



The world's most influential watch magazine

Since 1927 

Media kit 2016

europa star

Europa Star International Magazines & Websites
Europa Star PREMIERE (Swiss Edition)
Europa Star JEWELS
Europa Star Bespoke & Special Editions
Bulletin d'informations
Reader Survey

Europa Star's editorial quality and worldwide circulation make it a must-read for all stakeholders and buyers in the watch and luxury jewellery world.

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

Europa Star's international distribution ensures effective communication at both global and targeted regional levels, through 8 geographical editions and 6 websites.

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

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INTERNATIONAL Watch Business Magazine & Web English

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

5x per year, 10,000 print copies
+ www.europastar.com

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



EUROPE Watch Business Magazine & Web English

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

5x per year, 10,000 print copies
+ www.europastar.com

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



USA Special Watch Business Paper & Web English

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

5x per year, 10,000 print copies
Special edition of 16 pages
with full Europa Star content on
www.watch-aficionado.com

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



CHINA Watch Business Newspaper & Web Chinese

Europa Star Watches for China allows you to communicate with two of the biggest export markets for watches, Hong Kong and China, through a medium whose readers appreciate the insightful local and international content in print and on-line.

5x per year, 10,000 print copies
+ www.watches-for-china.com
+ www.watches-for-china.cn

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



SWITZERLAND

Watch Business Newspaper
French

For the first time a publication covers the Swiss watchmaking market's entire 'ecosystem': Bankers, lawyers, insurers, financial advisers, auditors, designers, engineers, consultants, academics and all individual stakeholders of the business, SMEs and Group CEOs, along with the entire Swiss network of watch retailers, boutiques, watch brands, luxury hotels, leisure and culture. All of these interested parties and VIPs have both a professional and personal interest in watches and services to the industry.

5x per year
5,000 print copies
www.europastar.com/premiere

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



INTERNATIONAL

Watches & Jewels Magazine & Web
English

Europa Star Jewels highlights women's watches and jewels in fashion. From high end to international fashion brands and luxury accessories, the magazine serves the global world markets by presenting the news, trends and colours, from market leaders to fine watch and jewellery retailers, boutiques and end consumers.

2x per year, 10,000 print copies
+ www.CIJintl.com
www.europastarjewellery.com

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



LATIN AMERICA

Special Watch Business Paper & Web
Spanish

Europa Star's Spanish-language edition targets decision-makers and watch lovers in the 450 million-strong Spanish-speaking markets through print plus on-line for their international information.

2x per year, for Baselworld and SIHH. 5,000 print copies
Special edition of 16 pages with full Europa Star content on www.horalatina.com or www.europastar.es

Type of circulation: individual by courier/postal mail. Plus special luxury show distribution.



