MEDIA KIT 2027
TECHNICAL EDITIONS
europa star

bulletin
bulletin
d´informations

high precision
EUROTEC

100 europa star

The centenary year

A century of insight into industry.
A new chapter for the technical editions.

Two titles for your markets

To mark its centenary, Europa Star is strengthening its technical editions with an offering that brings together print publications, online content and newsletters. Two complementary titles enable companies to showcase their expertise in Swiss watchmaking and in high-precision industries worldwide.

A comprehensive visibility offering

Advertisements, Highlights, bespoke features with photography, banners and newsletter sponsorship: build a presence tailored to your market, your news and the industry's key events.

bulletin europa star		high precision europa star
Swiss watchmaking ecosystem	Positioning	All high-precision industries
Switzerland	Distribution	International & Switzerland
French, with German online	Language	English, with French and German online
3,000 copies	Planned print run per issue	10,000 copies
6 issues	Annual frequency	4 issues
205 x 265 mm	Format	205 x 265 mm

bulletin
europa star

The voice of the Swiss watchmaking ecosystem

Published without interruption since 1929, the “yellow bulletin” has an instantly recognisable identity. It offers a practical view of the Swiss watchmaking industry and its capacity for innovation.

3,000 copies per issue	 Switzerland	**6** issues in 2027

THE ENTIRE WATCHMAKING VALUE CHAIN

The Bulletin is aimed at brands, manufacturers, subcontractors, suppliers and institutions in Swiss watchmaking. It includes related sectors, including watch straps and bracelets, and aims to cover all businesses within this ecosystem.

PERSPECTIVES ROOTED IN INDUSTRY

Company news, trades, processes and expertise shape an editorial approach closely connected to the industry. Columns and partner sections give sector participants a voice.

EXPERTISE WORTH SHOWCASING

Highlights and bespoke features can combine a company visit, interviews and a photo shoot. They showcase the skills, teams, components and applications of the Swiss watchmaking industry.

EXTENDING REACH ONLINE

A dedicated section is planned on the Europa Star website to host Bulletin articles and extend partners’ visibility. A newsletter is also distributed. Banners can be offered across the Bulletin’s digital channels.

high precision [Eurotec]
europa star

High-precision industries around the world

Europa Star High Precision carries forward the legacy of Eurotec, published without interruption since 1942. The title adopts the Europa Star format and a visual identity consistent with Europa Star and Europa Star Jewellery.

10’000		4
copies per issue	International & Switzerland	issues in 2027

A BROADER INDUSTRIAL PERSPECTIVE

Extending beyond watchmaking and Switzerland, the publication addresses companies, specialists and institutions in high-precision industries. It covers the sector’s leading players and emerging businesses.

TECHNOLOGIES AND APPLICATIONS

Features, analysis and interviews connect expertise, processes and industrial applications. Regular columns are developed with universities, laboratories and authorities internationally.

SUSTAINABILITY AS A CROSS-CUTTING THEME

Materials, processes, resource management and product lifespan: sustainability runs throughout the editorial coverage, grounded in practical approaches and real-world applications.

IMAGERY THAT DOES JUSTICE TO EXPERTISE

Highlights and features with bespoke photo shoots enable companies to present their technologies and specialist skills. The content can then be extended online.

Key dates for 2027

PLAN DE PARUTIONS | ERSCHEINUNGSPLAN | PUBLICATION SCHEDULE

bulletin europa star	N°	MATERIAL DEADLINE	PUBLICATION DATE
1/27 ▪ FEBRUARY INHORGENTA	**1297**	21.01.2027	04.02.2027
2/27 ▪ MARCH WATCHES & WONDERS, TIME TO WATCHES & GENEVA WATCH WEEK	**1298**	10.03.2027	25.03.2027
3/27 ▪ APRIL	**1299**	13.04.2027	27.04.2027
4/27 ▪ MAY EPHJ	**1300**	12.05.2027	28.05.2027
5/27 ▪ SEPTEMBER	**1301**	31.08.2027	16.09.2027
6/27 ▪ NOVEMBER	**1302**	10.11.2027	25.11.2027

high precision europa star	N°	MATERIAL DEADLINE	PUBLICATION DATE
1/27 ▪ MARCH INTEC-Z · GLOBAL INDUSTRIE INNOTEQ · HANNOVER MESSE DST · AFF'TECH · MOULDING EXPO · CONTROL	**469**	08.02.2027	01.03.2027
2/27 ▪ JUNE EPHJ · SIAE · LASYS · AUTOMATICA · ITM POLAND SWISS MEDTECH · MICRONORA AMERICAS · 3D PRINT	**470**	10.05.2027	27.05.2027
3/27 ▪ SEPTEMBER EMO · PARTS2CLEAN · FAKUMA BLECHEXPO · SCHWEISSTEC	**471**	01.09.2027	22.09.2027
4/27 ▪ NOVEMBER PARTS FINISHING · MEDICA · COMPAMED · PRODUCTRONICA	**472**	19.10.2027	08.11.2027

Key dates for 2027

high precision
europa star

MARCH

INTEC-Z Leipzig	02.-05.03.2027
GLOBAL INDUSTRIE Lyon	15.-18.03.2027
INNOTEQ Bern	16.-19.03.2027
HANNOVER MESSE Hannover	05.-08.04.2027
DST Villingen	07.-09.04.2027
AFF'TECH Auxerre	14.-16.04.2027
MOULDING EXPO Stuttgart	11.-12.05.2027
CONTROL Stuttgart	11.-14.05.2027

