONE)

Austria	359
Belgium	269
Cyprus	40
Estonia	8
Finland	76
France	805
Germany	1170
Greece	200
Ireland	40
Italy	975
Latvia	13
Lithuania	9
Luxembourg	35
Malta	14
Netherlands	242
Portugal	162
Slovakia	9
Slovenia	22
Spain	512

EUROPEAN UNION (NON-EUROZONE)

Bulgaria	27
Croatia	23
Czech Republic	66
Denmark	96
Gibraltar	13
Guernsey	1
Hungary	39
Poland	150
Romania	16
Sweden	95
United Kingdom	633

WESTERN EUROPE (NON EU)

Andorra	34
Iceland	7
Liechtenstein	5
Monaco	21
Norway	49
Switzerland	4830

EASTERN & SOUTH EASTERN EUROPE

Albania	7
Armenia	8
Azerbaijan	20
Belarus	14
Bosnia-Herzegovina	6
Georgia	6
Macedonia	5
Moldova	7
Russia	231
Serbia	11
Turkey	114
Ukraine	55

NEAR & MIDDLE EAST

Bahrain	45
Iran	15
Iraq	51
Israel	39
Jordan	15
Kuwait	58
Lebanon	43
Oman	35
Qatar	62
Saudi Arabia	95
Syria	8
UAE	190
Yemen	14

SOUTH ASIA

Bangladesh	4
India	186
Maldives	1
Nepal	6
Pakistan	39
Sri Lanka	12

SOUTH-EAST ASIA

Brunei	10
Cambodia	5
Indonesia	51
Laos	2
Malaysia	162
Myanmar (Burma)	13
Mongolia	1
Philippines	45
Singapore	155
Thailand	117
Vietnam	17

FAR EAST

WFC Supplement	10000
China	1351
Hong Kong	556
Japan	557
Kazakhstan	20
Macau	39
Taiwan	442
South Korea	80
Uzbekistan	1

OCEANIA

Australia	335
Cook Island	1
Fiji	3
French Polynesia	4
Guam	1
New Caledonia	2
New Zealand	22
Papua New Guinea	1
Vanuatu	1

NORTH AMERICA

WA Supplement	10000
Canada	124
USA	2898
Mexico	521

CENTRAL AMERICA

Belize	2
Costa Rica	14
Guatemala	49
Honduras	17
El Salvador	25
Nicaragua	14
Panama	86

SOUTH AMERICA

Argentina	246
Bolivia	13
Brazil	88
Chile	93
Colombia	194
Ecuador	53
French Guyana	10
Guyana	20
Paraguay	38
Peru	30
Uruguay	33
Venezuela	103

CARIBBEAN

Antigua & Barbuda	2
Aruba	38
Barbados	4
Bermuda	2
Cayman Islands	3
Cuba	6
Curaçao	21
Dominican Republic	12
Guadeloupe	8
Haiti	7
Jamaica	46
Martinique	4
Montserrat	2
Puerto Rico	20
The Bahamas	12
Virgin Islands	15
Saint-Barthélemy	1
Saint Kitts & Nevis	1
Saint Lucia	2
Saint Martin	27
Trinidad And Tobago	24
Turks & Caicos	2

NORTH AFRICA

Algeria	4
Egypt	34
Libya	7
Mali	1
Mauritania	3
Morocco	28
Tunisia	12

CENTRAL AFRICA

Angola	4
Benin	1
Cameroon	3
Cape Verde islands	3
Central African Republic	3
Congo	2
Ivory Coast	5
Djibouti	5
Ethiopia	3
Gabon	1
Kenya	2
Liberia	2
Nigeria	11
Republic of Guinea	4
São Tomé and Príncipe	1
Senegal	7
Sudan	3
Tanzania	2

SOUTHERN AFRICA

Botswana	1
Madagascar	4
Malawi	2
Mauritius	18
Republic of South Africa	70
Reunion	17
Seychelles	5
Zambia	3
Zimbabwe	3