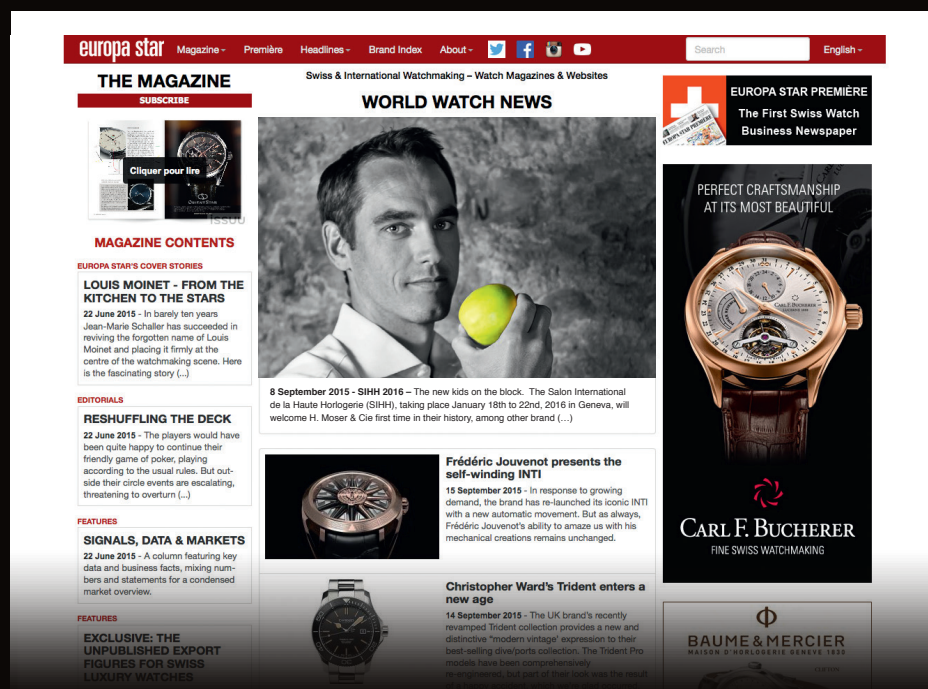
BULLETIN D'INFORMATIONS

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.

7x per year
1,200 to 2,300 print copies

Type of circulation: By individual postal mail plus distributed at all specialised watch and jewellery suppliers' exhibitions.



europastar.com

WORLDWATCHWEB™

Five languages, six websites, six iPad siteApps. Europastar.com: compatible with all platforms, from smartphones to tablets and computers.

EUROPASTAR.COM
English
Europe & International
Web & iPad

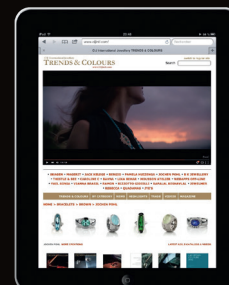
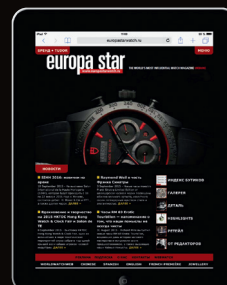
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Traditional Chinese
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Web & iPad

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Simplified Chinese
Mainland China
Web & iPad



READER SURVEY

We recently conducted a survey among *Europa Star* readers, and were delighted to receive responses from a representative sample of more than 200 aficionados and professionals from a variety of backgrounds and from all over the world. We would like to share the key findings with you.

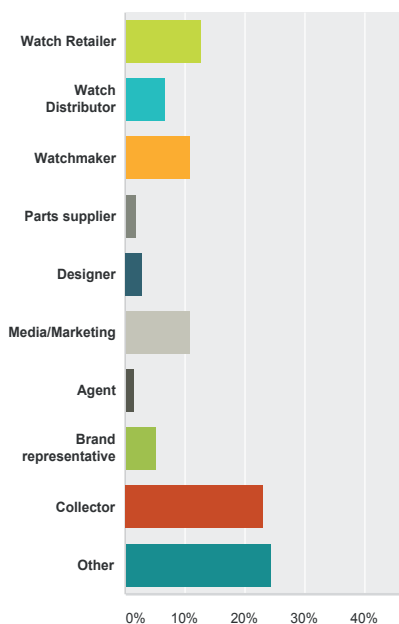
▽ TOP TEN READER NATIONALITIES ¹

1. United States
2. Switzerland
3. United Kingdom
4. Canada
5. France
6. Italy
7. Netherlands
8. Australia
9. India
10. Hong Kong

Unlike many other magazines which are territorially limited in scope, *Europa Star* is the only watchmaking publication with a **truly global reach**, through its five editions published on five continents (45,000 circulation every two months). This enables us to reach a huge variety of readers at the same time.

