

europa star

TIME BUSINESS

STATE OF THE WATCH INDUSTRY CEO INSIGHTS



EUROPE N°373 & INTERNATIONAL N°426
GLOBAL EDITION | CHAPTER 2.23 | CHF 6 / \$ 14

PATEK PHILIPPE CALATRAVA 24-HOUR DISPLAY TRAVEL TIME REF. 5224R-001

MEDIA KIT 2024

Covering the business of time since 1927

There's no shortage of topics to cover in watchmaking, which is why, for 2024, we've added another issue, making a total of six for the year. As has been our policy for several years now, we build each issue around one or more key themes, ensuring we provide our readers with maximum editorial added value.

Of course, we follow the major milestones of the watchmaking year, but we also like to offer our own agenda and our own perspective – in short, our own contribution to the watchmaking community.

This community, which spans the globe, comprises not only our longstanding professional readership, but also an increasing number of enthusiasts, who have joined us in large part thanks to our ties with an ever-expanding network of collectors' clubs.

And although the internet continues to grow, we find immense satisfaction in the tangible pleasure our readers derive from leafing through our print issues. While the medium is important, it's the content that truly counts. And what better way to appreciate fine watchmaking than through the tactile experience of a beautifully produced magazine?

We hope that, like many of our readers, you too will start to build your own collection of Europa Star back issues. Some of you have an impressive library going back several decades – a testament to the enduring value of our publication. If a quality object is defined as one that can be enjoyed, treasured and passed down through the generations... we can confidently say: mission accomplished!

