

europa star

TIME.BUSINESS

WE'RE ALL
COLLECTORS
NOW!

MEETING A VIBRANT GLOBAL
WATCH COMMUNITY

PATEK PHILIPPE
PERPETUAL CALENDAR
REF. 5236P

EUROPE N°361 & INTERNATIONAL N°414



9 772504 459004
GLOBAL EDITION | CHAPTER 2.21 | CHF/€/\$ 14

MEDIA KIT 2022

Covering the business of time since 1927

In 2022 we celebrate our 95th anniversary as the magazine of global watchmaking culture.

Today, Europa Star reaches 170 countries through its portfolio of websites and magazines. Our key principle is adding editorial value, which means that all our writing remains relevant over the long term, to the entire global watch community.



Alongside our longstanding professional readership, we continue to increase our reach to collectors and aficionados from all around the world, via initiatives like the digitisation of our archives, or new partnerships such as our collaboration with the Horological Society of New York.

We look forward to continuing the journey towards our centenary as a vibrant four-generation family business with a distinctive style and a unique contribution to the watch world.

www.europastar.com

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CHANEL
MADEMOISELLE PRIVÉ
BOUTON PERLE

JEWELLERY & WATCHES

AN EVOLVING RELATIONSHIP –
INTERACTIONS AND INSPIRATIONS

EUROPE N°360 & INTERNATIONAL N°403
9 772504 459004
GLOBAL EDITION | CHAPTER 121 | CHF/€/\$ 14

Publication Calendar

• 30.03.2022

EUROPA STAR Chapter **1** / 2022
Submission deadline 07.03.2022
Watches & Wonders and watch fairs

• 30.04.2022

EUROPA STAR Chapter **2** / 2022
Submission deadline 11.04.2022
Europa Star 95th anniversary special

• 13.06.2022

EUROPA STAR Chapter **3** / 2022
Submission deadline 20.05.2022
Couture, JCK, Geneva Watch Days, EPHJ

• 03.10.2022

EUROPA STAR Chapter **4** / 2022
Submission deadline 09.09.2022
SIAR, Watch Auctions, GPHG

• 05.12.2022

EUROPA STAR Chapter **5** / 2022
Submission deadline 11.11.2022
Christmas issue
+ Watches of the Year special



Print editions

- Europa Star Global
- Europa Star China
- Europa Star Switzerland

Websites

- English – www.europastar.com
- French – www.europastar.ch
- Spanish – www.horalaatina.com
- Russian – www.europastarwatch.ru
- Simplified Chinese – www.watches-for-china.cn
- Traditional Chinese – www.watches-for-china.com
- Archives – www.europastar.com/club
- Jewellery – www.europastarjewellery.com



Readership & Distribution

A global audience of watch professionals, collectors and aficionados

Print

- Global circulation of more than 100K print copies yearly by individual mail to selected professionals and collectors in over 100 countries
- International and regional shows and fairs
- Collectors' clubs and platforms

A time-honoured publication recognised for its editorial quality

Web

- Average unique monthly users – 115K
- Average monthly ad impressions – 216K
- Average monthly page views – 440K
- Weekly e-newsletters in English, French, Russian and Spanish



Europa Star 3/2021

Print editions

ADVERTISING RATES

Global

- Europa Star – Global
Single-page ad*: CHF 12,900 / Double-page ad: CHF 19,350
Inside front cover (single page): CHF 16,100
Inside front cover (double page): CHF 19,900
Back Cover: CHF 19,900 / Inside Back Cover: CHF 14,800

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)

China

- Europa Star – China
Single-page ad: CHF 4,900 / Double-page ad: CHF 7,350
Inside front cover (single page): CHF 5,800
Inside front cover (double page): CHF 8,000
Back Cover: CHF 6,000 / Inside Back Cover: CHF 5,600

