

europa star

TIME.BUSINESS

SPECTACULAR
WATCHMAKING

JEWELLERY IS BACK
IN EUROPA STAR

VOUTILAINEN
216TMZ JI-KU



EUROPE N°368 & INTERNATIONAL N°421
GLOBAL EDITION | CHAPTER 322 | CHF/€/\$14

MEDIA KIT 2023

Covering the business of time since 1927

As we approach our 100th anniversary, we are increasingly positioning ourselves as the magazine of global watch culture.

Today, Europa Star reaches 170 countries through its portfolio of websites and magazines. Our key principle is adding editorial value, which means that all our writing remains relevant over the long term, to the entire global watch community.

We recently decided to bring back our jewellery coverage by launching a new dedicated website, incorporating jewellery into each of our print issues, and expanding our editorial horizons. We have also digitised our archive of print materials on jewellery, which has now joined our online archive of watch material going back to the 1930s.

We look forward to continuing the journey towards our centenary as a vibrant four-generation family business with a distinctive style and a unique contribution to the watch world.

www.europastar.com

europa star

TIME.BUSINESS



CHANEL
J12 DIAMOND
TOURBILLON

SUPER RETAILERS

THE NEW GLOBAL
POWER STRUGGLE



EUROPE N°366 & INTERNATIONAL N°419
GLOBAL EDITION | CHAPTER 122 | CH/12/14

Publication Calendar

• **27.03.2023**
EUROPA STAR Chapter **1** / 2023
Submission deadline 06.03.2023

• **08.05.2023**
EUROPA STAR Chapter **2** / 2023
Submission deadline 17.04.2023

• **19.06.2023**
EUROPA STAR Chapter **3** / 2023
Submission deadline 29.05.2023

• **02.10.2023**
EUROPA STAR Chapter **4** / 2023
Submission deadline 12.09.2023

• **04.12.2023**
EUROPA STAR Chapter **5** / 2023
Submission deadline 10.11.2023



Print editions

- Europa Star **Global**
- Europa Star **China**
- Europa Star **Switzerland**

Websites

- English – www.europastar.com
- French – www.europastar.ch
- Spanish – www.horalatina.com
- Russian – www.europastar.org
- Simplified Chinese – www.watches-for-china.cn
- Traditional Chinese – www.watches-for-china.com
- Archives – www.europastar.com/club
- Jewellery – www.europastarjewellery.com

europa star

TIME.BUSINESS

ANNIVERSARY ISSUE
95 YEARS

1927
2022

THE WATCH
INDUSTRY THEN
AND NOW

PATEK PHILIPPE
REF. 5470P-001



EUROPE N°307 & INTERNATIONAL N°400
GLOBAL EDITION | CHAPTER 2.22 | CHEN 13.14

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 >100K
- Average monthly ad impressions >200K
- Average monthly page views >260K
- Weekly e-newsletters in English, French, Russian and Spanish

SPECIAL COMBINED OFFERS 2023



Global + China

Europa Star –

Add CHF 4,000 to combine your Global premium insertion with China premium insertion (inside front cover, back cover)

Add CHF 1,000 to combine your Global insertion with China single-page ad or double-page Highlight

Print editions

ADVERTISING RATES

Global

Europa Star –

Single-page ad*: CHF 12,900 / Double-page ad: CHF 19,350

Inside front cover (single page): CHF 16,100

Inside front cover (double page): CHF 19,900

Back cover: CHF 19,900 / 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)

