



Europa Star 2/1976

**europa star**  
TIME BUSINESS

## MEDIA KIT 2020

Covering the business of time since 1927

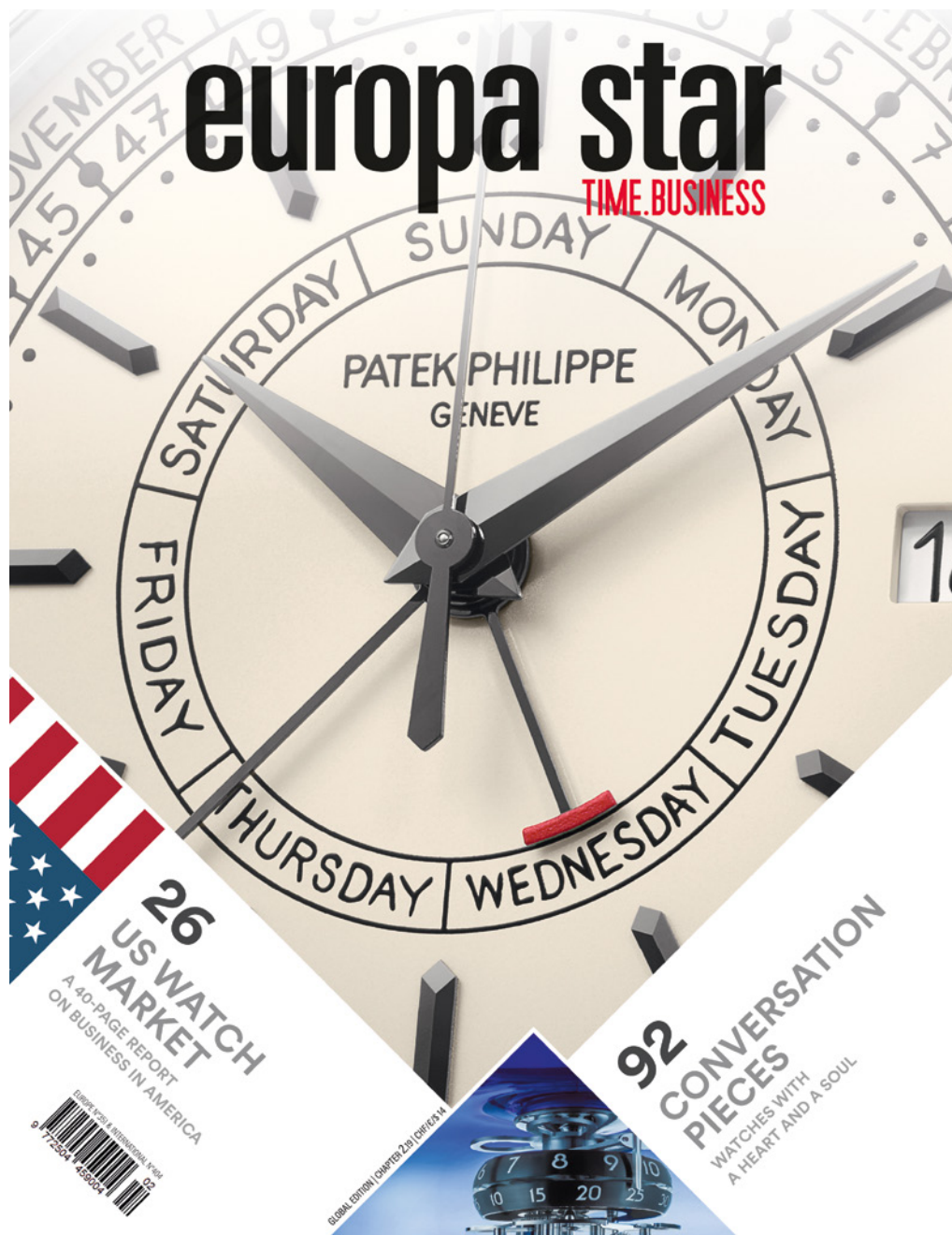
### OUR HISTORY

Europa Star dates back to 1927 when Hugo Buchser, its founder, was a young and enthusiastic entrepreneur with a passion for watches. He launched a guide for watch buyers which soon became an essential tool for the entire watch industry. A seasoned traveller and globetrotter, he voyaged around the world, creating a network of magazines which would promote the watch industry worldwide. The first series of magazines was created in Brazil and Argentina, and by the 1950s a variety of magazines had sprouted up in English, French, German, Spanish, Chinese, Japanese, Arabic, Hindi, Urdu, Thai and Cyrillic, progressively covering most of the world's continents.