BULK COPIES

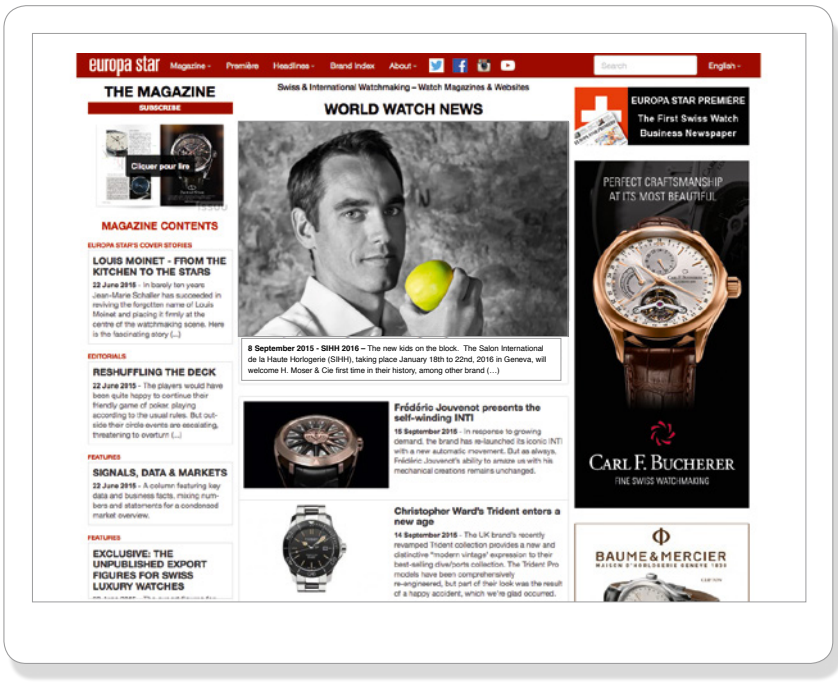
Show copies, Promotional copies	900
Qualified International press, VIPs & business, airports, hotel copies, newstands, specialist bookstores	2700

EUROPA STAR WORLDWATCHWEB

English
Chinese simplified
Chinese traditional
Spanish
Russian

Monthly
Ad impressions: 14 553 786
Sessions: 778 380
Page views: 3 046 314

europastar.com
watches-for-china.cn
watches-for-china.com
horalatina.com
europastarwatch.ru
europastarjewellery.com



europastar.com

• WORLDWATCHWEB™

Five languages, six websites, six iPad siteApps.
Compatible with all platforms, from smartphones to tablets and computers.

europastar.com
English
Europe & International
Web & iPad

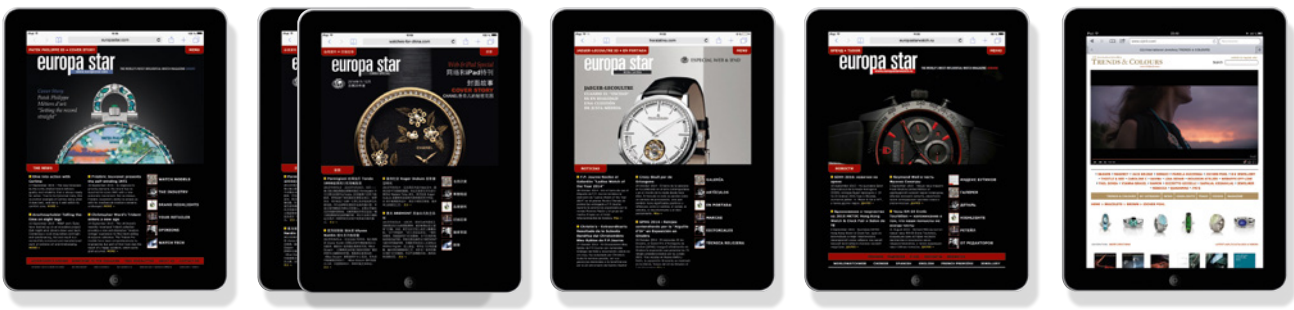
watches-for-china.com
Traditional Chinese
Hong Kong, Taiwan, Singapore
Web & iPad