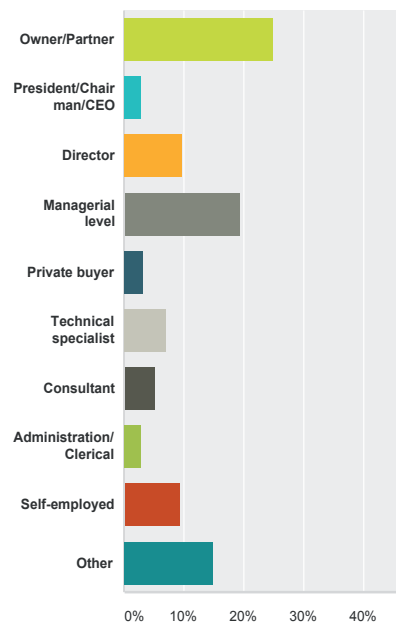
¹The survey was conducted via our main English-language website and magazine, although *Europa Star* also has websites and editions in Chinese, Russian, Spanish and French.

▽ SECTOR OF ACTIVITY

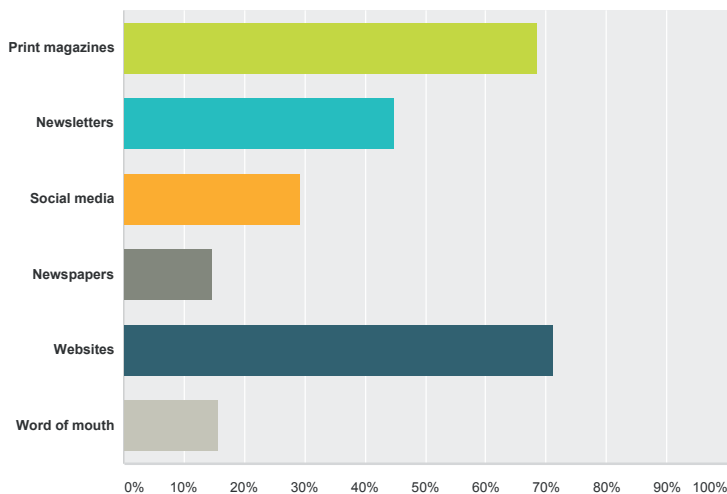


An analysis of *Europa Star's* distribution reveals that our watchmaking readers are spread evenly between **intermediate clients** (retailers, distributors, agents, designers and manufacturers) and **end clients** (collectors and other buyers).

▽ PROFESSIONAL STATUS

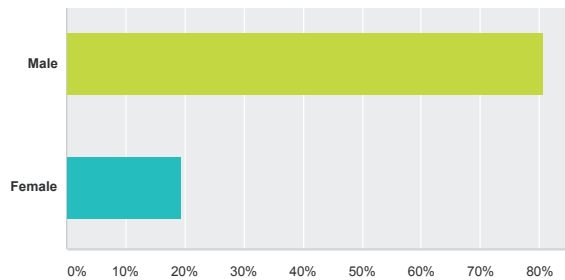


As the graph shows, our publications target a **knowledgeable readership of watch buyers**. We can therefore define our publication as a 'premium magazine'.



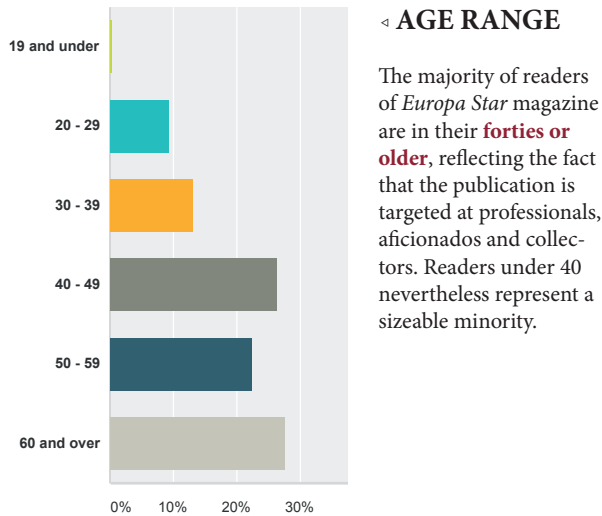
◁ INTERNET OR PRINT?

Our readers appreciate the ability to browse our content both on paper and online. Traffic to all our websites (in English, Chinese, Spanish, Russian and French) continues to grow. Daily news items are differentiated from the premium content published in the magazine, which from now on will be available to subscribers only. Content will be adapted to the medium: we believe in the **complementarity** of our print and digital formats.