Under the leadership of Gilbert Maillard-Buchser, who became President of Hugo Buchser SA in 1962, all the magazines were grouped under the Europa Star brand name to cover all the international watch markets, transforming Europa Star into a truly worldwide publishing company. Europa Star became the leader of the watch industry's specialised press and the magazine's worldwide expansion was extraordinary, making it a phenomenon in the Swiss watch industry press.

In 1995, the third generation of the family, brothers Philippe and Pierre Maillard, took over the helm of the company. In 2014, the fourth generation came on board with Serge Maillard, Publisher & CEO of Europa Star, bringing a youthful spirit and a fresh impetus with new developments in all products, in print and in the digital field. Today Europa Star reaches 170 countries through its portfolio of websites and newly redesigned magazine publications.

[www.europastar.com](http://www.europastar.com)



# Publication Calendar

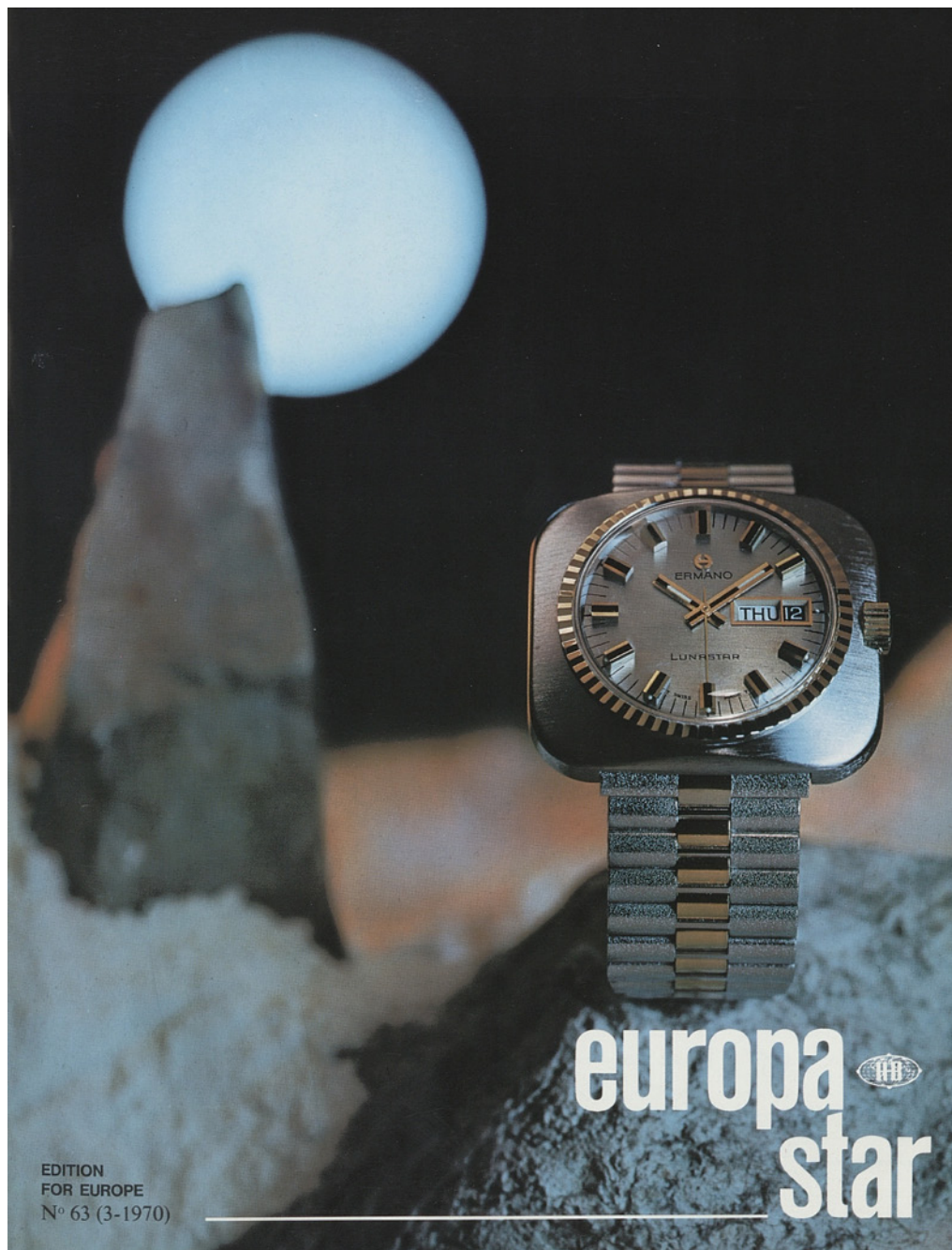
## 1ST HALF 2020

- 01.03.2020  
EUROPA STAR Chapter **1** / MARCH  
Vol. 355/20
- 26.04.2020  
EUROPA STAR Chapter **2** / APRIL  
Vol. 356/20
- 31.05.2020  
EUROPA STAR Chapter **3** / MAY-JUNE  
Vol. 357/20

## 2ND HALF 2020

- 30.09.2020  
EUROPA STAR Chapter **4** / SEPTEMBER-OCTOBER  
Vol. 358/20
- 30.11.2020  
EUROPA STAR Chapter **5** / NOVEMBER-DECEMBER  
Vol. 359/20





1 MAGAZINE

4 PRINT EDITIONS

- Europa Star GLOBAL x 5 per year