watches-for-china.cn
Simplified Chinese
Mainland China
Web & iPad

horalatina.com
Spanish
Central & South America
Spain
Web & iPad

europastarwatch.ru
Russian
Russia, Ukraine,
Kazakhstan & Baltic States
Web & iPad

cijintl.com
europastarjewellery.com
English
International
Watches & Jewels
Fashion & Accessories
Web & iPad



europa star READER SURVEY

We recently conducted a survey among *Europa Star* readers, and were delighted to receive responses from a representative sample of more than 200 aficionados and professionals from a variety of backgrounds and from all over the world. We would like to share the key findings with you.

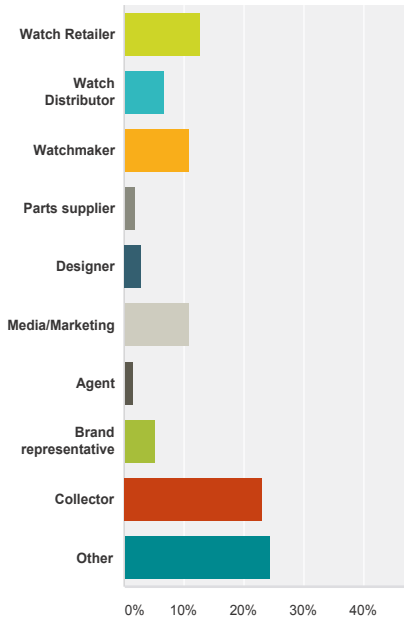
TOP TEN READER NATIONALITIES [1]

1. United States
2. Switzerland
3. United Kingdom
4. Canada
5. France
6. Italy
7. Netherlands
8. Australia
9. India
10. Hong Kong

Unlike many other magazines which are territorially limited in scope, Europa Star is the only watchmaking publication with a truly global reach, through its five editions published on five continents (45,000 circulation every two months). This enables us to reach a huge variety of readers at the same time.

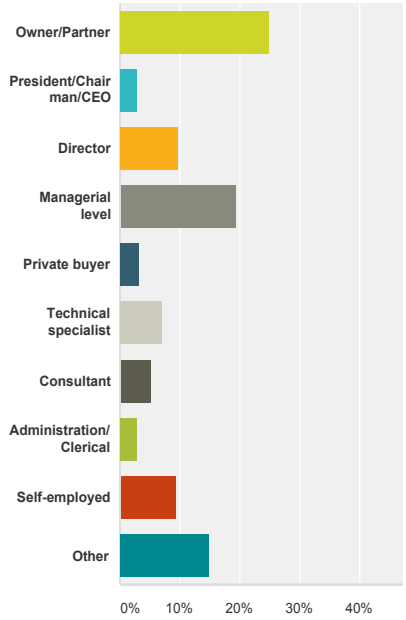
[1] *The survey was conducted via our main English-language website and magazine, although Europa Star also has websites and editions in Chinese, Russian, Spanish and French.*

SECTOR OF ACTIVITY

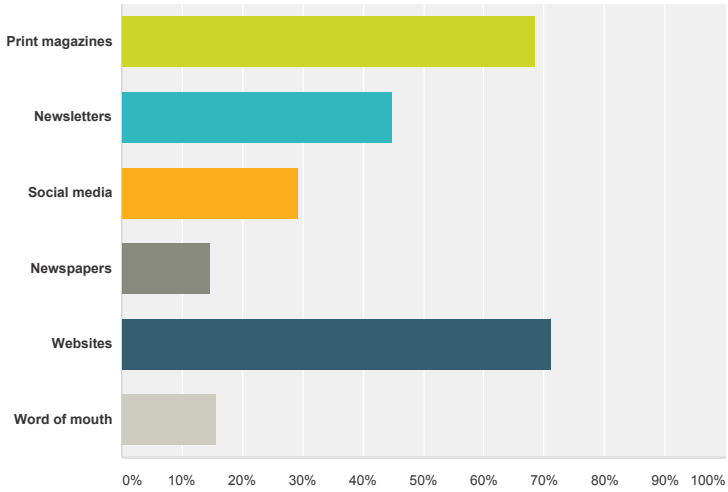


An analysis of *Europa Star*'s distribution reveals that our watchmaking readers are spread evenly between **intermediate clients** (retailers, distributors, agents, designers and manufacturers) and **end clients** (collectors and other buyers).

