

europa star

TIME.BUSINESS



MEDIA KIT 2021

Covering the business of time since 1927

Europa Star dates back to 1927 when Hugo Buchser, its founder, was a young and enthusiastic entrepreneur with a passion for watches. He launched a guide for watch buyers which soon became an essential tool for the entire watch industry. A seasoned traveller and globetrotter, he voyaged around the world, creating a network of magazines which would promote the watch industry worldwide. The first series of magazines was created in Brazil and Argentina, and by the 1950s a variety of magazines had sprouted up in English, French, German, Spanish, Chinese, Japanese, Arabic, Hindi, Urdu, Thai and Cyrillic, progressively covering most of the world's continents.

Under the leadership of Gilbert Maillard-Buchser, who became President of Hugo Buchser SA in 1962, all the magazines were grouped under the Europa Star brand name to cover all the international watch markets, transforming Europa Star into a truly worldwide publishing company. Europa Star became the leader of the watch industry's specialised press and the magazine's worldwide expansion was extraordinary, making it a phenomenon in the Swiss watch industry press.

In 1995, the third generation of the family, brothers Philippe and Pierre Maillard, took over the helm of the company. In 2014, the fourth generation came on board with Serge Maillard, Publisher & CEO of Europa Star, bringing a youthful spirit and a fresh impetus with new developments in all products, in print and in the digital field. Today Europa Star reaches 170 countries through its portfolio of websites and newly redesigned magazine publications.

www.europastar.com



Publication Calendar

- 22.02.2021
EUROPA STAR Chapter **1** / FEBRUARY
Material deadline 08.02.2021
Vol. 360/21
- 07.04.2021
EUROPA STAR Chapter **2** / APRIL
Material deadline 22.03.2021
Vol. 361/21
- 14.06.2021
EUROPA STAR Chapter **3** / JUNE
Material deadline 31.05.2021
Vol. 362/21
- 04.10.2021
EUROPA STAR Chapter **4** / OCTOBER
Material deadline 20.09.2021
Vol. 363/21
- 06.12.2021
EUROPA STAR Chapter **5** / DECEMBER
Material deadline 22.11.2021
Vol. 364/21



1 MAGAZINE

3 PRINT EDITIONS

- Europa Star Global: magazine x 5 per year
- Europa Star China: newspaper x 5 per year
- Europa Star Switzerland: newspaper x 5 per year

8 WEBSITES

- English – www.europastar.com
- French – www.europastar.ch
- Spanish – www.horala latina.com
- Russian – www.europastarwatch.ru
- Simplified Chinese – www.watches-for-china.cn
- Traditional Chinese – www.watches-for-china.com
- Archives – www.europastar.com/club
- Jewellery – www.CIJintl.com



Readership

A select global audience of watch professionals, collectors and aficionados

Print

- 35,000 copies x 5 per year
- Global circulation by individual mail to selected professionals and collectors in over 170 countries (exclusive Europa Star list since 1927).
- International Shows and Salons , such as Watches & Wonders, HourUniverse, SIAR, Inhorgenta and all new shows of 2021.
- Collectors' events and auctions, such as Phillips, Shanghai Watch Festival, Antiquorum, GPHG, Only Watch.
- Watch aficionados through our print, web & archive platforms.
- Professional & general audience in Switzerland, newsstands, 5* hotels, airport lounges & inflight, readers of the international financial press, bars & restaurants.
- Other networks: cultural institutions, museums, Watchprint bookstore & newsstands.

Web

- Total average of monthly unique users – 150K
- Total monthly ad impressions – 2000K
- Total monthly page views – 700K
- E-newsletters in English, French and Spanish
- Social media: Instagram and Facebook



MARTIN FREI
Co-founder of URWERK
Artist and Chief designer

FELIX BAUMGARTNER
Co-founder of URWERK
Master watchmaker

"I think the duration of an hour should be a period of play. It should be a celebration for that one specific hour in life and so you should have something on your watch, something exciting, thrilling and engaging to represent it."