- Europa Star China supplement x 5 per year
- Europa Star USA supplement x 5 per year
- Europa Star Switzerland supplement x 5 per year

8 WEBSITES

- **English** – [www.europastar.com](http://www.europastar.com)
- **French** – [www.europastar.ch](http://www.europastar.ch)
- **Spanish** – [www.horalatina.com](http://www.horalatina.com)
- **Russian** – [www.europastarwatch.ru](http://www.europastarwatch.ru)
- **Simplified Chinese** – [www.watches-for-china.cn](http://www.watches-for-china.cn)
- **Traditional Chinese** – [www.watches-for-china.com](http://www.watches-for-china.com)
- **Archives** – [www.europastar.com/club](http://www.europastar.com/club)
- **Jewellery** – [www.CIJintl.com](http://www.CIJintl.com)



Europa Star 6/2000

## READERSHIP

A select global audience of  
watch professionals and collectors

## Print

- 45,000 copies x 5 per year
- Global circulation by individual mail to selected professionals and collectors in over 170 countries (exclusive Europa Star list since 1927).
- International Shows and Salons
- Collectors' events and auctions, such as Phillips, the Shanghai Watch Festival, Antiquorum, GPHG, Only Watch, Salon de Montréal, WatchTime.
- Watch aficionados through our print, web & archive platforms.
- Professional & general audience in Switzerland, newsstands, 5\* hotels, airport lounges & inflight, readers of the international financial press, bars & restaurants.
- Other networks: cultural institutions, museums, Watchprint bookstore & newsstands.

