



The world's most influential watch magazine
Since 1927

Media kit

New magazine design / New websites



Europa Star's editorial quality and worldwide circulation make it a must-read for all stakeholders in the watch business and a reference for international brands.

With its network of magazines and business papers, special editions, iPad applications and websites in the world's most spoken languages, Europa Star offers a global platform for your communication and for the influence of watch brands on the world's markets.

Europa Star's international distribution ensures effective communication at both global and targeted regional levels, through 7 major geographical editions and specials, as well as 5 specific websites & iPad SiteApps.

Europa Star is sent directly to readers by individual postal mail on over 160 countries of the world.

europa star

Magazines and business papers, websites and iPad



EUROPE EDITION
Watch Business Magazine
English

Distributed throughout the continent, the Europe edition reaches all the main stakeholders in the watch business in the region that accounts for one-third of global watch sales.

6 times per year, 10,000 print
+ europastar.com

Circulation: European Union, Switzerland & non-EU countries, Eastern Europe, Russia

Who: The full network of top watch brand retailers, country distributors, official agents, brand manufacturers, watch consumers and aficionados

Type of circulation: Personalised, by individual postal mail.
REMP certification

Base rates

Print: Full Page CHF 9,500

iPad: FP CHF 2,850 / two months

Web: Ads from CHF 1,500 / month

See rate sheet for frequency & series discounts



INTERNATIONAL EDITION
Watch Business Magazine
English

With worldwide distribution, the International edition taps into the global market for timepieces by addressing the decision-makers on all major international markets outside Europe.

6 times per year, 10,000 print
+ europastar.com

Circulation: Near & Middle East, North & South Africa, Far East, South East Asia, India, Japan, Australasia, Central & South America, Caribbean

Who: Top watch brand retailers in every country and world capitals, area & country distributors, official agents, brands and boutiques, watch consumers and aficionados

Type of circulation: Personalised, by individual postal mail.
REMP certification

Base rates

Print: Full Page CHF 9,500

iPad: FP CHF 2,850 / two months

Web: Ads from CHF 1,500 / month

See rate sheet for frequency & series discounts



USA & CANADA SPECIAL
Watch Business Paper + Web
English

Europa Star Watch Aficionado – Web & iPad special – reaches out in print and online to the main stakeholders in the North American watch industry and watch aficionados across the North American continent through its media mix.

6 times per year, 10,000 print
+ www.watch-aficionado.com

Circulation: North America

Who: The network of US retail jewellery stores, chains and dept. stores, including majors, \$100 million super-sellers, 8-figure independents, distributors, manufacturers & aficionados

Type of circulation: Personalised, by individual postal mail.
Special edition of 16 pages with full Europa Star content on watch-aficionado.com

Supplement to base rates

Print: Full Page CHF 4,000

iPad: included / two months

Web: included / two months

See rate sheet for frequency & series discounts



CHINA SPECIAL
Watch Business Paper + Web
Chinese

Europa Star Watches for China allows you to communicate with two of the biggest export markets for Swiss watches, Hong Kong and China, through a medium whose readers appreciate the insightful content in their own language, in print, on-line and on their iPad for instantly sourcing Swiss & international watch news.

6 times per year, 5,000 print
+ www.watches-for-china.com
+ www.watches-for-china.cn

Circulation: Hong Kong, Mainland China, Taiwan, Singapore and all other Chinese speaking communities

Who: Chinese retailers communities of branded watches, local agents, international brand distributors & aficionados

Type of circulation: Personalised, by individual postal mail.
Special edition of 16 pages with full content on watches-for-china.com (traditional Chinese)
+ watches-for-china.cn (simplified Chinese)

Supplement to base rates

Print: Full Page CHF 4,000

iPad: included / two months

Web: included / two months

See rate sheet for frequency & series discounts



Europa Star's unique editorial qualities, global coverage and international distribution make it the world's most influential magazine in the watch industry since 1927.

SiteApps



SPAIN / LATIN AMERICA SPECIAL

Watch Business Paper + Web
Spanish

Europa Star's Spanish-language edition targets decision-makers and watch aficionados in the 450 million-strong Spanish-speaking markets. The Spanish-language edition is distributed in Latin America and Spain through print plus on-line and iPad editions.

