



MEDIA KIT 2027

Covering the business of time since 1927

The centenary – a series of golden editions for Europa Star!

In 2027, Europa Star celebrates an extraordinary milestone: 100 years dedicated to watches, jewellery, innovation and the people shaping these industries worldwide.

For a full century, Europa Star has documented the evolution of timekeeping and jewellery, witnessed generations of creative and technical breakthroughs, connected markets across continents and provided an international platform for the industry.

To mark this historic anniversary, 2027 will be a year of exceptional editions, expanded international reach, new editorial formats, enriched archives, special events and forward-looking initiatives.

Throughout the year, the number 100 will serve as the editorial thread connecting Europa Star's publications, digital platforms and centenary celebrations.

www.europastar.com

europa star

TIME.BUSINESS

VACHERON CONSTANTIN
OVERSEAS PERPETUAL CALENDAR
ULTRA-THIN AZURE DIAL



REPORT
**THE POWER OF
COLLECTIBLES**



EUROPE N°202 & INTERNATIONAL N°445
GLOBAL EDITION | CHAPTER 4.26 | CHF/€/\$ 14

Five Chapters. Five Perspectives on a Century of Watchmaking.

Europa Star's five flagship editions of 2027 will become special **Centennial editions**, each exploring watchmaking through the lens of the number 100.

Together, the five Chapters will connect:

- The people who shaped the industry
- The innovations that transformed it
- The boutiques that brought it to the world
- The watches that made auction history
- The creations and ideas that will define its future

To celebrate its centenary, Europa Star will also invite a new generation of contributors and special guests from around the world to participate throughout the year.

Watchmakers, designers, historians, entrepreneurs, retailers, collectors, engineers, artists and cultural figures will contribute perspectives reflecting the remarkable diversity of the global watch and jewellery community.

The ambition: to make Europa Star's centenary not only a celebration of its own history, but a celebration of an entire ecosystem.



Publication Calendar

05.04.2027 – THE SHAPERS OF WATCHMAKING + JEWELLERY IN 1927 EUROPA STAR Chapter 1/2027 + EUROPA STAR Jewellery 1/2027

(Watches and Wonders, Private Exhibitions, Time to Watches, Chronopolis, GemGenève, Haute Jewels, Jewellery Geneva, Top Marques Monaco, Vancouver and Montreal Timepiece, Las Vegas Antique Jewelry & Watch Show, New York City Jewelry & Watch Show)*
Submission deadline 15.03.2027

17.05.2027 – THE INNOVATIONS EUROPA STAR Chapter 2/2027

(Couture, JCK, EPHJ, SIAR Summer, Minutes + Hours Los Angeles)
Submission deadline 03.05.2027

28.06.2027 – RETAIL, VIBES & FASHION EUROPA STAR Chapter 3/2027

(Geneva Watch Days, Homo Faber, SIAR, Milano Watch Week, Vicenzaoro, We Love Watches, Luxury Innovation Summit, HKTDC)
Submission deadline 09.06.2027

11.10.2027 – RELOVED, THE LANDMARK COLLECTIONS EUROPA STAR Chapter 4/2027

(GPHG, Auction season, World Watch Day, Salon Exceptional Watches, Reluxury, Watchtime Düsseldorf, Minutes + Hours Austin)
Submission deadline 20.09.2027

30.10.2027 – SPECIAL JEWELLERY 1927-2027 EUROPA STAR Jewellery 2/2026

(NYC Jewelry Week, Phillips, Auctions, Reluxury, Inhorgenta, Vicenzaoro)
Submission deadline 06.10.2027

13.12.2027 – FUTURE, THE NEXT 100 YEARS EUROPA STAR Chapter 5/2027

(Celebration season, Inhorgenta, Vicenzaoro, British Watchmakers Day, Minutes + Hours Chicago, Original Miami Beach Antique Show)
Submission deadline 22.11.2027

* The circulation at fairs and shows is indicative: as Europa Star is distributed at a many events throughout the year, do not hesitate to request the complete list.



Three titles, one international ecosystem

Europa Star's publishing universe spans three complementary areas of expertise:

EUROPA STAR TIME BUSINESS

International and Swiss **Watchmaking**
5x year Global and Première

EUROPA STAR JEWELLERY

International Jewellery
2x year specials

EUROPA STAR HIGH PRECISION

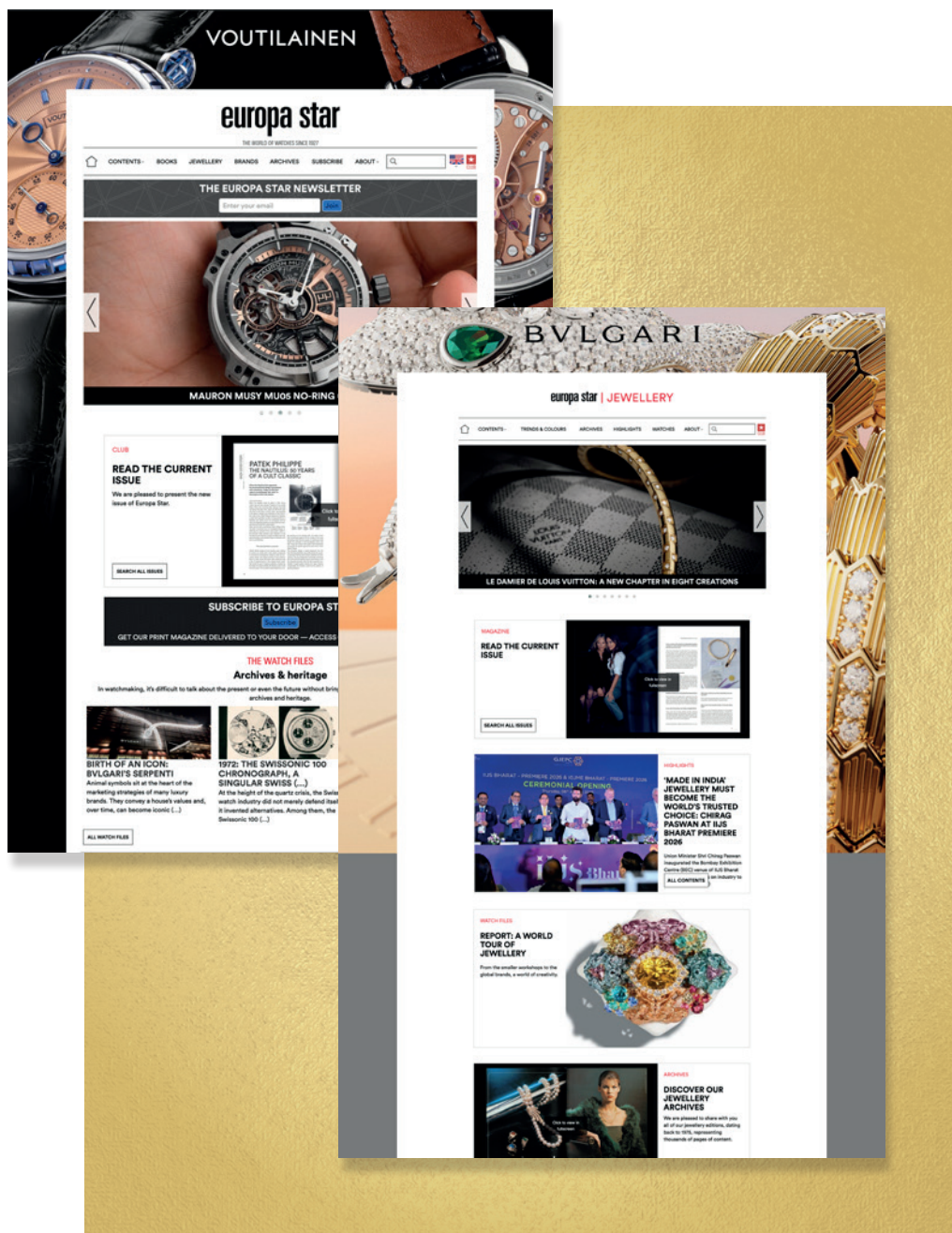
Technologies, **components**, industrial **innovation**
4x year & 6x Bulletin Europa Star

Together, these publications form a unique editorial ecosystem connecting creativity, craftsmanship, design and technology, culture and business.

More than 100,000 physical copies worldwide

Throughout the centenary, more than 100,000 print copies of Europa Star publications will be distributed internationally, reaching professionals, decision-makers, collectors and enthusiasts in more than 100 countries.

Europa Star will also maintain its extensive presence at leading international watch, jewellery, luxury and technology events throughout the year.



New websites. More languages. Greater reach.

As part of the centennial programme, Europa Star's digital platforms will be refreshed and expanded.

Alongside the existing sites in:

English • French • Spanish • Russian • Chinese

Europa Star will reintroduce online several languages that have historically played an important role in its international development:

Arabic • Portuguese • German • Japanese • Hindi

This multilingual expansion reconnects Europa Star with its heritage while strengthening its ability to serve a new generation of readers worldwide.

More than half a million visitors per month

Europa Star's digital ecosystem regularly attracts more than half a million visitors per month, offering brands and partners an international platform with a strong presence across mature and emerging markets.

100 Years in Sound and Motion

Europa Star will launch a series of new podcast and video formats dedicated to its centenary.

These formats will bring together leading personalities from the worlds of watches, jewellery, retail, technology, design and collecting.

Interviews, conversations, archival discoveries and future-focused debates will extend Europa Star's editorial storytelling beyond print and provide partners with new opportunities for international visibility and engagement.