UR
100

THE UR-100

UR-100 in 2N Gold with orbital hour satellites
WWW.URWERK.COM

URWERK®
BY BAUMGARTNER + FREI

3 PRINT EDITIONS ADVERTISING RATES

- Europa Star – **Global**
Single page ad*: CHF 12,900 / Double page ad: CHF 19,350
Special positioning: C4: CHF 19,900 /
C2: CHF 16,100 / C3: CHF 14,800 – Incl. web banners

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)

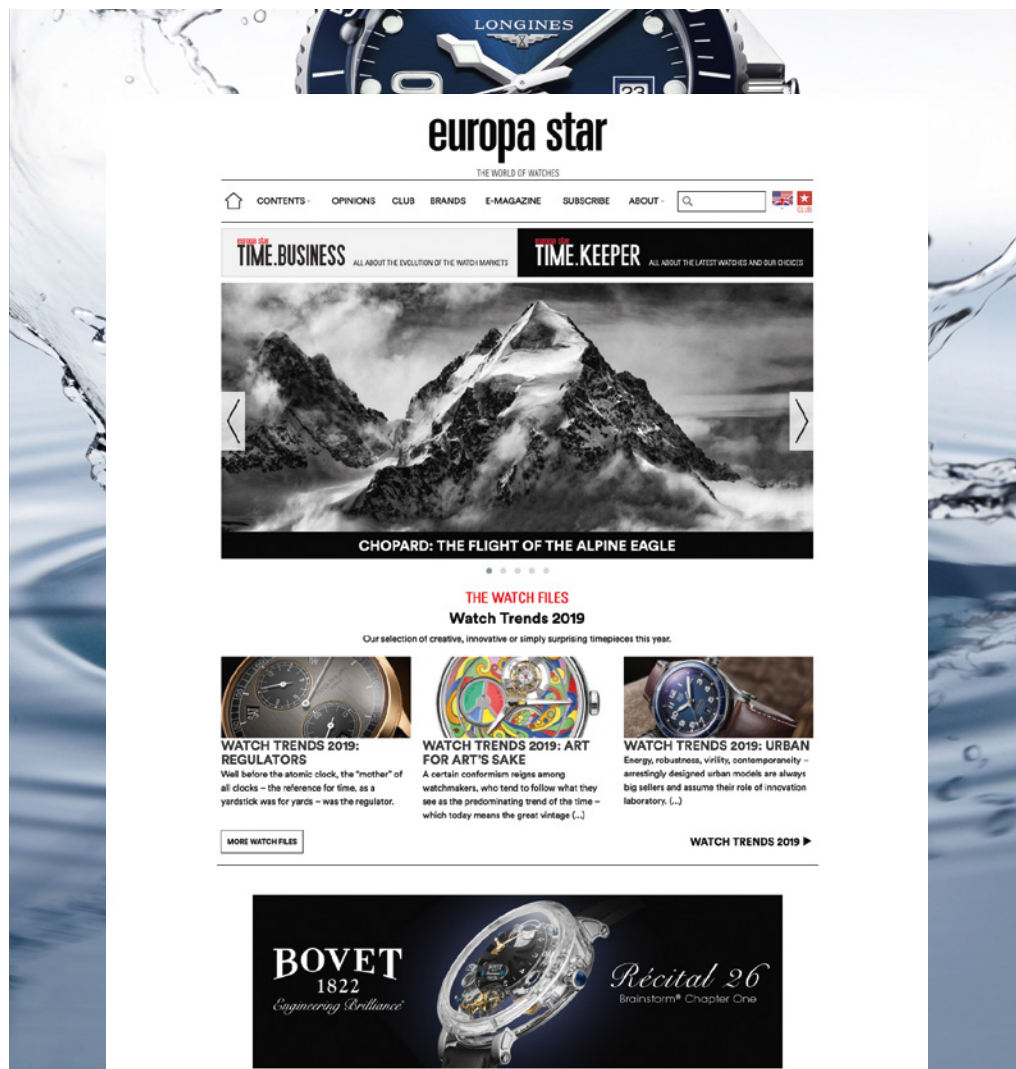
- Europa Star – **China**
Single page ad: CHF 8,600 / Double page ad: CHF 12,900
Special positioning: C4: CHF 13,300 /
C2: CHF 10,700 / C3: CHF 9,900 – Incl. web banners

- Europa Star – **Switzerland**
Single page ad: CHF 4,900 / Double page ad: CHF 7,350
Special positioning: C4: CHF 6,000 /
C2: CHF 5,800 / C3: CHF 5,600 – Incl. web banners

