

GEOGRAPHICAL BREAKDOWN

With worldwide distribution, four websites and four languages, the various geographic editions of Europa Star offer direct communication with the international watch trade.

For 83 years Europa Star has had continuous partnerships with the watch communities in all the world's markets ensuring our extensive circulation and a unique mailing list.

Our bi-monthly editions, sent by direct mail to the international watch trade and our daily visited websites, ensure Europa Star the primary position as the World's Most Influential Watch publication.



Europa Star EUROPE (6x) Bi-monthly English	
EUROPEAN UNION (EUROZONE)	
Austria	368
Belgium	385
Canary Islands	10
Cyprus	63
Finland	106
France	1044
Germany	1455
Greece	276
Italy	1280
Luxembourg	55
Malta	26
Netherlands	342
Portugal	124
Republic Of Ireland	90
Slovakia	17
Slovenia	18
Spain*	75
Subtotal	5734
EUROPEAN UNION (NON-EUROZONE)	
Bulgaria	20
Czech Republic	41
Denmark	131
Estonia	6
Gibraltar	19
Hungary	39
Latvia	5
Lithuania	8
Poland	125
Romania	25
Sweden	113
United Kingdom	579
Subtotal	1111
WESTERN EUROPE (NON UE)	
Andorra	65
Iceland	15
Liechtenstein	5
Monaco	40
Norway	72
Switzerland	1277
Subtotal	1474
EASTERN & SOUTH EASTERN EUROPE	
Albania	7
Armenia	2
Azerbaijan	2
Bosnia-Herzegovina	6
Croatia	25
Georgia	2
Macedonia	4
Russia	298
Serbia	13
Turkey	106
Ukraine**	11
Subtotal	476
Total	8795
Trade Show Copies	655
Promotional Copies	200
Newsstands	350
Total Print Circulation	10000
* Distributors only. See Europa Star España (Spanish) for retail coverage	
** See Europa Star Ukraine (Russian)	
www.europastar.com	
Total UV bi-monthly: 105254	
Nielsen/NetRating 2009	

Europa Star INTERNATIONAL (6x) Bi-monthly English	
NEAR & MIDDLE EAST	
Bahrain	49
Iran	52
Iraq	48
Israel	60
Jordan	33
Kuwait	74
Lebanon	80
Oman	60
Qatar	77
Saudi Arabia	171
Syria	27
UAE	282
Yemen	24
Subtotal	1037
SOUTH ASIA	
Bangladesh	7
India	543
Maldives	3
Nepal	8
Pakistan	77
Sri Lanka	53
Subtotal	691
SOUTH-EAST ASIA	
Brunei	25
Cambodge	2
Indonesia	127
Laos	3
Malaysia	115
Myanmar (Burma)	14
Philippines	76
Singapore	256
Thailand	143
Vietnam	8
Subtotal	769
FAR EAST	
Kazakstan	1
China: RPC, HK, Macao	1810
Taiwan	276
South - Korea	118
Japan	586
Subtotal	2790
OCEANIA	
Australia	617
Fiji	24
French Polynesia	17
Guam	4
Nauru	3
New Caledonia	13
New Zealand	54
Norfolk	2
Papua New Guinea	4
Vanuatu	3
Subtotal	741
NORTH AMERICA	
Canada (distributors only)	134
USA (distributors & majors only)	306
Mexico	287
Subtotal	727
CENTRAL AMERICA	
Belize	9
Costa Rica	29
Guatemala	137
Honduras	19
El Salvador	48
Nicaragua	28
Panama	87
Subtotal	357
Total	9300
Trade Show Copies	350
Promotional Copies	350
Total Print Circulation	10000

SOUTH AMERICA	
Argentina	175
Bolivia	54
Brazil	287
Chile	85
Colombia	248
Ecuador	82
Guyana	20
Guyane Française	26
Paraguay	27
Peru	57
Uruguay	96
Venezuela	76
Subtotal	1233
CARIBBEAN	
Barbados	9
Bermuda	7
Cayman Islands	6
Cuba	11
Dominican Republic	23
Guadeloupe	22
Jamaica	71
Martinique	8
Dutch Caribbean	149
Puerto Rico	59
The Bahamas	11
Virgin Islands	97
Ste Lucia	2
Trinidad And Tobago	31
Subtotal	506
NORTH AFRICA	
Algeria	9
Egypt	62
Libya	25
Morocco	34
Tunisia	21
Subtotal	151
CENTRAL AFRICA	
Angola	2
Benin	2
Burundi	1
Cameroun	3
Congo	3
Ivory Coast	6
Djibouti	7
Ethiopia	4
Gabon	1
Ghana	5
Kenya	11
Nigeria	26
Senegal	5
Soudan	11
Tanzania	7
Togo	2
Uganda	7
Subtotal	103
SOUTHERN AFRICA	
Malawi	5
Mauritius	26
Mozambique	1
Namibia	1
Republic of South Africa	89
Reunion	32
Seychelles	11
Zambia	13
Zimbabwe	17
Subtotal	195
Total	9300
Trade Show Copies	350
Promotional Copies	350
Total Print Circulation	10000