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 500k

Average monthly page views 700k

Average time on site >4 min

Top countries: USA, China, Singapore, France, Switzerland

E-newsletters in English, French, Jewellery



Print editions advertising rates

EUROPA STAR GLOBAL

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)

EUROPA STAR PREMIÈRE 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, 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%



Pressphotos & Service

PIAGET

Masters of Exceptional since 1875

RICHARD MILLE



A Racing Machine
On The Wrist



BOGHOSSIAN



Cartier

Jewellery advertising rates

PRINT

Single-page ad or double-page product presentation (Highlight): **CHF 9,900**

Double-page ad: **CHF 14,900**

Special formats and shootings available on demand

WEB

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**

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CHANEL
THE J12 WATCH

BACK TO BASICS (PART I)
PRECISION:
THE NEVER-ENDING QUEST



EUROPE N°2009 & INTERNATIONAL N°442
GLOBAL EDITION | CHAPTER 1.28 | CHANEL

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**

All languages: **CHF 2,990 per Highlight**

NEWSLETTER

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



Jewellery

europa star

Wonders of
NATURE
Jewellery
HERITAGE

Circulation

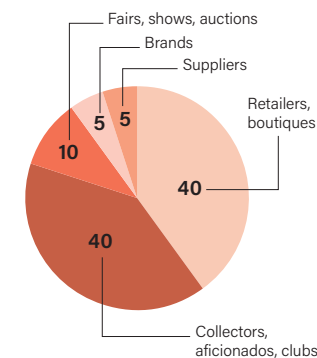


Albania	3	Iceland	1
Algeria	1	India	123
Andorra	3	Indonesia	18
Angola	5	Ireland	36
Antigua and Barbuda	1	Israel	29
Argentina	53	Italy	433
Armenia	3	Ivory Coast	2
Aruba	3	Jamaica	2
Australia	89	Japan	568
Austria	147	Jordan	3
Azerbaijan	7	Kenya	1
Bahamas	4	Kosovo	1
Bahrain	7	Kuwait	13
Bangladesh	6	Latvia	4
Barbados	2	Lebanon	10
Belgium	88	Liechtenstein	2
Belize	1	Lithuania	6
Bermuda	1	Luxembourg	8
Bolivia	3	Macau	17
Bosnia-Herzegovina	6	Macedonia	4
Brazil	22	Madagascar	1
Brunei	1	Malawi	1
Bulgaria	12	Malaysia	77
Cambodia	16	Maldives	1
Canada	98	Mali	1
Cayman Islands	3	Malta	3
Chile	43	Mauritius	3
China	2500	Mexico	185
Colombia	34	Micronesia	2
Congo	2	Moldova	1
Costa Rica	4	Monaco	7
Croatia	10	Montenegro	2
Cuba	6	Morocco	9
Curaçao	2	Netherlands	133
Cyprus	15	New Zealand	16
Czech Republic	1	Nigeria	3
Denmark	38	Norway	34
Ecuador	9	Oman	6
Egypt	10	Pakistan	8
Estonia	7	Panama	11
Ethiopia	1	Paraguay	9
Fiji	3	Peru	12
Finland	39	Philippines	12
France	586	Poland	68
Georgia	3	Portugal	59
Germany	668	Puerto Rico	2
Ghana	1	Qatar	12
Gibraltar	3	Romania	27
Greece	80	Russia	122
Guatemala	4	Saudi Arabia	23
Guinea	1	Senegal	3
Hong Kong	258	Serbia	8
Hungary	17	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

*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 %





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 & JEWELLERY

Magazine size: 205 x 265 mm

Profile: PSO Coated v3 (CMYK)

1/1 Page (3mm bleed on all sides): 211 x 271 mm (trim size: 205 x 265 mm)

2/1 Double Page Spread (3mm bleed on all sides): 416 x 271 mm (trim size: 410 x 265 mm)

Inside Front Cover + Page 3: Important Note: Due to the 7mm glue hinge on each side of the spine, the visible live area is reduced to 396 x 265 mm.

EUROPA STAR SWITZERLAND

Newspaper size: 290 x 380 mm

Profile: PSO Coated v3 (CMYK)

1/1 Page: 263 x 353 mm

2/1 Double Page Spread: 553 x 353 mm

(Non-bleed with mandatory white margin)

For print: to avoid any problem with fonts please convert text to outlines

For 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.



Europa Star Club & Archives

The latest editions and a century of watchmaking history.

With the latest archival collections digitised and added to the platform, **the collection now approaches 500,000 accessible pages**. From pioneering designs and historic advertisements to market reports and interviews, this searchable resource brings decades of creativity, innovation and change into focus.

UNLOCK THE ARCHIVES

Browse and search digitised magazines dating back to the 1930s, across multiple languages and international editions.

Research a brand, trace the story of a timepiece or uncover inspiration for a new project. A resource for professionals, collectors and curious minds alike.

JOIN THE CLUB. BECOME PART OF THE NEXT CHAPTER.

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