- Cover + Cover Story: CHF 48,000
(Global, China, Switzerland, Web)

Guaranteed positioning in the first quarter of the magazine: +25%
Guaranteed positioning right hand page facing editorial: + 15%

Discount rates on standard ads: 2x: -10% / 3x: -15% / 4x: -20% / 5x: -25%



8 WEBSITES ADVERTISING RATES

Leaderboard

banner (728x90px): CHF 1,990 per month

Wallpaper

banner (1800x1800px) & Main (1040x340px): CHF 2,990 per month

Discount rates:

2 months -10%

3 months: -15%

4 months: -20%

5 to 12 months: -25%

Highlight

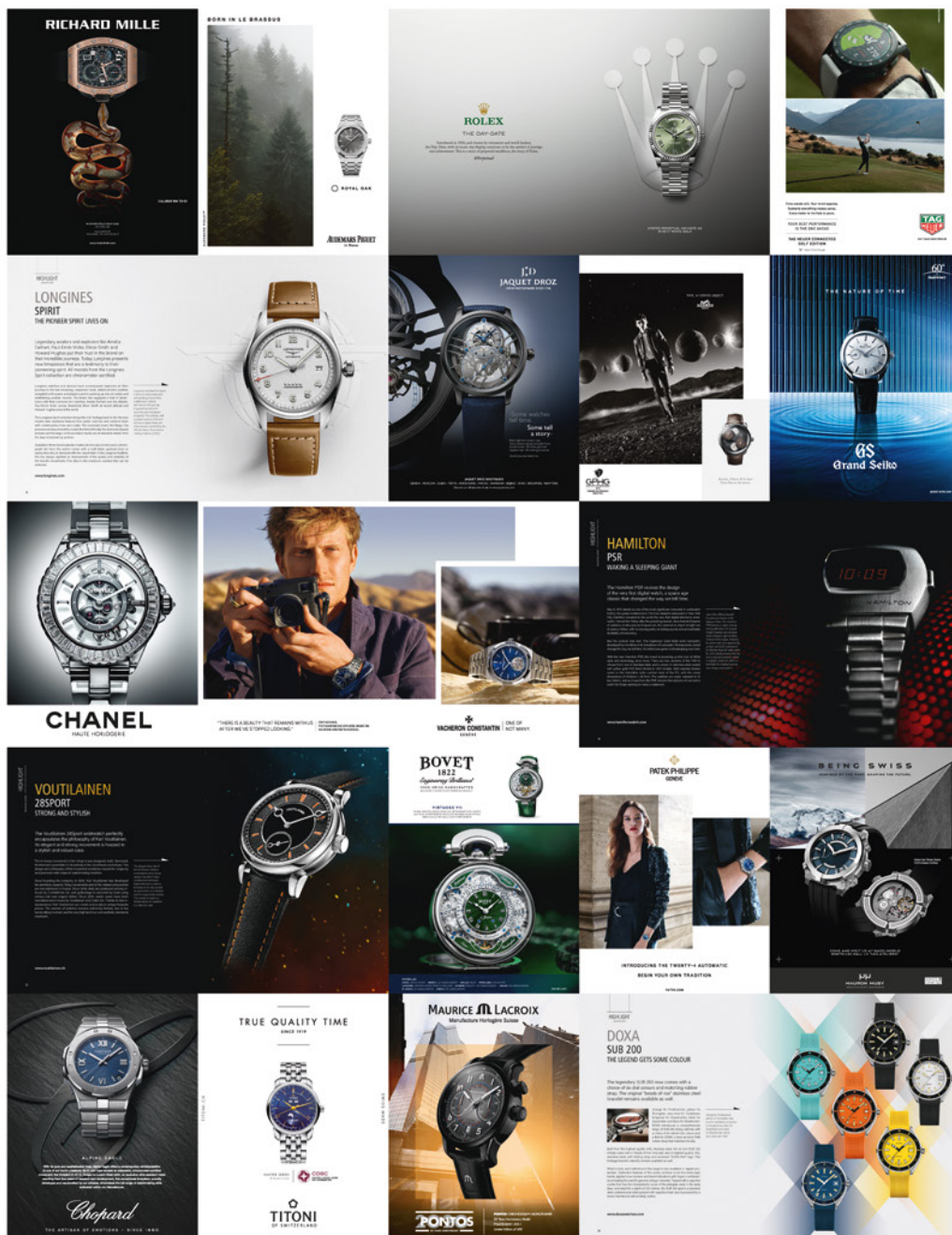
Online product presentation:

English: CHF 1,990 per Highlight

English, French, Spanish, Chinese: CHF 2,990 per Highlight

Newsletter

Sponsorship: CHF 990 per newsletter



Insertion Packages 2021

- PACKAGE 1
 3 Global print editions (International edition),
 single advertisement page or double page product highlight
 CHF 18,900
- PACKAGE 2
 2 Global print editions (International edition),
 single advertisement page or double page product highlight
 +
 1 Regional print edition (China or Switzerland edition),
 single advertisement page or single page product highlight
 CHF 15,900
- PACKAGE 3
 1 Global print edition (International edition),
 single advertisement page or double page product highlight
 +
 2 Regional print editions (China and/or Switzerland edition),
 single advertisement page or single page product highlight
 CHF 13,900

PACKAGE INCLUDING WEB

- + 6 months web banner Wallpaper & Main CHF 9,900
- + 6 months web banner Leaderboard CHF 7,900

EUROPA STAR GLOBAL

EUROPEAN UNION (EUROZONE)

Austria	359
Belgium	269
Cyprus	40
Estonia	8
Finland	76
France	805
Germany	1170
Greece	200
Ireland	40
Italy	975
Latvia	13
Lithuania	9
Luxembourg	35
Malta	14
Netherlands	242
Portugal	162
Slovakia	9
Slovenia	22
Spain	512

EUROPEAN UNION (NON-EUROZONE)

Bulgaria	27
Croatia	23
Czech Republic	66
Denmark	96
Gibraltar	13

NORTH AMERICA

Canada	124
Mexico	521
USA	2898

CENTRAL AMERICA

Belize	2
Costa Rica	14
El Salvador	25
Guatemala	49
Honduras	17
Nicaragua	14
Panama	86

SOUTH AMERICA

Argentina	246
Bolivia	13
Brazil	88
Chile	93
Colombia	194
Ecuador	53
French Guyana	10
Guyana	20
Paraguay	38
Peru	30
Uruguay	33

Guernsey	1
Hungary	39
Poland	150
Romania	16
Sweden	95
United Kingdom	633

WESTERN EUROPE (NON EU)

Andorra	34
Iceland	7
Liechtenstein	5
Monaco	21
Norway	49
Switzerland	4830

EASTERN EUROPE

Albania	7
Armenia	8
Azerbaijan	20
Belarus	14
Bosnia-Herzegovina	6
Georgia	6
Macedonia	5
Moldova	7
Russia	231
Serbia	11
Turkey	114
Ukraine	55

Venezuela	103
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CARIBBEAN

Antigua & Barbuda	2
Aruba	38
Barbados	4
Bermuda	2
Cayman Islands	3
Cuba	6
Curaçao	21
Dominican Republic	12
Guadeloupe	8
Haiti	7
Jamaica	46
Martinique	4
Montserrat	2
Puerto Rico	20
The Bahamas	12
Saint-Barthélemy	1
Saint Kitts and Nevis	1
Saint Lucia	2
Saint Martin	27
Trinidad and Tobago	24
Turks & Caicos Islands	2
Virgin Islands	15

Circulation

EUROPA STAR GLOBAL
WORLDWIDE
20,000 copies

EUROPA STAR PREMIÈRE
SWITZERLAND
5,000 copies

EUROPA STAR 中文版
CHINA
10,000 copies



EUROPA STAR GLOBAL

NEAR & MIDDLE EAST

Bahrain	45
Iran	15
Iraq	51
Israel	39
Jordan	15
Kuwait	58
Lebanon	43
Oman	35
Qatar	62
Saudi Arabia	95
Syria	8
UAE	190
Yemen	14

SOUTH ASIA

Bangladesh	4
India	186
Maldives	1
Nepal	6
Pakistan	39
Sri Lanka	12

NORTH AFRICA

Algeria	4
Egypt	34
Libya	7
Mali	1
Mauritania	3
Morocco	28
Tunisia	12

CENTRAL AFRICA

Angola	4
Benin	1
Cameroon	3
Cape Verde	3
Central African Republic	3
Congo	2
Côte d'Ivoire	5
Djibouti	5
Ethiopia	3
Gabon	1