www.europastar.com

europa star

TIME BUSINESS

A NEW
WAVE
OF CREATORS

CHANEL
MADEMOISELLE PRIVÉ
PIQUE-AIGUILLES
LACE MOTIF WATCH



EUROPE N°372 & INTERNATIONAL N°425
GLOBAL EDITION | CHAPTER 123 | CHF/€/\$14

Publication Calendar

• **04.03.2024**
EUROPA STAR Chapter **1** / 2024
Submission deadline 02.02.2024

• **09.04.2024**
EUROPA STAR Chapter **2** / 2024
Submission deadline 05.03.2024

• **30.05.2024**
EUROPA STAR Chapter **3** / 2024
Submission deadline 26.04.2024

• **20.06.2024**
EUROPA STAR Chapter **4** / 2024
Submission deadline 17.05.2024

• **07.10.2024**
EUROPA STAR Chapter **5** / 2024
Submission deadline 06.09.2024

• **02.12.2024**
EUROPA STAR Chapter **6** / 2024
Submission deadline 01.11.2024

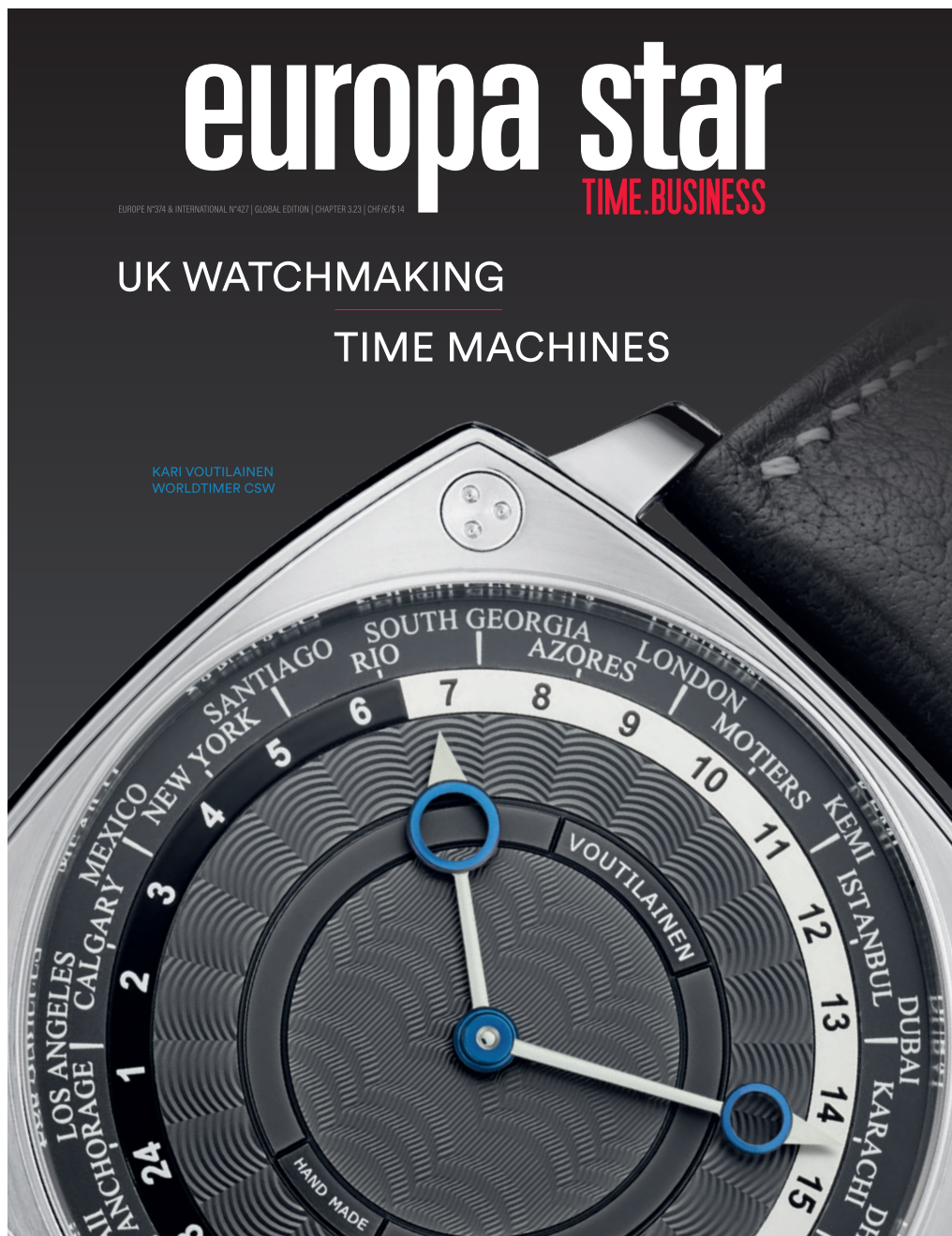


Print editions

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

Websites

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



Europa Star 3/2023

Readership & Circulation

A global audience of watch professionals, collectors and aficionados

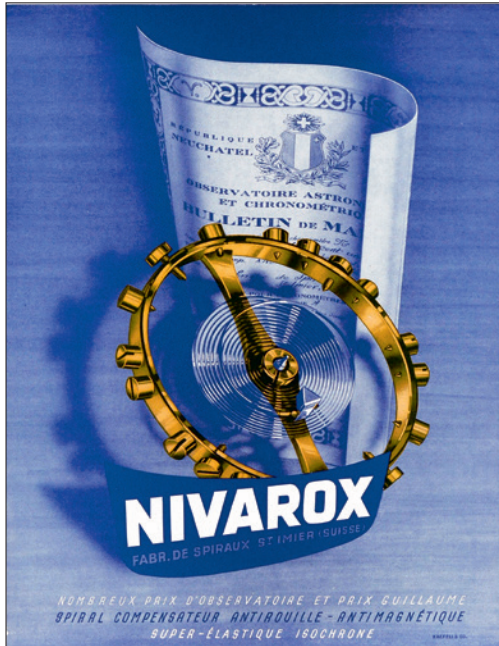
Print

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

A time-honoured publication recognised for its editorial quality

Web

- Average unique monthly users >100K
- Average monthly ad impressions >200K
- Average monthly page views >260K
- Average time on site >4 min.
- Weekly e-newsletters in English, French, monthly Jewellery



Print editions

ADVERTISING RATES

Global

- Europa Star – Single-page ad*: CHF 12,900 / Double-page ad: CHF 19,350
Inside front cover (double page): CHF 24,900
Back cover: CHF 24,900 / 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 – 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