Switzerland

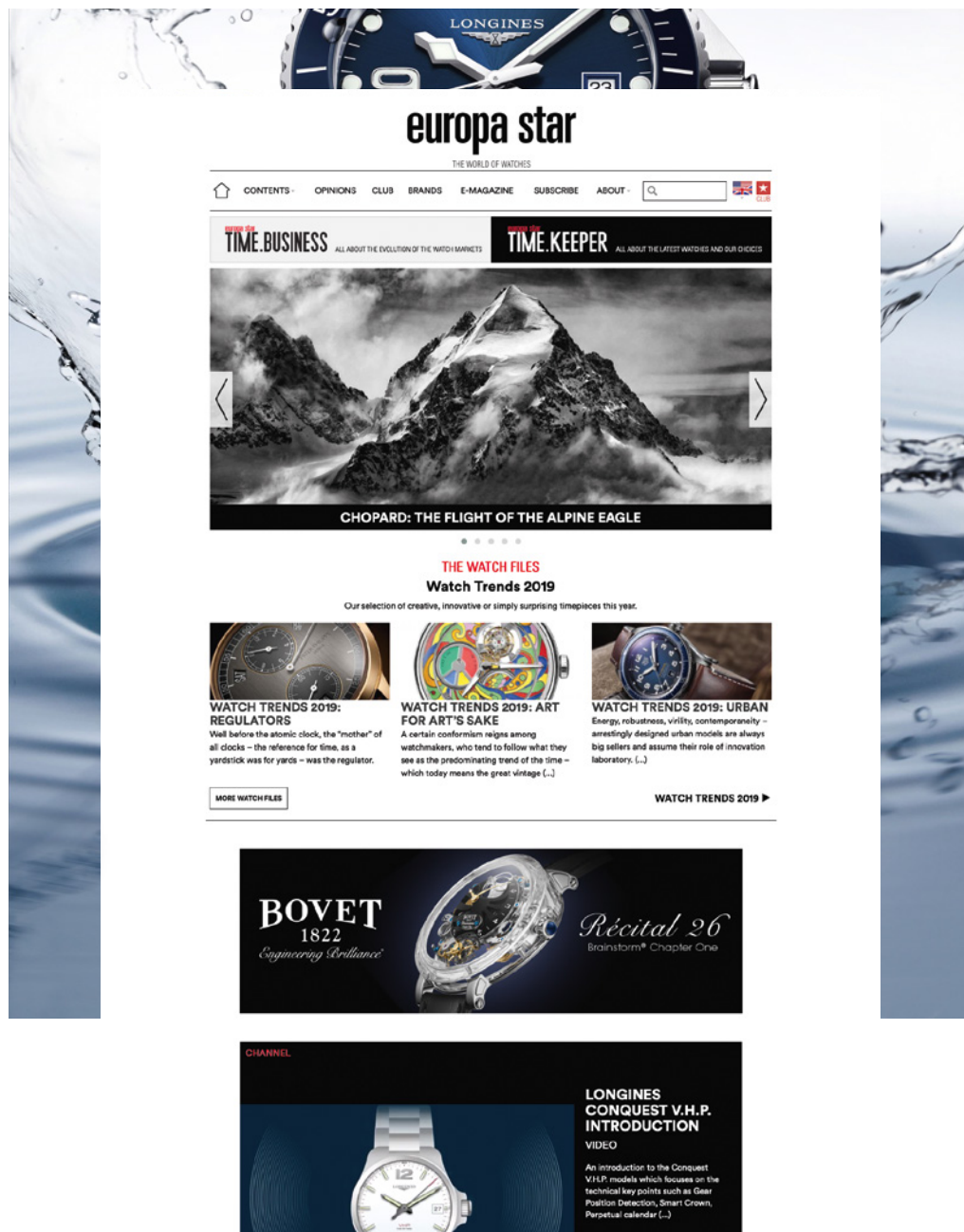
- Europa Star – Switzerland
Single-page ad: CHF 4,900 / Double-page ad: CHF 7,350
Inside front cover (single page): CHF 5,800
Inside front cover (double page): CHF 8,000
Back Cover: CHF 6,000 / Inside Back Cover: CHF 5,600

- Cover + Cover Story: CHF 45,000
(Global, China, Switzerland, Web)

Guaranteed positioning in the first quarter of the magazine: +10%

Guaranteed positioning right-hand page facing editorial: +10%

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



Websites

ADVERTISING RATES

Leaderboard

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

Wallpaper

Banner (1800x1800px) & Additional banner (1040x340px)
& Banner in Chinese (300x600 px):
CHF 2,990 per month

Discount rates:

2 months -10%

3 months -15%

4 months -20%

5 to 12 months -25%

Highlight

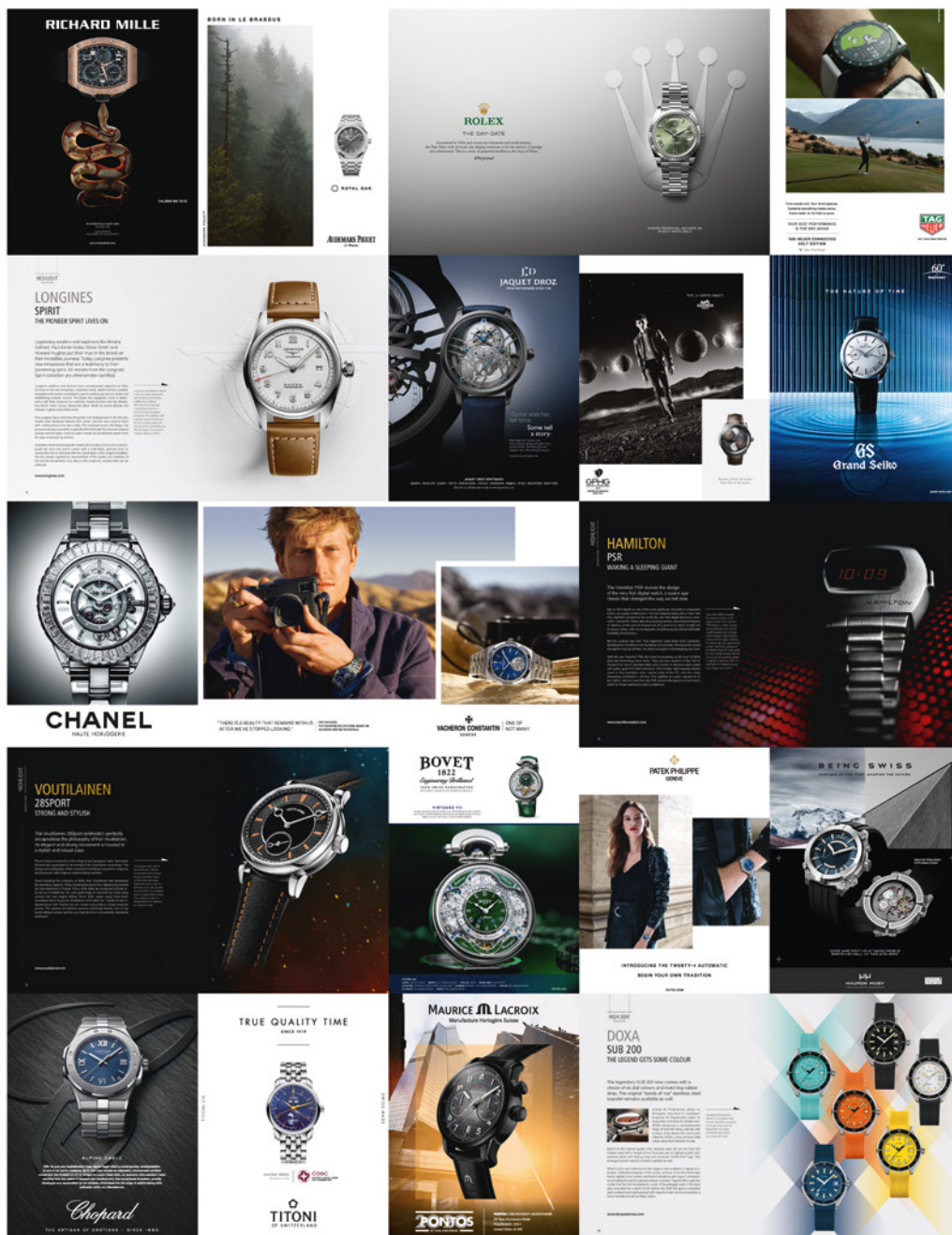
Online product presentation:

English: CHF 1,990 per Highlight

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

Newsletter

Sponsorship banner: CHF 990 per newsletter



Insertion Packages 2022

- PACKAGE **1**

3 Global print editions (International edition),
single advertisement page or double-page product highlight
CHF 18,900 (3x 6,300)
- PACKAGE **2**

2 Global print editions (International edition),
single advertisement page or double-page product highlight
+
1 Regional print edition (China or Switzerland edition),
single advertisement page or single-page product highlight
CHF 15,900 (3x 5,300)
- PACKAGE **3**

1 Global print edition (International edition),
single advertisement page or double-page product highlight
+
2 Regional print editions (China and/or Switzerland edition),
single advertisement page or single-page product highlight
CHF 14,100 (3x 4,700)

PACKAGE INCLUDING WEB

- + 6 months Wallpaper & Main banner CHF 9,900
- + 6 months Leaderboard banner CHF 7,900