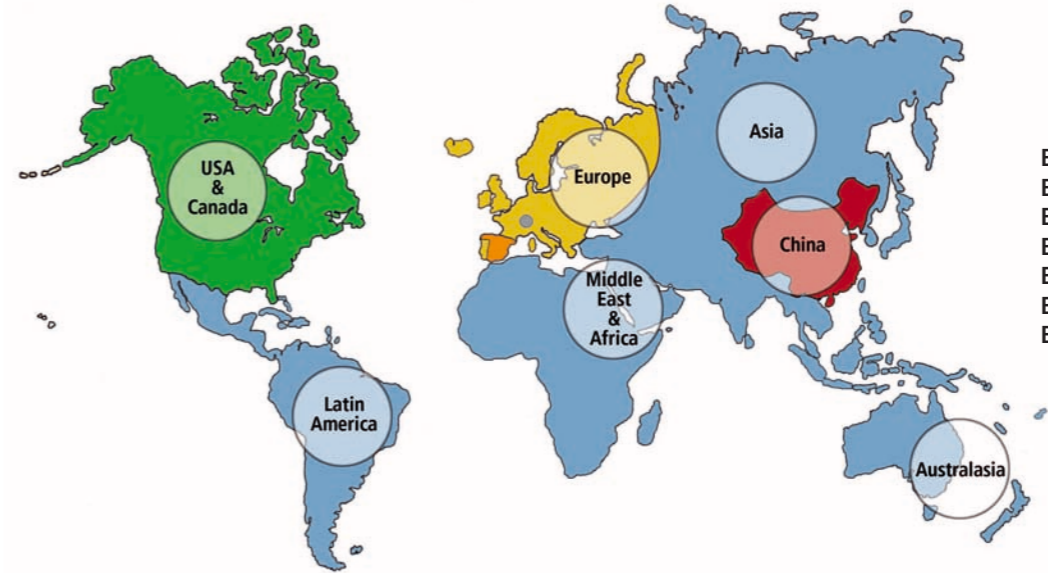
Europa Star USA & CANADA (6x) + www.europastar.com (uv) Bi-monthly English	
New England	1956
Middle Atlantic	6590
East North Central	3566
West North Central	1657
South Atlantic	4779
East South Central	1330
West South Central	2824
Mountain	1635
Pacific	4559
US Territories	88
Canada	266
Other	50
Total	29200
Trade Show Copies	2430
Promotional Copies	938
Total Print Circulation	32568
USA (uv) 25260	
Canada (uv) 4210	
Total uv bi-monthly	29470
Total Print + e-media	62038

www.watches-for-china.com (uv) + Europa Star CHINA (6x) Bi-monthly Chinese	
RPC China, Hong Kong, Macao, Taiwan, Philippines (uv)	30456
Various Countries (uv)	28114
Total uv bi-monthly	58570
Trade Show Copies (print)	380
Promotional Copies (print)	2620
Total Print Circulation	3000
Total Print + e-media	61570

Europa Star UKRAINE (6x) Bi-monthly Russian	
VIP delivery	65%
Direct delivery in clients' boutiques	25%
Kiev	520
Dnepropetrovsk	200
Donetsk	180
Odessa	230
Kharkov	120
Distributors, retailers and manufacturers	7%
Other	3%
Total Print Circulation	5000
Soon: new website in Russian	

Europa Star SPAIN/LATIN AMERICA (6x) + www.europastar.es + www.horalatina.com (uv) Bi-monthly Spanish	
Andalucia	528
Andorra	123
Baleares	142
Canary Islands	226
Castilla	339
Catalunya	678
Galicia	360
Madrid	629
Navarra	340
Valencia	449
Other	236
Subtotal	4050
Trade Show Copies	200
Promotional Copies	250
Newsstands	500
Total Print Circulation	5000
Spain (uv) 7351	
Latin America (uv) 6220	
US & other countries (uv) 5279	
Total uv bi-monthly	18850
Total Print + e-media	23850

Europa Star SWISS PREMIÈRE Circulation Switzerland - Special BaselWorld	
By mail	1770
Media Center	700
Basel Booths	680
Newstands	500
Financial Institutions, Banks, Services	100
Other	250
Total	4000



Europa Star Europe
Europa Star International
Europa Star China
Europa Star USA & Canada
Europa Star Spain & Latin America
Europa Star Ukraine
Europa Star Swiss Première

Yearly averages 2009. Note: uv = unique online visitors – see WWW analytics on www.europastar.biz.
Since April 2010, Europa Star Spanish print version will also be circulated to Spanish speaking Latin American markets.
As from 2011, the USA & Canada will cease to be a supplement to National Jeweler and will be circulated on its own to the North American watch segment.

WHO ARE OUR MAGAZINE READERS	
TITLE	
Owner	58%
President	9%
Secretary	2%
Manager	20%
Buyer	4%
Designer	1%
Other	6%
GROUPS	
Retailers	77%
Distributors	12%
Manufacturers	9%
Other	2%

SIZE OF COMPANIES	
1 to 50	65%
51 to 100	7%
101 to 500	4%
501 to 1000	2%
over 1000	4%
not disclosed	18%
TURNOVER	
under US\$ 500'000	15%
500'000 to 999'999	19%
1'000'000 to 4'999'999	24%
5'000'000 to 10'000'000	0%
over 10'000'000	12%
not disclosed	23%

WORLWATCHWEB® unique visitors per month English - Chinese - Spanish www.europastar.com www.watches-for-china.com www.horalatina.com www.europastar.es www.cijintl.com	
Europe	35%
USA & Canada	37%
Asia/Middle East	22%
Latin America/Australasia	6%
Total uv monthly	96164