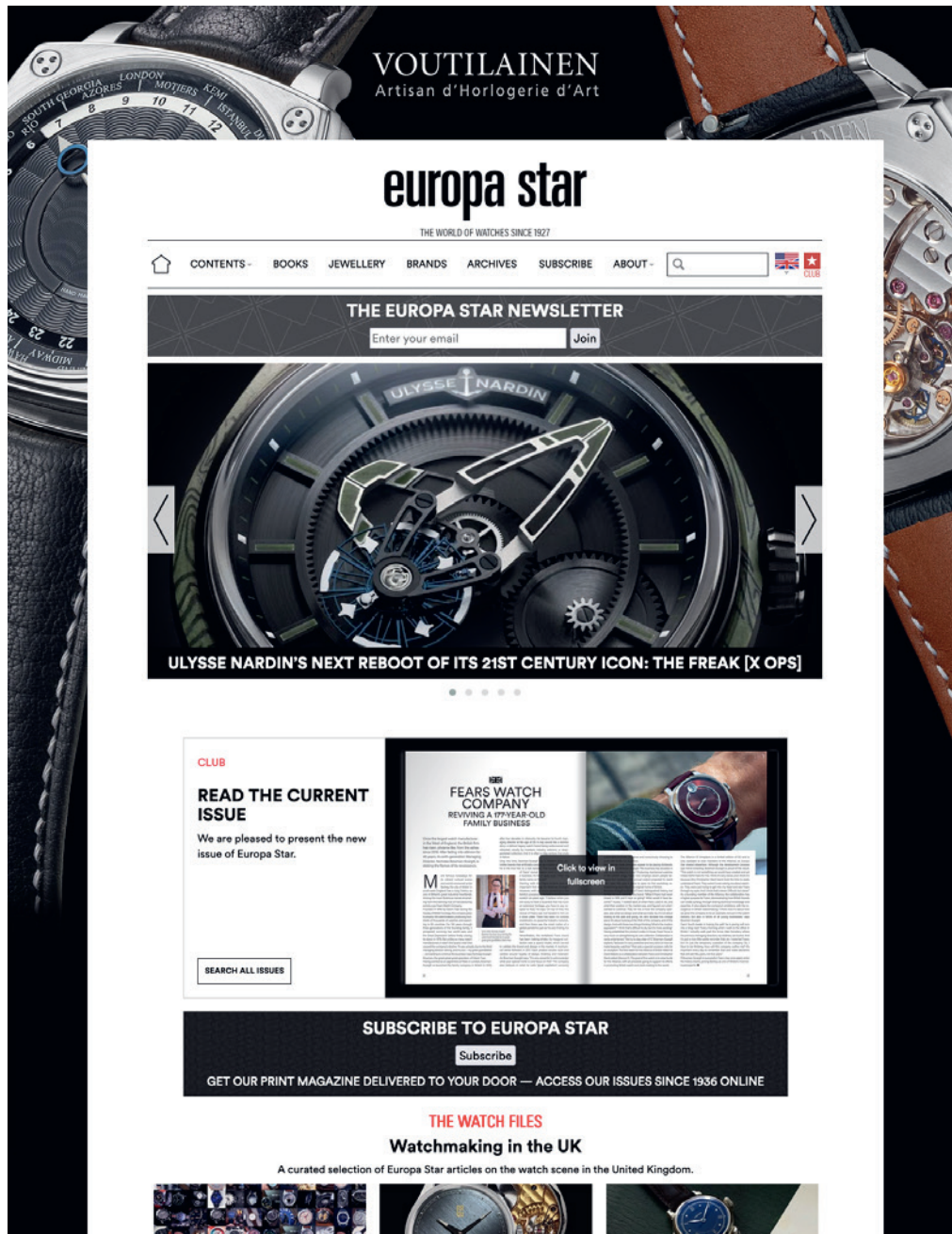
- Europa Star – Single-page ad: CHF 4,900 / Double-page ad: CHF 7,350
Inside front cover (single page): CHF 5,800
Inside front cover (double page): CHF 8,000
Back cover: CHF 6,000 / Inside back cover: CHF 5,600

- 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 (728 x 90 px): CHF 1,990 per month
(+ 300 x 100 px for smartphone display)