OCEANIA

Australia	335
Cook Island	1
Fiji	3
French Polynesia	4
Guam	1
New Caledonia	2
New Zealand	22
Papua New Guinea	1
Vanuatu	1

SOUTH-EAST ASIA

Brunei	10
Cambodia	5
Indonesia	51
Laos	2
Malaysia	162
Myanmar (Burma)	13
Mongolia	1
Philippines	45
Singapore	155
Thailand	117
Vietnam	17

FAR EAST

China	1351
Hong Kong	556
Japan	557
Kazakhstan	20
Macau	39
South Korea	80
Taiwan	442
Uzbekistan	1

Kenya	2
Liberia	2
Nigeria	11
Republic of Guinea	4
São Tomé and Príncipe	1
Senegal	7
Sudan	3
Tanzania	2

SOUTHERN AFRICA

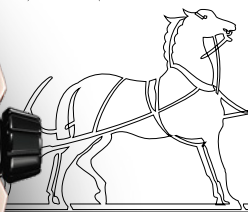
Botswana	1
Madagascar	4
Malawi	2
Mauritius	18
Republic of South Africa	70
Reunion	17
Seychelles	5
Zambia	3
Zimbabwe	3

BULK COPIES

Show and promotional copies	900
Qualified international press, VIPs & business, airports, hotel copies, newsstands, specialist bookstores	2700

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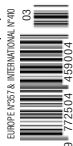
TIME.BUSINESS



ENTRANCE

PRINT WATCH FAIR

GLOBAL EDITION | CHAPTER 3.20 | CHF/E/S 14



Technical Specifications

WEB DISPLAYS

- Wallpaper: **1800 x 1800 px** (JPG)
- Main: **1040 x 340 px** (JPG)
- Half-page: **300 x 600 px**
- Leaderboard: **728 x 90 px**
- Medium rectangle: **300 x 250 px**
- 3:1 rectangle: **300 x 100 px**
- Newsletter: **1040 x 340 px** (JPG)



EUROPA STAR GLOBAL

Magazine size: 205 x 265 mm

4C printing CMYK (NO RGB)

- 2/1 Double Page Spread Bleed: **416 x 271 mm** (trim size: 410 x 265 mm)
- 1/1 Page Bleed: **211 x 271 mm** (trim size: 205 x 265 mm)



EUROPA STAR CHINA

Newspaper size: 270 x 390 mm

4C printing CMYK (NO RGB)

- 2/1 Double Page Spread: **510 x 360 mm** MIRROR (with no bleed)
- 1/1 Full Page: **240 x 360 mm** MIRROR (with no bleed)



EUROPA STAR SWITZERLAND

Newspaper size: 261 x 342 mm

4C printing CMYK (NO RGB)

- 2/1 Double Page Spread: **492 x 312 mm** MIRROR (with no bleed)
- 1/1 Full Page: **231 x 312 mm** MIRROR (with no bleed)



MATERIAL: send via email to: asgouridis@europastar.com

PRINT: PDF high resolution, Illustrator, Indesign or Photoshop file – with a professional colour proof (Digital Chromalin, Approval, Iris)
High resolution min. 300 dpi / Profile: **ISO Coated v2 300%**
To avoid any problem with fonts please convert text to outlines.

WEB: HTML5, JPG, GIF maximum size 800 KB. JPG for Wallpaper and Main.
Material should be compatible with DoubleClick for Publishers (DFP). No Flash.



Access to the archives since 1950

Europa Star is offering exclusive access to over 70 years of magazine archives. The Club, aimed at both watch professionals and watch lovers, grants access to 100,000 digitised pages from more than 620 magazine issues dating back to 1950.

1 USER

No downloads: CHF 99.-

Includes 10 downloads: CHF 199.-

Includes 100 downloads: CHF 499.-

3 USERS

Includes 180 downloads: CHF 890.-

Includes 480 downloads: CHF 1,380.-

5 USERS

Includes 200 downloads: CHF 1,150.-

Includes 500 downloads: CHF 1,700.-

10 USERS

Includes 200 downloads: CHF 1,660.-

Includes 500 downloads: CHF 2,150.-

GET YOUR ACCESS: www.europastar.com/club

For multiple users, please contact us:
club@europastar.com or + 41 22 307 78 37