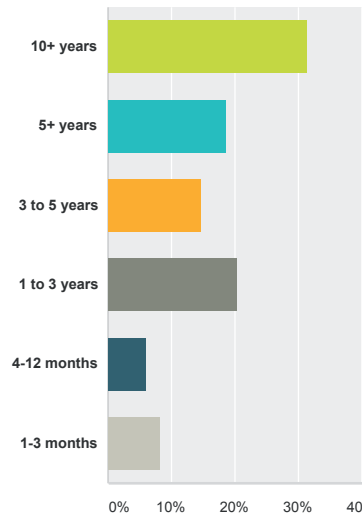
◁ MEN OR WOMEN?

Europa Star is a reflection of the watchmaking industry, and as such its readership is primarily male. Nevertheless, given the growing number of watches designed for women, we have decided to devote a new publication to this demographic. The first edition of **Europa Star Jewels**, with a focus on jewellery watches, will be published in time for Baselworld 2016.



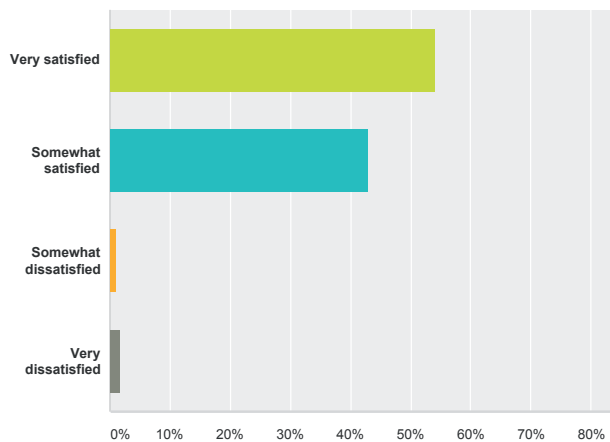
◁ AGE RANGE

The majority of readers of *Europa Star* magazine are in their **forties or older**, reflecting the fact that the publication is targeted at professionals, aficionados and collectors. Readers under 40 nevertheless represent a sizeable minority.



◁ READER LOYALTY

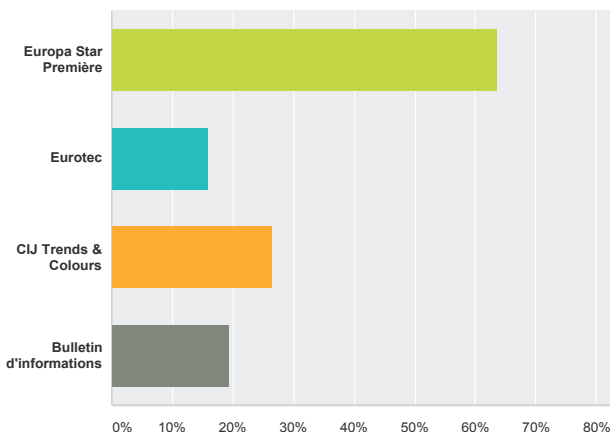
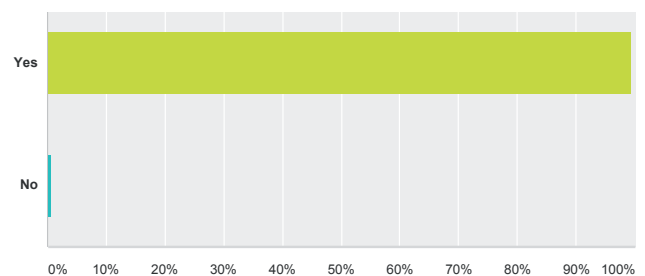
The majority of *Europa Star* readers have been with us for **five years or more**.



◁ READER SATISFACTION

The **vast majority – 97%** – of our readers are satisfied with *Europa Star*. As many as 54% admit to being “very satisfied” with the magazine and its contents.