Wallpaper

Banner (1800 x 1800 px) & addition banner (1040 x 340 px):
CHF 2,990 per month

Discount rates:

2 months -10%

3 months: -15%

4 months: -20%

5 to 12 months: -25%

Highlight

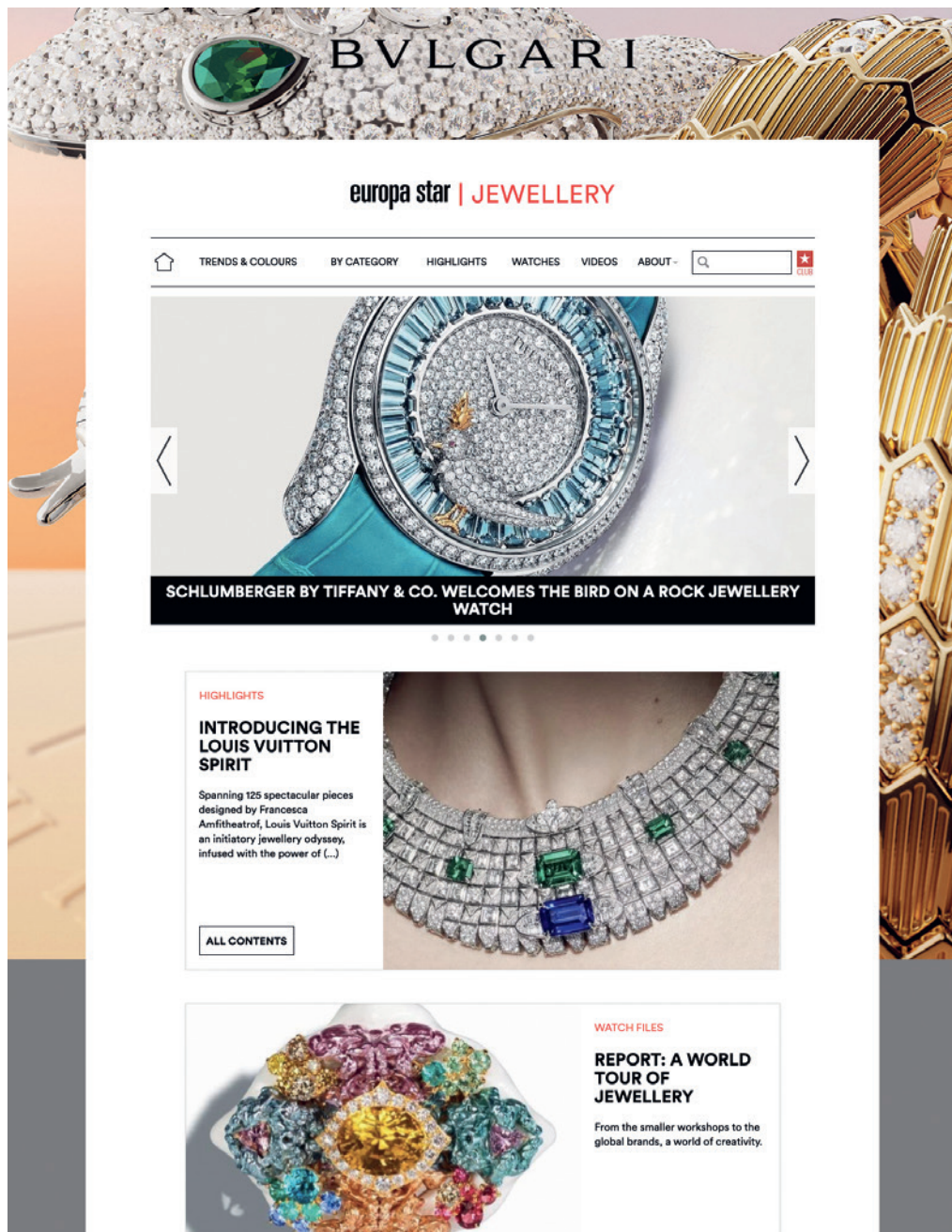
Online product presentation:

English: CHF 1,990 per Highlight

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

Newsletter

Sponsorship banner (1040 x 340 px): CHF 990 per newsletter



Jewellery

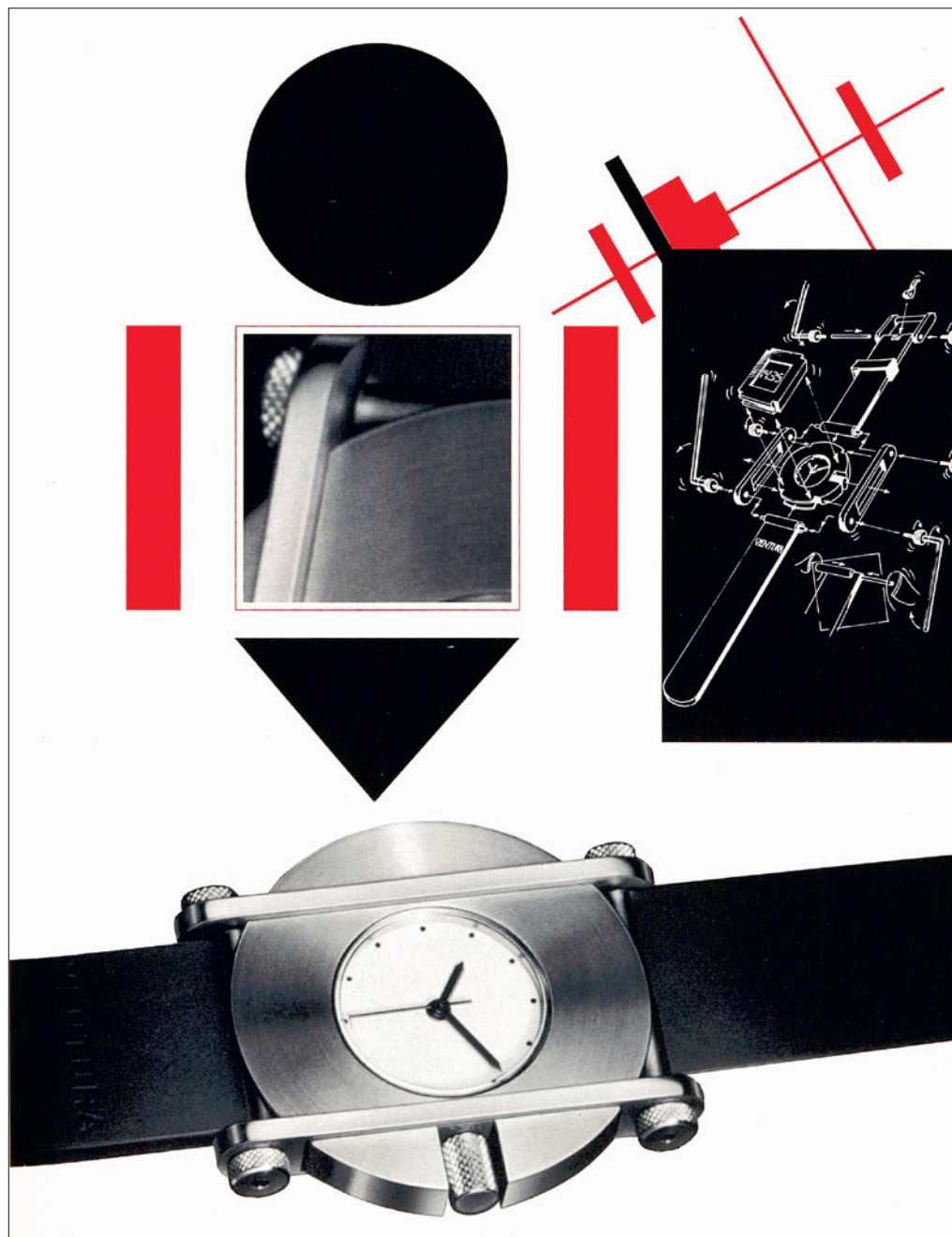
ADVERTISING RATES

Website

- 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

Print (see also p. 5)

- Single-page ad or double-page product presentation (Highlight): CHF 12,900
- Double-page ad: CHF 19,350



Europa Star 4/1994

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 |
| <i>(incl. 3000 copies ES China)</i> | | | |
| 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 |
| | | <i>(incl. 5000 copies ES Première)</i> | |
| | | 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 |