3 times per year, 5,000 print
+ horalatina.com / europastar.es

Circulation: Spanish speaking markets of Central & South America, Spain, Balearic & Canary islands and other Hispanic communities

Who: Distributors, agents and retail networks, collectors & aficionados

Type of circulation: Personalised, by individual postal mail.

Special edition of 16 pages with full content on horalatina.com and europastar.es

Supplement to base rates

Print: Full Page CHF 4,000

iPad: included / two months

Web: included / two months

See rate sheet for frequency & series discounts



UKRAINE - RUSSIA SPECIAL

Watch Magazine + Web
Russian

While Europa Star Ukraine magazine allows an unprecedented country-level targeting with personal distribution to major stakeholders, VIPs, watch boutiques and bookstores, Europa Star's Russian website and iPad editions address the wider Russian-speaking community of the CIS with a special Boutique Index for Russia, Ukraine, Kazakhstan and the Baltic states.

3 times per year, 5,000 print
+ www.europastarwatch.ru

Circulation print: Ukraine

Circulation Web & iPad:

Russia, Ukraine, Kazakhstan and the Baltic states

Who: Major actors in the luxury watch trade, watch boutiques, end customers & VIPs

Type of circulation: Individual by postal mail plus at selected bookstores and to clients of top watch boutiques

Supplement to base rates

Print: Full Page CHF 4,000

iPad: included / two months

Web: included / two months

See rate sheet for frequency & series discounts



ES PREMIÈRE SWITZERLAND

Watch Business Paper + Web
French

Printed as a special edition for BaselWorld and distributed to the entire Swiss watch community of retailers, distributors and manufacturers, and to exhibitors and media representatives at the show, this special yearly publication in print, plus web and iPad editions, is the perfect way to reach out to the Swiss watch community on the occasion of the industry's biggest event of the year.

Once a year Special for BaselWorld
4,000 print + europastar.com/premiere

Circulation: Switzerland

Who: Swiss watch retailers, brand distributors, watch manufacturers, banks and services

Type of circulation: Personalised, by individual postal mail, plus individually to BaselWorld exhibitors and from the media centre

Supplement to base rates

Print: Full Page CHF 4,000

iPad: included / two months

Web: included / two months

See rate sheet for frequency & series discounts



BULLETIN D'INFORMATIONS

French / German

With distribution to all the main manufacturers and suppliers in the key watchmaking areas in Switzerland and its neighbours, the publication conveys the new products and developments in the field of watch parts, components, tools, machines and watchmaking technology.

7 times per year
1,200 to 2,300 print

Circulation: Switzerland & neighbouring countries

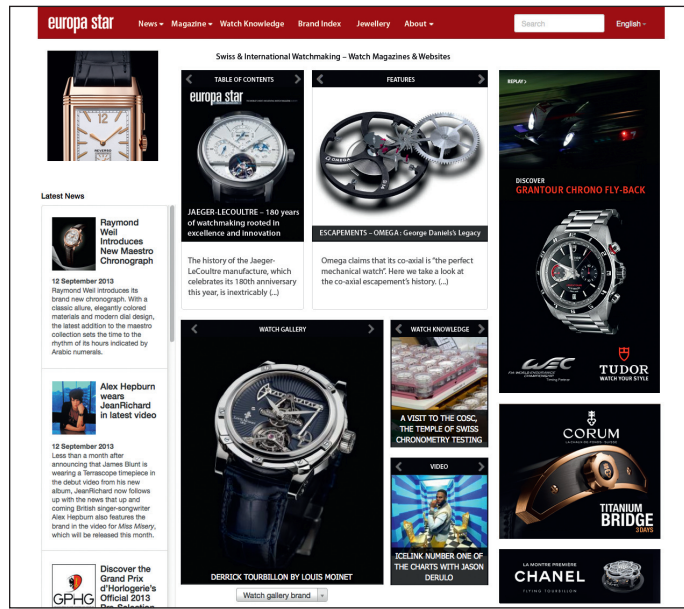
Who: Major brands, watch and jewellery manufacturers and suppliers

Type of circulation: Personalised, by individual postal mail plus distributed at all specialised watch suppliers' exhibitions

Base rate:

Print: Full Page CHF 2,000

Ask for separate rate sheet and frequency discounts



europastar.com

WORLDWATCHWEB

New responsive website design (RWD). Five languages, five websites, five iPad siteApps. Compatible with all platforms, from smartphones to tablets and computers.