PROFESSIONAL STATUS

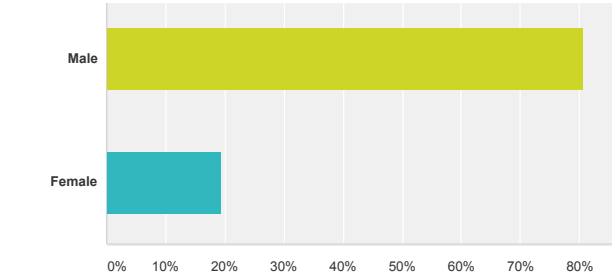


As the graph shows, our publications target a **knowledgeable readership of watch buyers**. We can therefore define our publication as a 'premium magazine'.



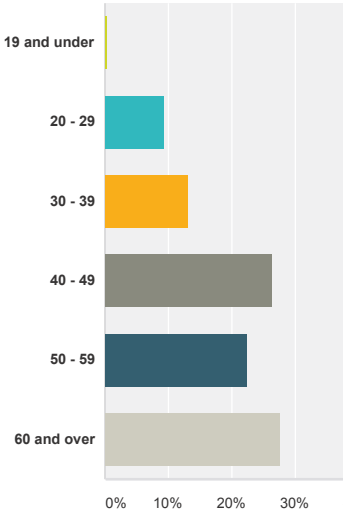
INTERNET OR PRINT?

Our readers appreciate the ability to browse our content both on paper and online. Traffic to all our websites (in English, Chinese, Spanish, Russian and French) continues to grow. Daily news items are differentiated from the premium content published in the magazine, which from now on will be available to subscribers only. Content will be adapted to the medium: we believe in the **complementarity** of our print and digital formats.



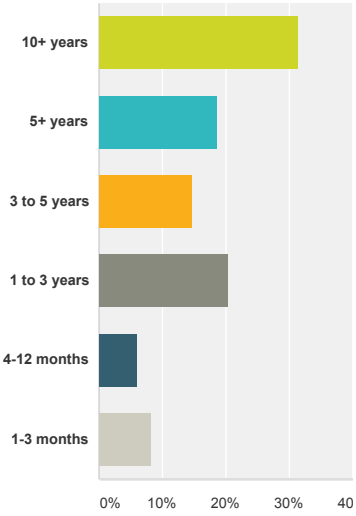
MEN OR WOMEN?

Europa Star is a reflection of the watchmaking industry, and as such its readership is primarily male. Nevertheless, given the growing number of watches designed for women, we have decided to devote a new publication to this demographic. The first edition of **Women's Watches & Jewels**, with a focus on jewellery watches, will be published in time for SIHH 2016.



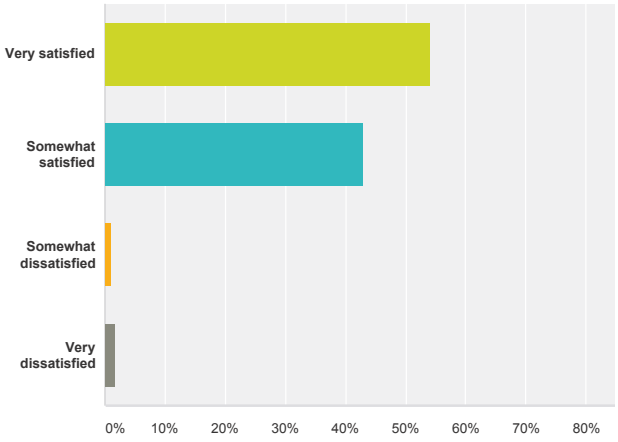
AGE RANGE

The majority of readers of *Europa Star* magazine are in their **forties or older**, reflecting the fact that the publication is targeted at professionals, aficionados and collectors. Readers under 40 nevertheless represent a sizeable minority.