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LONGINES
SPIRIT

THE 5 EXISTENTIAL CHALLENGES

FACING THE WATCH INDUSTRY

EUROPE N°363 & INTERNATIONAL N°416



GLOBAL EDITION | CHAPTER 4.21 | CHF/€/\$ 14

Circulation



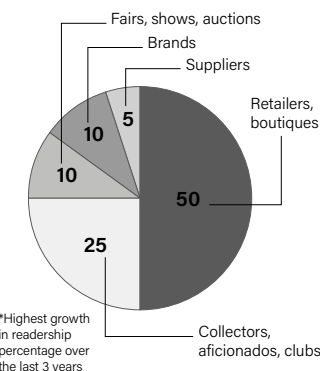
Albania	3	Hungary	17
Algeria	1	Iceland	1
Andorra	3	India	123
Angola	5	Indonesia	18
Antigua and Barbuda	1	Ireland	36
Argentina	53	Israel	29
Armenia	3	Italy	433
Aruba	3	Ivory Coast	2
Australia	89	Jamaica	2
Austria	147	Japan	568
Azerbaijan	7	Jordan	3
Bahamas	4	Kenya	1
Bahrain	7	Kosovo	1
Bangladesh	6	Kuwait	13
Barbados	2	Latvia	4
Belgium	88	Lebanon	10
Belize	1	Liechtenstein	2
Bermuda	1	Lithuania	6
Bolivia	3	Luxembourg	8
Bosnia-Herzegovina	6	Macau	17
Brazil	22	Macedonia	4
Brunei	1	Madagascar	1
Bulgaria	12	Malawi	1
Cambodia	16	Malaysia	77
Canada	98	Maldives	1
Cayman Islands	3	Mali	1
Chile	43	Malta	3
China	4870	Mauritius	3
(incl. 3000 copies ES China)			
Colombia	34	Mexico	185
Congo	2	Micronesia	2
Costa Rica	4	Moldova	1
Croatia	10	Monaco	7
Cuba	6	Montenegro	2
Curaçao	2	Morocco	9
Cyprus	15	Netherlands	133
Czech Republic	1	New Zealand	16
Denmark	38	Nigeria	3
Ecuador	9	Norway	34
Egypt	10	Oman	6
Estonia	7	Pakistan	8
Ethiopia	1	Panama	11
Fiji	3	Paraguay	9
Finland	39	Peru	12
France	586	Philippines	12
Georgia	3	Poland	68
Germany	668	Portugal	59
Ghana	1	Puerto Rico	2
Gibraltar	3	Qatar	12
Greece	80	Romania	27
Guatemala	4	Russia	122
Guinea	1	Saudi Arabia	23
Hong Kong	258	Senegal	3
		Serbia	8

Singapore	79
Slovenia	15
South Africa	34
South Korea	89
Spain	279
Sri Lanka	7
St. Kitts & Nevis	2
St. Lucia	2
St. Martin	7
Sudan	2
Sweden	57
Switzerland	8435
(incl. 5000 copies ES Première)	
Taiwan	111
Tajikistan	1
Tanzania	1
Thailand	63
Togo	1
Trinidad and Tobago	1
Tunisia	2
Turkey	51
Ukraine	47
United Arab Emirates	69
United Kingdom	554
United States	3596
Uruguay	8
Uzbekistan	2
Vanuatu	2
Venezuela	34
Vietnam	24
Virgin Islands	6

136 countries **23023**

*This is a standardised representation.
The geographical breakdown
and circulation may vary according
to events such as watch shows
and special promotions.

Average readership share %



*Highest growth
in readership
percentage over
the last 3 years



Technical Specifications

WEB DISPLAYS

- Wallpaper: **1800 x 1800 px** (JPG)
- Main: **1040 x 340 px** (JPG)
- Half-page: **300 x 600 px**
- Leaderboard: **728 x 90 px**
- Medium rectangle: **300 x 250 px**
- 3:1 rectangle: **300 x 100 px**
- Newsletter: **1040 x 340 px** (JPG)



EUROPA STAR GLOBAL

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)



EUROPA STAR CHINA

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)



EUROPA STAR SWITZERLAND

Newspaper size: 290 x 380 mm

4C printing CMYK (NO RGB)

- 2/1 Double Page Spread: **553 x 353 mm** MIRROR (with no bleed)
- 1/1 Full Page: **263 x 353 mm** MIRROR (with no bleed)