EUROPASTAR.COM
English
 Europe & International
 Web & iPad

WATCHES-FOR-CHINA.COM
Traditional Chinese
 Hong Kong, Taiwan, Singapore
 Web & iPad

HORALATINA.COM
Spanish
 Central & South America
 Spain
 Web & iPad

EUROPASTARWATCH.RU
Russian
 Russia, Ukraine,
 Kazakhstan & Baltic States
 Web & iPad

CIJINTL.COM
English
 International Jewellery
 Fashion & Accessories
 CIJ TRENDS & COLOURS
 Web & iPad

WATCHES-FOR-CHINA.CN
Simplified Chinese
 Mainland China
 Web & iPad



Updated daily with the international watch news.

Rates & Schedule EUROPA STAR PRINT

Rate per edition	1x	3x	6x
1/1 Full Page	SF 9,500	SF 8,550	SF 8,070
2/1 Double Page Spread	SF 14,250	SF 12,820	SF 12,110
1/2 Half Page	SF 5,700	SF 5,130	SF 4,840
1/3 Third Page	SF 4,750	SF 4,270	SF 4,040
1/2 Half Page in editorial	SF 6,270	SF 5,640	SF 5,320

RATES PER SERIES

1/1 Full Pages	1x	3x	6x
EUROPE & INTERNATIONAL	SF 14,300	SF 12,870	SF 12,150
EUROPE & INTERNATIONAL + CHINA*	SF 18,300	SF 16,470	SF 15,550
EUROPE & INTERNATIONAL + USA & CANADA*	SF 18,300	SF 16,470	SF 15,550
EUROPE & INTERNATIONAL + SPAIN/LATIN AMERICA*	SF 18,300	SF 16,470	SF 15,550
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA*	SF 22,300	SF 20,070	SF 18,950
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA* + SPAIN/LATIN AMERICA*	SF 26,300	SF 23,670	SF 22,350

2/1 Double Page Spreads

EUROPE & INTERNATIONAL	SF 21,450	SF 19,300	SF 18,230
EUROPE & INTERNATIONAL + CHINA*	SF 27,450	SF 24,700	SF 23,330
EUROPE & INTERNATIONAL + USA & CANADA*	SF 27,450	SF 24,700	SF 23,330
EUROPE & INTERNATIONAL + SPAIN/LATIN AMERICA*	SF 27,450	SF 24,700	SF 23,330
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA*	SF 33,450	SF 30,100	SF 28,420
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA* + SPAIN/LATIN AMERICA*	SF 39,450	SF 35,500	SF 33,530

1/2 Half Pages

EUROPE & INTERNATIONAL	SF 8,580	SF 7,720	SF 7,290
EUROPE & INTERNATIONAL + CHINA*	SF 10,980	SF 9,880	SF 9,330
EUROPE & INTERNATIONAL + USA & CANADA*	SF 10,980	SF 9,880	SF 9,330
EUROPE & INTERNATIONAL + SPAIN/LATIN AMERICA*	SF 10,980	SF 9,880	SF 9,330
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA*	SF 13,380	SF 12,040	SF 11,370
EUROPE & INTERNATIONAL + USA & CANADA* + CHINA* + SPAIN/LATIN AMERICA*	SF 15,780	SF 14,200	SF 13,410
UKRAINE & RUSSIA*, additional insertion in Ukrainian edition and Russian website	SF 4,000		
SWITZERLAND*, additional insertion in Europa Star Première special for BaselWorld	SF 4,000		

* includes a medium rectangle banner ad on corresponding website as well as full page ad on iPad site

ADVERTORIALS / ADV. SPOTLIGHTS

Page rate + 20%, production charges included

SUPPLIED INSERTS

Per sheet, printed obverse/reverse, paper max. 200gm², page rate + 10%

SPECIAL PACKAGE FOR SIHH AND BASELWORLD

6 insertions, full page, 3 series Europe & International editions + Europa Star Première and 6 month banner ad **SF 39,900**