READER LOYALTY

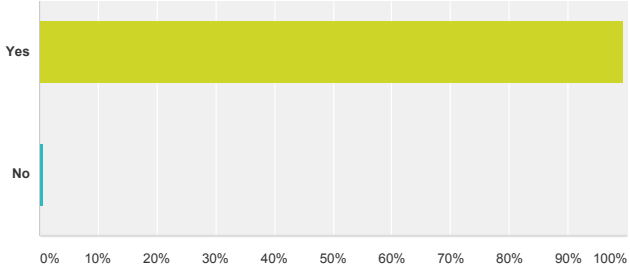
The majority of *Europa Star* readers have been with us for **five years or more.**

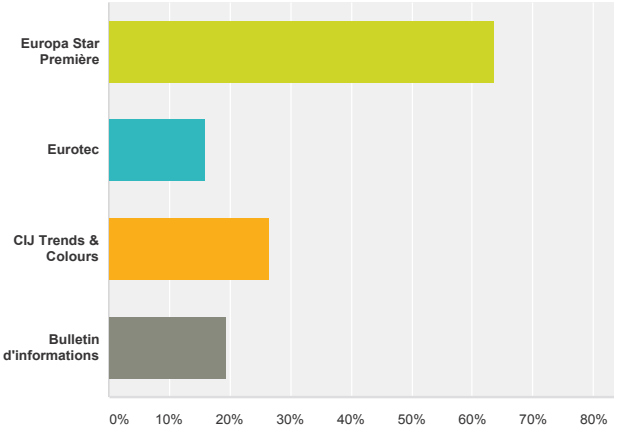


READER SATISFACTION

The **vast majority** – **97%** – of our readers are satisfied with *Europa Star*. As many as 54% admit to being "very satisfied" with the magazine and its contents.

▽ Similarly, almost all our readers would **recommend** our publications.





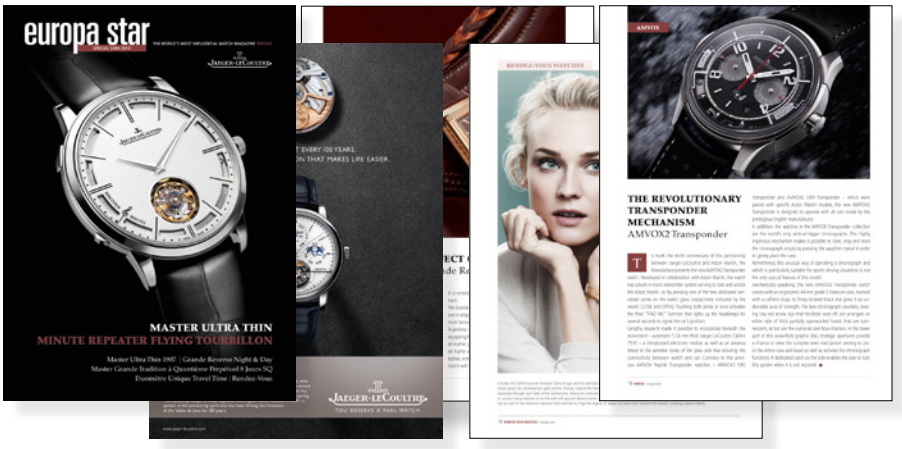
OTHER PUBLICATIONS FROM OUR GROUP

Of our other publications, our new Swiss watch business magazine **Europa Star Première** is the best known by *Europa Star* readers. More than 60% said they had read a copy in the last year.

europa star BESPOKE

We use our Intelligence, our Know-How and our Core Competences (quality content and design) to provide you with the best print products.

EUROPA STAR SPECIAL EDITIONS



CUSTOM PUBLISHING

AN ESSENTIAL TOOL FOR ALL YOUR NEEDS

For more information, please contact Serge Maillard, Publisher – smaillard@europastar.com