JUNE

EPHJ Genève	08.-11.06.2027
SIAE Bourget	14.-20.06.2027
LASYS Stuttgart	21.-23.06.2027
AUTOMATICA München	22.-25.06.2027
ITM Poland Poznan	07.-09.09.2027
SWISS MEDTECH Lucerne	14.-15.09.2027
MICRONORA AMERICAS Montréal	14.-16.09.2027
3D PRINT Lyon	15.-16.09.2027

SEPTEMBER

EMO Milano	04.-08.10.2027
PARTS2CLEAN Stuttgart	05.-07.10.2027
FAKUMA Friedrichshafen	11.-15.10.2027
BLECHEXPO Stuttgart	26.-29.10.2027
SCHWEISSTEC Stuttgart	26.-29.10.2027

NOVEMBER

PARTS FINISHING Karlsruhe	11.2027
MEDICA Düsseldorf	15.-18.11.2027
COMPAMED Düsseldorf	15.-18.11.2027
PRODUCTRONICA München	16.-19.11.2027

Put your expertise in the spotlight

Combine a presence in the print editions with digital visibility. Each campaign is built around your objectives, target markets and the content to be produced.

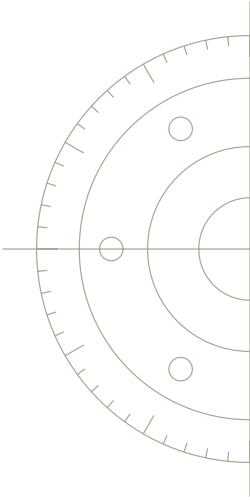
ADVERTISEMENT
Build awareness of a brand, an offering or company news. Placement in the Bulletin or High Precision; position and format subject to availability.

HIGHLIGHT
Showcase a product, technology or area of expertise. A dedicated presentation in the selected title, reproduced online.

BESPOKE FEATURE
Explain your capabilities and their applications. Company visit, interviews and an on-site photo shoot; print and digital scope to be agreed.

DIGITAL BANNER
Support a campaign aimed at your chosen audience. Placement within a dedicated section or across an agreed selection of Europa Star channels.

NEWSLETTER SPONSORSHIP
Align your brand with an editorial publication. Sponsorship banner; newsletter, timing and placement to be agreed.



THREE CAMPAIGN IDEAS

Around a trade show. An advertisement or Highlight in the relevant issue, supported by digital coverage according to the channels available.

At the heart of your expertise. A feature with a photo shoot to explain a process, document a project or introduce your teams.

For the centenary year. A series of stories on your company's industrial history, innovations and future prospects. A bespoke partnership.

Rates | **PRINT**

bulletin europa star	DIMENSIONS (MM)	RATE (CHF)
Double-page advertisement or double-page Highlight	410 x 265	**3,900**
Full-page advertisement or full-page Highlight	205 x 265	**2,450**
Half-page horizontal	165 x 112	**1,450**
Half-page vertical	78 x 221	**1,450**
One-third page horizontal	165 x 72	**1,350**
Quarter-page vertical	78 x 106	**1,200**
Quarter-page horizontal	165 x 54	**1,200**
Bespoke feature	–	Price on request
Front cover (I) with a double-page Cover Story	205 x 265	**4,900**
Inside front cover (II), double page	396 x 265	**4,300**
Inside front cover (II), single page	205 x 265	**3,300**
Inside back cover (III), single page	205 x 265	**3,300**
Back cover (IV)	205 x 265	**4,300**

TECHNICAL SPECIFICATIONS:

- All full-bleed advertisements - double page, full page, and covers II, III and IV - must be supplied with a **3 mm bleed on all four sides**.
- Colour profile: (CMYK) **PSO coated v3**
- Resolution: **300dpi**
- To avoid font substitution issues, please convert all text to outlines.

Rates | **PRINT**

high precision europa star	DIMENSION (MM)	TARIF (CHF)
Double-page advertisement or double-page Highlight	410 x 265	**6,000**
Full-page advertisement or full-page Highlight	205 x 265	**4,900**
Half-page horizontal	165 x 112	**2,950**
Half-page vertical	78 x 221	**2,950**
One-third page horizontal	165 x 72	**2,450**
Quarter-page vertical	78 x 106	**1,800**
Quarter-page horizontal	165 x 54	**1,800**
Loose insert weighing less than 20 g	–	**4,500***
Bespoke feature	–	Price on request
Front cover (I) with a double-page Cover Story	205 x 265	**8,500**
Inside front cover (II), double page	396 x 265	**6,500**
Inside front cover (II), single page	205 x 265	**5,200**
Inside back cover (III), single page	205 x 265	**5,200**
Back cover (IV)	205 x 265	**6,500**

* Postage charged separately.

Frequency discounts: 20% for 3 insertions, 30% for 8 insertions.

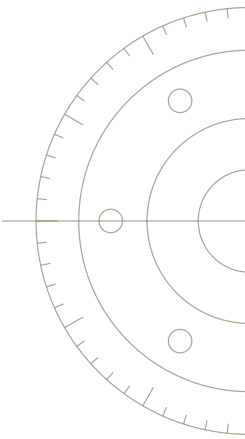
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Rates | WEB

FORMAT	TARIF CHF
Wallpaper 1800 x 1800 px **Main** 1040 x 340 px **Mobile banner** 768 x 200 px (mobile)	**1,490 / month**
Top Leaderboard 728 x 90 px **Medium rectangle** 300 x 100 px (mobile)	**890 / month**
E-newsletter sponsorship banner	**490 / insertion**

350,000+
unique visitors per month across Europa Star websites



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