Rates EUROPA STAR.COM WORLDWATCHWEB (attention: new RWD website, new dimensions)

www.europastar.com (English), www.watches-for-china.com (traditional Chinese), www.watches-for-china.cn (simplified Chinese), www.horalatina.com (Spanish), www.europastar.ru (Russian)

Standard sizes

	1 month	3 months	6 months	12 months
Half-page 300 x 600 homepage	SF 3,900	SF 3,500	SF 3,300	SF 3,120
Medium rectangle 300 x 250 homepage	SF 2,500	SF 2,250	SF 2,130	SF 2,000
3:1 rectangle 300 x 100 homepage	SF 1,500	SF 1,350	SF 1,270	SF 1,200
Spotlight button 230 x 90 homepage brand logo, 12 months				SF 4,000
iPad full page, two months, SF 2,850				

100% SOV exclusives

	1 month	3 months	6 months	12 months
Clock 200 x 200, top of homepage, 100% SOV	SF 9,000	SF 8,100	SF 7,650	SF 4,500
Welcome page, pre-entry prestitial, homepage & ROS	SF 8,000	SF 7,200	SF 6,800	-
Page skin, one section	SF 6,900	SF 6,200	SF 5,850	SF 5,520
Section Ownership 100% SOV, all ad positions, one day a week	SF 6,400	SF 5,700	SF 5,400	SF 3,200
Half-page 100% SOV 300 x 600, subject to availability	SF 15,800	SF 14,200	SF 13,400	-

Most other made-to-measure inventories are available on request (Billboard, Pushdown, Pop-up, Sidekick, Portrait, Filmstrip etc.)

Standard sizes are on rotation with several advertisers
100% SOV are exclusive positions

e-newsletter sponsorship

	1x	3x	6x	12x
100% SOV - 3:1 rectangle 300 x 100 + half page 300 x 600	SF 2,150	SF 1,930	SF 1,830	SF 1,720
3:1 rectangle 300 x 100 or half page 300 x 600	SF 1,950	SF 1,750	SF 1,650	SF 1,560
Customized email blast: quote upon request				

Magazine positioning supplements:

Guaranteed right-hand page + 10%; Guaranteed placement facing TOC, Editorial or Masthead + 15%

Cover positions*: Cover I incl. Cover Story, world package on 5 geographical editions, on the WorldWatchWeb & iPad SiteApp (see publisher for conditions and availabilities). Cover II or Opening DPS+25%; Cover III or Inside Back Cover DPS +15; Cover IV +35% on single edition or World package including 4 editions, Europe + International + USA & Canada + China, at CHF 38,470. *No frequency or series discounts on cover positions

Net prices. Agency commission not included. All contracts, including inherent volume & discounts, have a maximum validity of 12 months. Cancellation of contracted volume may incur fees and will lead to the recalculation of rates as per the list above. Insertion prices are in Swiss francs (CHF). Sales tax, VAT not included.

(Geneva, September 2013)

N° 6/2013

SIHH & GENEVA SHOWS 2014

December/January

Reservation: Nov. 19

Material: Nov. 26

Publication: December 13

N° 1/2014

SIHH REVIEW, INVITATION TO BASELWORLD

February/March

Reservation: Jan. 31

Material: Feb. 6

Publication: February 20

N° 2/2014

SPECIAL BASELWORLD

April/May

Reservation: Feb. 24

Material: March 3

Publication: March 27

N° 3/2014

BASELWORLD REPORT WORLD TRENDS

June/July

Reservation: May 16

Material: May 23

Publication: June 13

N° 4/2014

MECHANICAL WONDERS

August/September

Reservation: July 18

Material: July 24

Publication: August 25

N° 5/2014

LUXURY, ART & FASHION

October/November

Reservation: Sept. 19

Material: Sept. 24

Publication: October 13

N° 6/2014

SIHH & GENEVA SHOWS 2015

December/January

Reservation: Nov. 21

Material: Nov. 26

Publication: December 15

N° 1/2015

SIHH REVIEW, INVITATION TO BASELWORLD

February/March

Reservation: Jan. 21

Material: Jan. 28

Publication: February 10

N° 2/2015

SPECIAL BASELWORLD

April/May

Reservation: Feb. 18

Material: Feb. 25

Publication: March 19