

With a global distribution network of six geographical editions, four major content-driven websites and four languages, Europa Star is the unique companion for all international watch brands worldwide

Europa Star's 83 years of professional expertise in all international markets, its objective, independent content and its truly unique circulation make it the world's most influential magazine in the watch industry

Via its magazines and websites, Europa Star is influential in the decision making process of the industry's leaders, key distributors and retailers worldwide

Europa Star provides universal coverage and yearly communication with the business markets

europa star
www.worldwatchweb.com

EUROPA STAR – THE WORLD'S MOST INFLUENTIAL WATCH MAGAZINE & WEBSITE

F A C T S H E E T

Magazines

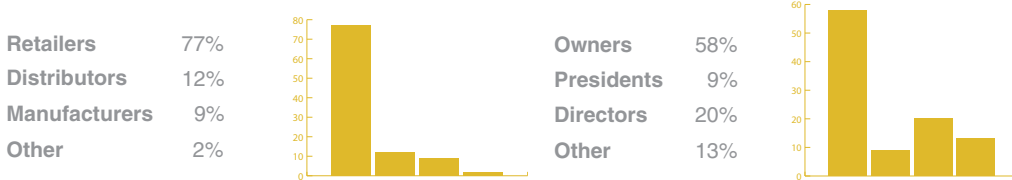
Published without a break since 1927, Europa Star has developed a unique readership within the international watch network.

Europa Star's magazines are circulated by personal mail, to more than 154 countries and delivered directly to the doors of the decision makers in the global watch community.

Spanning all the watch segments, from Haute Horlogerie to international brands and signatures, the magazine's independent editorial provides key market analysis, in-depth reports, exclusive interviews, spotlights on new products, global trends and fashion, technological advances and letters from its international correspondents.

Europa Star's universal coverage and editorial quality are influential in the decision making process of the industry's leaders, which include key distributors and professional retailers worldwide.

Magazine reader demographics by segment and function:



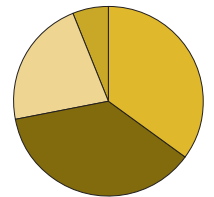
Websites

Europa Star's online network, the WorldWatchWeb®, is unique in the trade and is the number one channel to disseminate brand information to the business markets worldwide.

www.worldwatchweb.com comprises europastar.com in English, horalatina.com in Spanish, watches-for-china.com in Chinese and CIJintl.com in English for the world of fine jewellery and luxury creations.

Website visitors by region

Europe 35%
USA & Canada 37%
Asia - Middle East 22%
Latin America 6%



Website analytics on www.europastar.biz

In print & online

Four global editions – Europe – International – USA & Canada – China (for all Chinese speaking watch markets)

Four international websites – Worldwide www.worldwatchweb.com English – Spanish – Chinese – Jewellery

Three specific market editions – Spanish – Russian – French (Swiss Première for BaselWorld)



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Geographical breakdown by edition, statistics and further information at www.europastar.biz