▽ Similarly, almost all our readers would **recommend** our publications.



◁ OTHER PUBLICATIONS FROM OUR GROUP

Of our other publications, our new Swiss watch business magazine **Europa Star Première** is the best known by *Europa Star* readers. More than 60% said they had read a copy in the last year.

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TECHNICAL SPECIFICATIONS MATERIAL TO SUPPLY

EUROPA STAR EUROPE | EUROPA STAR INTERNATIONAL WOMEN'S WATCHES & JEWELS

Magazine size: 205 x 265 mm

4C printing CMYK (NO RGB) – Total ink limit = 300%

2/1 Double Page Spread Bleed¹: **416 x 271 mm** (trim size: 410 x 265 mm)

1/1 Page Bleed¹: **211 x 271 mm** (trim size: 205 x 265 mm)

1/2 Page Vertical: **89 x 240 mm**

1/2 Page Horizontal: **183 x 118 mm**



EUROPA STAR CHINA

Newspaper size: 265 x 383 mm

4C printing CMYK (NO RGB) – Total ink limit = 260%

2/1 Double Page Spread: **503 x 353 mm MIRROR** (No Bleed)

1/1 Full Page: **240 x 353 mm MIRROR** (No Bleed)

Business Page: **177 x 230 mm MIRROR** (No Bleed - surrounded by editorial matter)

• **Click on this link to see all other sizes for Europa Star China**

EUROPA STAR PREMIÈRE

Newspaper size: 290 x 380 mm

4C printing CMYK (NO RGB) – Total ink limit = 260%

2/1 Double Page Spread: **534 x 353 mm MIRROR** (No Bleed)

1/1 Full Page: **251 x 353 mm MIRROR** (No Bleed)

Business Page: **200 x 251 mm MIRROR** (No Bleed)

• **Click on this link to see all other sizes for Europa Star Première**



EUROPA STAR USA | EUROPA STAR HORALATINA

Magazine size: 225 x 265 mm

4C printing CMYK (NO RGB) – Total ink limit = 300%

2/1 Double Page Spread Bleed¹: **456 x 271 mm** (trim size: 450 x 265 mm)

1/1 Page Bleed¹: **231 x 271 mm** (trim size: 225 x 265 mm)

1/2 Page Vertical: **99 x 245 mm**

1/2 Page Horizontal: **208 x 120 mm**



¹ Bleed size includes 6mm which are lost from the width and the length.

EUROPA STAR WORLDWATCHWEB

Half-page: 300x600 pixels (for PC & tablets) + **300x250 pixels** (for Smartphones)

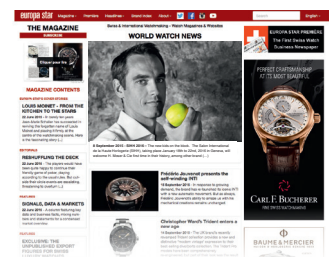
Medium rectangle: 300x250 pixels

3:1 rectangle: 300x100 pixels

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Leaderboard: 728x90 pixels

Skyscraper: 160x600 pixels **Center Square: 160x160 pixels**



MATERIAL:

To send via email to: asgouridis@europastar.com & prod@europastar.com

or on CD: **Europa Star HBM SA, Production Dpt, 25 Route des Acacias, 1227 Geneva, Switzerland**

Print material: with a professional colour proof (Digital Chromalin, Approval, Iris)

PDF high resolution or Photoshop, Illustrator², Indesign file (<= CS3)

Illustrations: High resolution min. 300 dpi – The attachments of the illustrations, logos & fonts are absolutely necessary.

²For illustrator files: To avoid any problem with fonts please convert text to outlines.

BESPOKE

We use our Intelligence, our Know-How and our Core Competences (quality content and design) to provide you with the best print products.

EUROPA STAR SPECIAL EDITIONS



CUSTOM PUBLISHING



AN ESSENTIAL TOOL FOR ALL YOUR NEEDS.

For more information, please contact Serge Maillard, Publisher
smaillard@europastar.com

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