## Web

- Total average of monthly unique users – 150K
- Total monthly ad impressions – 2000K
- Total monthly page views – 700K
- E-newsletters in English, French and Spanish
- Social media: Instagram and Facebook





*"It represents a fascinating and invaluable source of information to dig, browse and read thousands of articles about your favourite brands and watches or to shed light on some of the major evolutions of the watchmaking industry." – Monochrome*



*"The archive offers a lot more than just casual browsing pleasure. One of the most powerful features is search – Europa Star has implemented some excellent optical character recognition technology. The yearly cost is less than the cost of a strap, and to anyone seriously interested in watches and the history of watchmaking, it's really a no-brainer." – Hodinkee*



*"Europa Star has been the trailblazing and specialised industry press, producing global coverage professionally since 1927. For collectors, the ES digital library is a treasure trove of coverage and records of watches dating as far back as 60 years ago. Any vintage and history lovers may easily have a field day roaming around the archives." – Fratello Watches*



# Access to the complete archive

A NEW RESOURCE FOR  
WATCH PROFESSIONALS AND AFICIONADOS

Europa Star is offering exclusive access to over 70 years of magazine archives. The Club, aimed at both watch professionals and watch lovers, grants access to 100,000 digitised pages from more than 620 magazine issues dating back to 1950.

- 3 USERS  
Includes 180 downloads: CHF 890.-  
Includes 480 downloads: CHF 1,380.-
- 5 USERS  
Includes 200 downloads: CHF 1,150.-  
Includes 500 downloads: CHF 1,700.-
- 10 USERS  
Includes 200 downloads: CHF 1,660.-  
Includes 500 downloads: CHF 2,150.-

GET YOUR ACCESS:  
[www.europastar.com/club](http://www.europastar.com/club)

To order, please contact us:  
[club@europastar.com](mailto:club@europastar.com)  
+ 41 22 307 78 37



## 4 PRINT EDITIONS ADVERTISING RATES

- Europa Star – **Global** (EU/INT)  
Single page ad\*: CHF 12,900  
Double page ad: CHF 19,350  
Special positioning: C4: CHF 19,900 /  
C2: CHF 16,100 / C3: CHF 14,800, incl. web banners

## Highlight

double page product presentation: CHF 12,900

\*All single ad pages in the Global edition can be converted into double page product presentations (Highlight)

- Europa Star – **China  
USA  
Switzerland**  
Single page ad: CHF 8,600  
Double page ad: CHF 12,900  
Special positioning: C4: CHF 13,300 /  
C2: CHF 10,700 / C3: CHF 9,900, incl. web banners

- Single page ad in 4 editions: CHF 22,000  
(Global + China + USA + Switzerland)