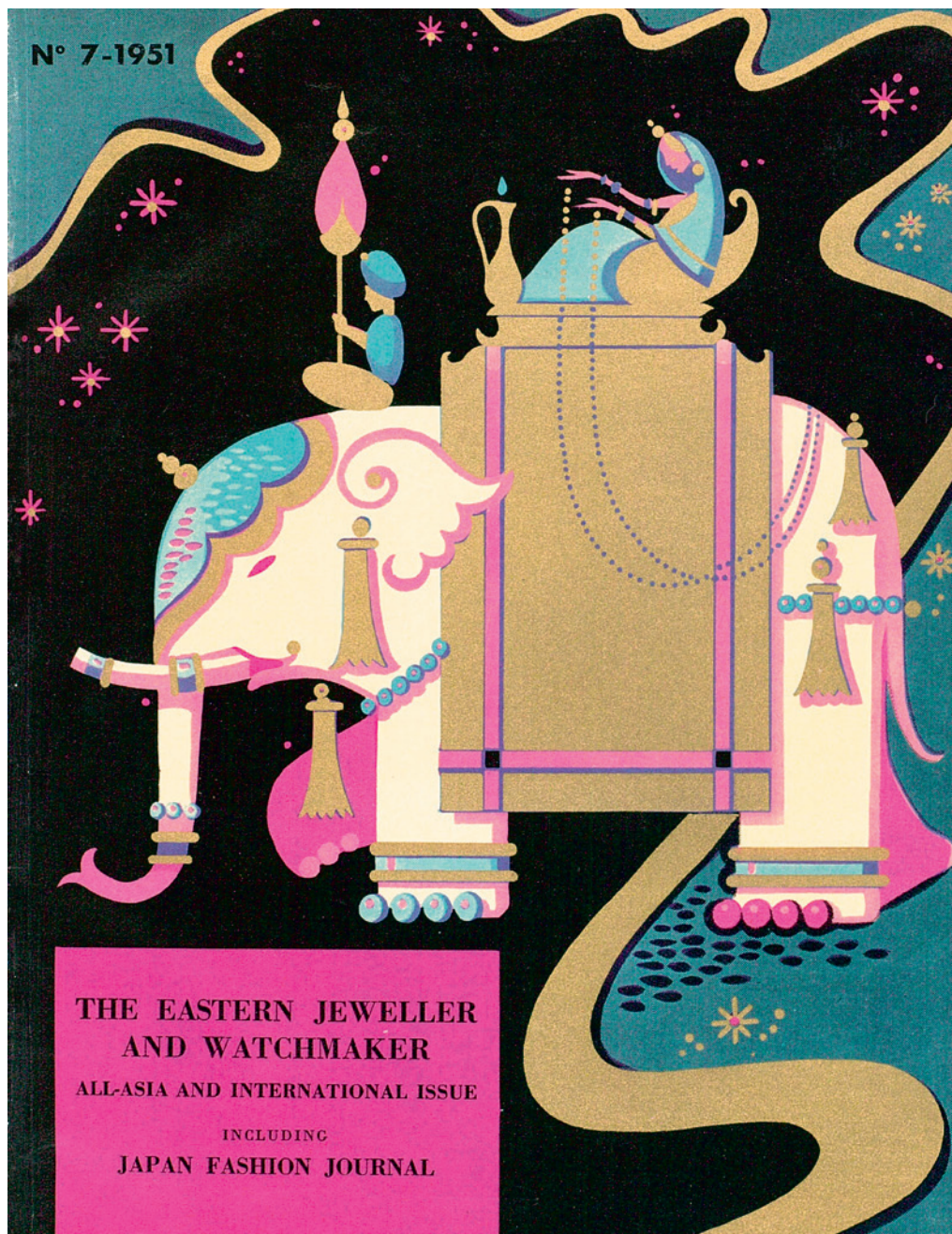
136 countries **23023**

*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



The Eastern Jeweller and Watchmaker 7/1951

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)



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 (no bleed)
- 1/1 Full Page: **263 x 353 mm** MIRROR (no bleed)

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.