

europa star

Europa Star is the international reference for global watch brands and the world's most influential watch magazine

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

Europa Star's magazines are circulated by personal mail over the five continents to more than 160 countries and delivered directly to the doors of the decision makers in the global watch world.

Spanning all the watch segments, from Swiss Made haute horlogerie to international fashion brands, 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.

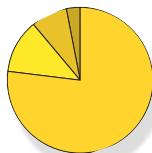
Europa Star's universal coverage and editorial quality are influential in the decision-making process of the industry's leaders and stakeholders.



Magazine reader demographics by segment and function

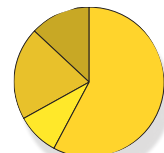
Retailers
Distributors
Manufacturers
Other

77%
12%
8%
3%



Owners
Presidents
Directors
Other

58%
9%
20%
13%



europastar.com

THE WORLDWATCHWEB®

How to disseminate your information in one go to all the world's watch markets?

From January 2014, Europa Star will be providing you with a fully revamped and totally new website.

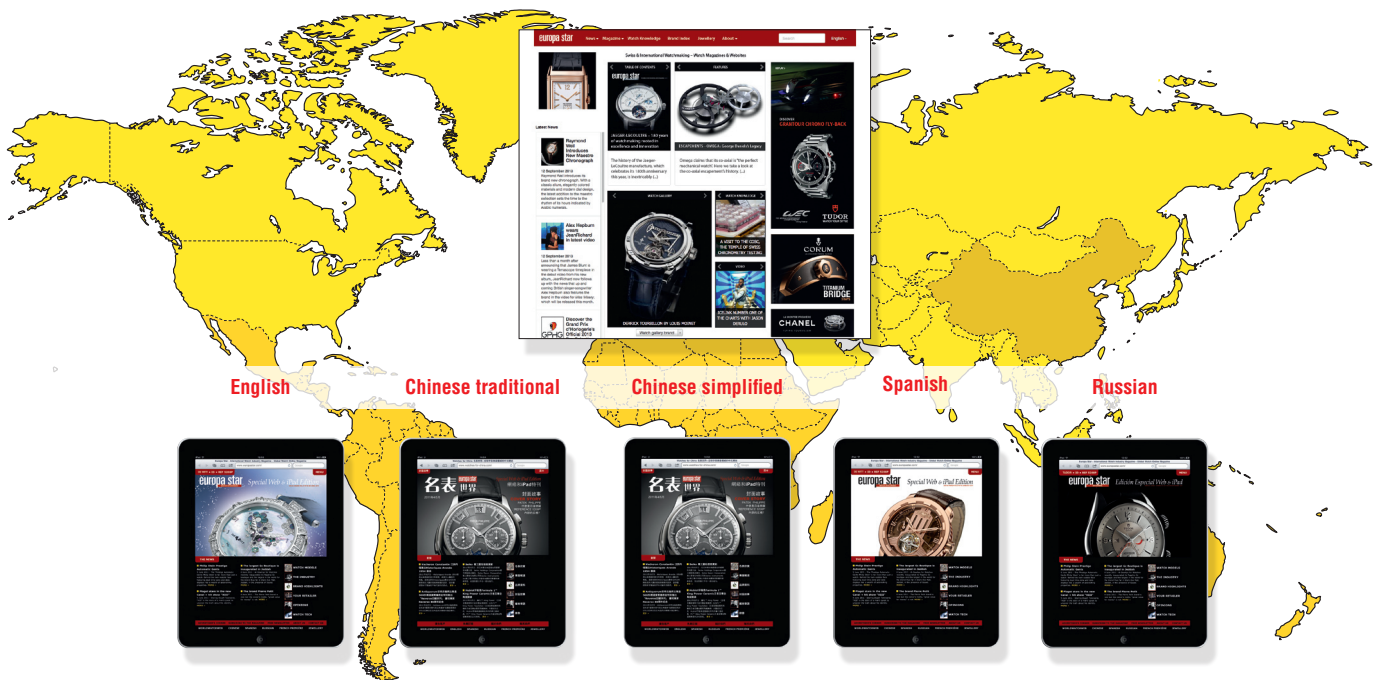
Conceived using the latest Responsive Web Design (RWD) technology, the new Europa Star website will be compatible with all platforms and mobile devices, smartphones, tablets and computers, available in the market.

Given the increasing instantaneity of information, it is now more and more important to be connected in all situations and the young generation is dropping desktops in favour of mobile devices and the great variety of platforms.

With this move, Europa Star is once again at the forefront of the new communication technologies and ensures that all its international readers can easily access its content in their preferred format, whether in print or online.

Europa Star's international circulation in print dates back to 1927 and was the first magazine to launch a website within the watch industry in 1998.

Europa Star's WordWatchWeb comprises five specialist watch sites in five languages to cover the world's markets and all the sister websites of europastar.com, in Spanish, Russian, Chinese simplified and Chinese traditional, will be simultaneously available in RWD.



The new 2014 offerings of Europa Star for your web ads and promotions are now a most advantageous single buy for all five websites of the WorldWatchWeb®.

Additionally, your ad campaigns in selected print editions of Europa Star entitles you to benefit from web ads as well as a prioritised channel for the online publication of your news and models.

For more information, see our Media kit or contact us at tel. +41 22 307 78 37
Casey K. Bayandor, International Sales Director, cbayandor@europastar.com
Nathalie Glattfelder, Marketing Director, nglattfelder@europastar.com