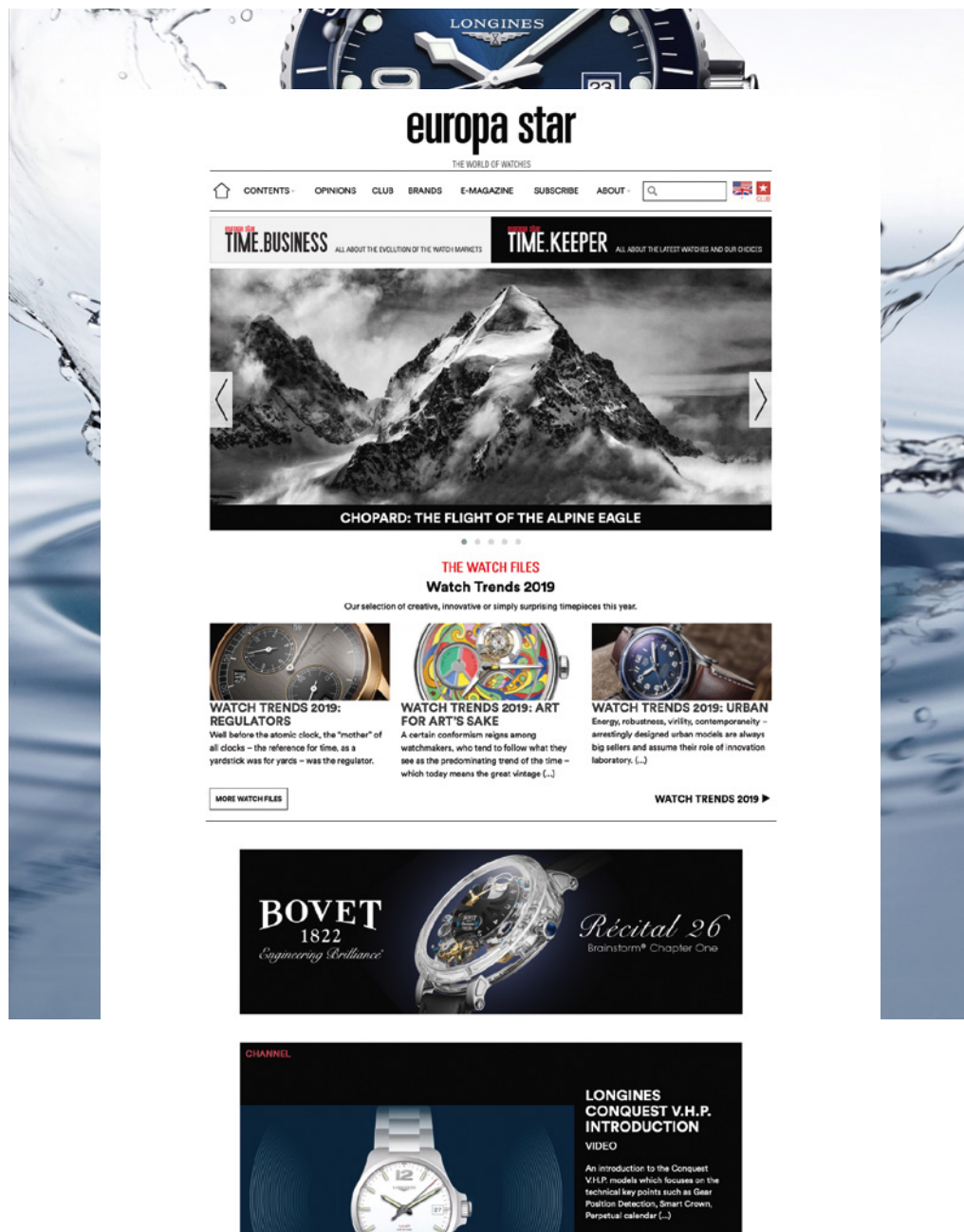
- Cover + Cover Story: CHF 58,000  
(Global, China, USA, Switzerland, Web)

Guaranteed positioning in the first quarter of the magazine: +25%

Guaranteed positioning right hand page facing editorial: + 15%

Discount rates on standard ads: 2x: -10% / 3x: -15% / 4x: -20% / 5x: -25%





## 8 WEBSITES ADVERTISING RATES

### Leaderboard

banner (728x90px): CHF 1,990 per month

### Wallpaper

banner (1800x1800px) & Main (1040x340px): CHF 2,990 per month

Discount rates:

2 months -10%

3 months: -15%

4 months: -20%

5 to 12 months: -25%

### Highlight

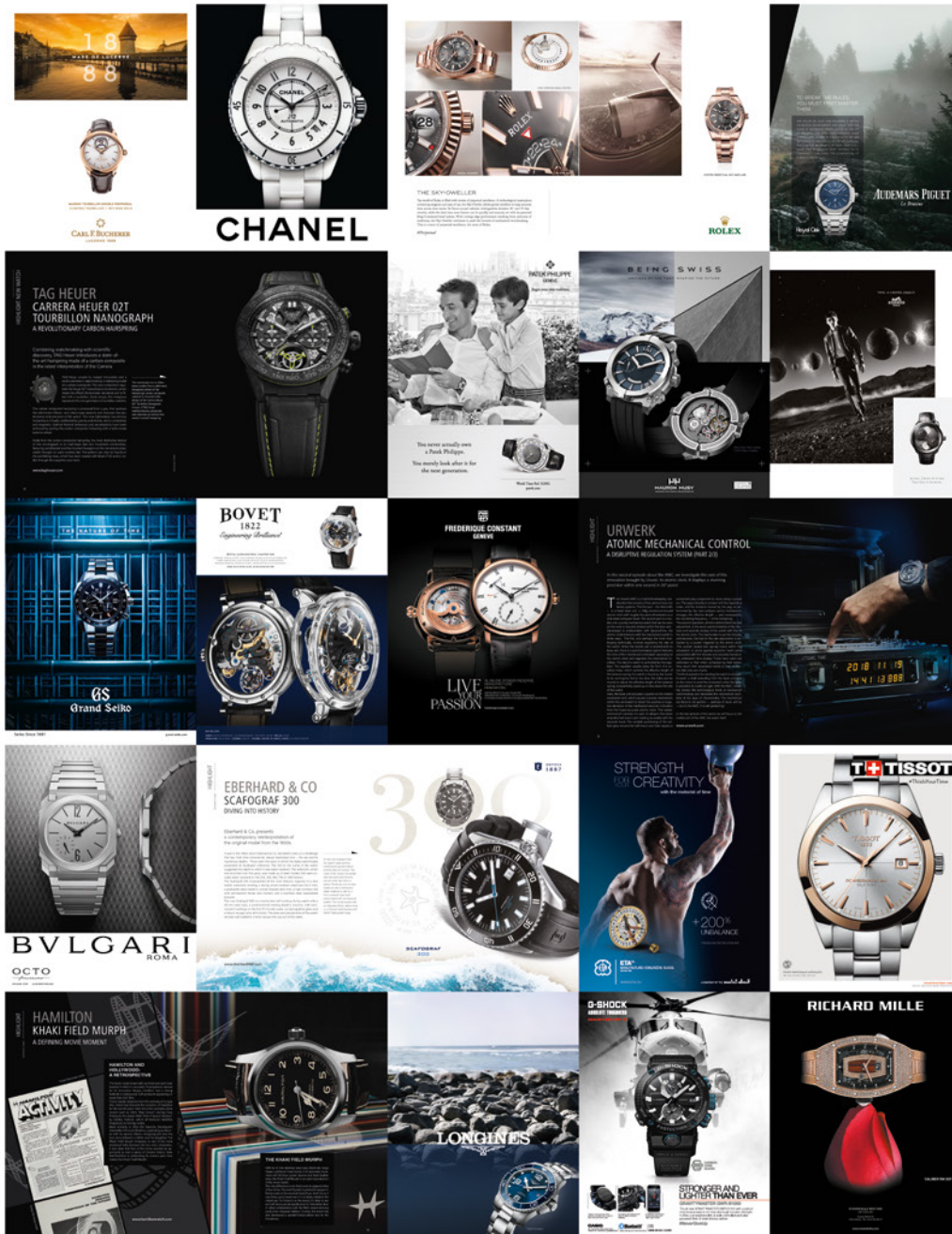
Online product presentation:

English: CHF 1,990 per Highlight

English, French, Spanish, Chinese: CHF 2,990 per Highlight

### Newsletter

Sponsorship: CHF 990 per newsletter



# Packages

## 2020 1ST HALF GLOBAL EDITION PACKAGE

### Print

3 Global print volumes, single ad pages:\* CHF 18,900

### Web

6 months web banner Wallpaper & Main: CHF 9,900

6 months web banner Leaderboard: CHF 7,900

\*All single page ads in the Global edition can be converted into double page product presentations (Highlight)

## 2020 2nd HALF GLOBAL EDITION PACKAGE

### Print

2 Global print volumes, single ad pages\*: CHF 15,900

### Web

6 months web banner Wallpaper & Main: CHF 9,900

6 months web banner Leaderboard: CHF 7,900

\*All single page ads in the Global edition can be converted into double page product presentations (Highlight)

## 2020 HIGHLIGHT PACKAGE

### VINTAGE

3 double page Highlights based on Europa Star archives in print editions  
Licensed access to Europa Star Archives including 100 downloads  
CHF 18,900

For membership rates for exclusive access to the Europa Star Archives (1950-2020, over 100,000 fully searchable pages), please go to [www.europastar.com/club](http://www.europastar.com/club).





# Custom Publishing

- Creation of PR material & custom publications
- In-store exhibitions (for instance using archive material)
- Special brochures inserted into magazines
- Custom-made content for print and online
- **NEW:** Digital archive project management for watch companies

## ENCLOSURES:

Submission deadlines and formats for print material  
Formats for web banners  
Detailed print circulation by country