China

Europa Star –

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

Switzerland

Europa Star –

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

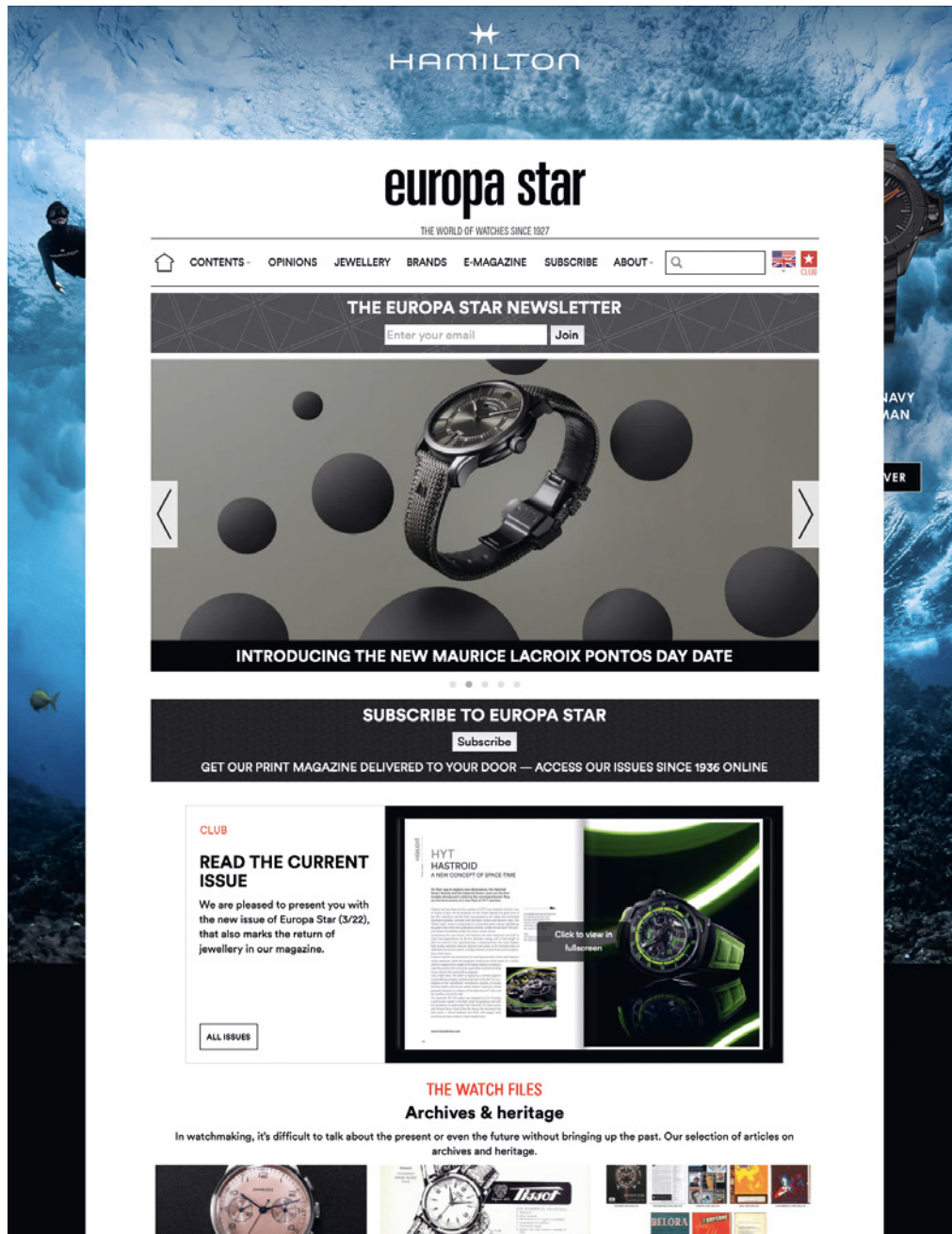
Cover + Cover Story: CHF 45,000

(Global, China, 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%



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

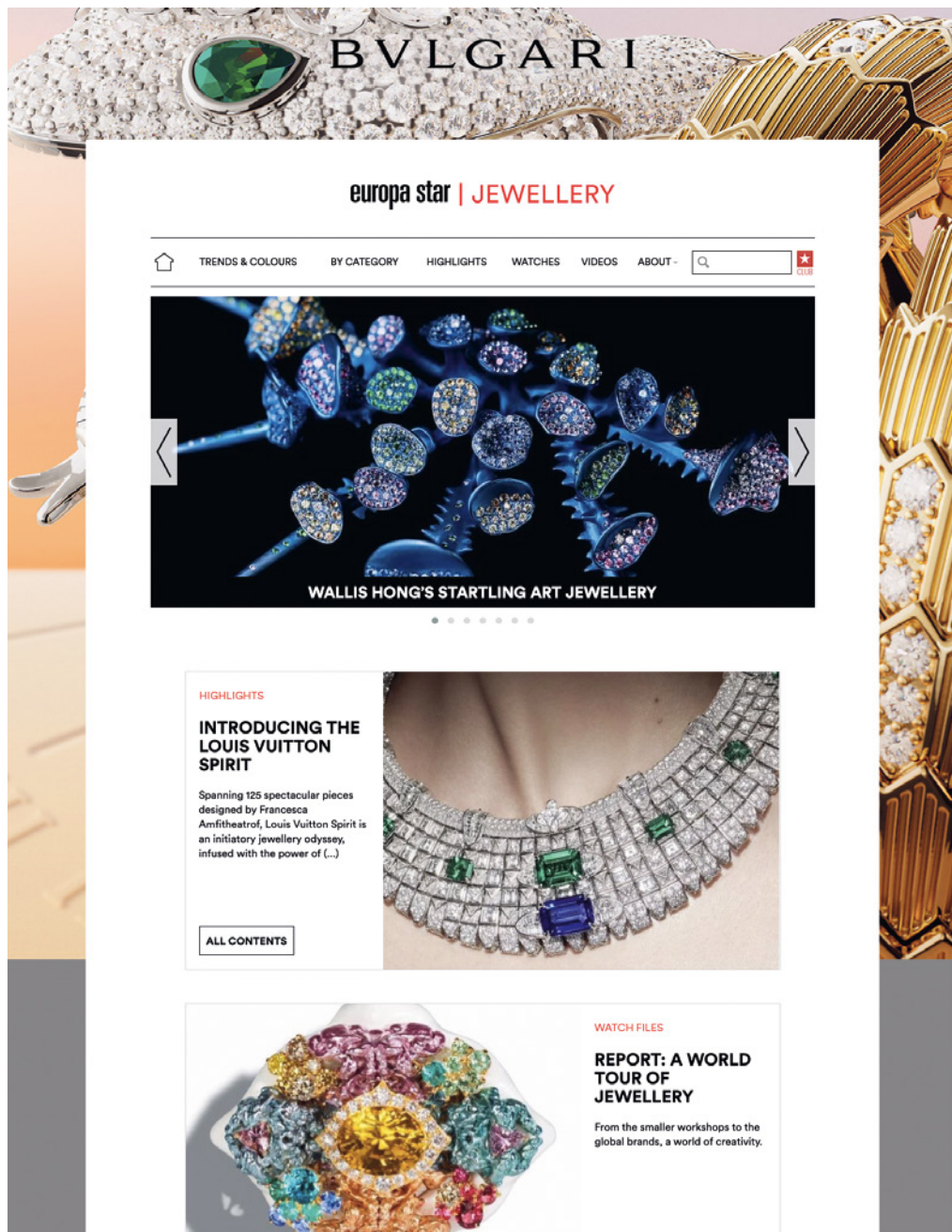
Online product presentation:

English: CHF 1,990 per Highlight

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

Newsletter

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



Jewellery

ADVERTISING RATES

Website

- 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

Print (see also p. 5)

- Single-page ad or double-page product presentation (Highlight): CHF 12,900
- Double-page ad: CHF 19,350



MODERN-DAY ICONS

Some brands with a long and rich history are fortunate that, over the course of their history, they are able to create emblematic watches that become iconic, an acknowledged reference in the collective unconscious of the watch community. This gives them the leisure to use these timepieces as inspiration, and to reinterpret them with complete legitimacy. As the new year begins, entire swathes of 20th century watch history are being offered up in what has become an almost obligatory exercise. It's not about resting on your laurels; it's about drawing nourishment from the past to achieve new levels of excellence. A 1959 dive watch, icons of the 1960s, an original sport-chic model or a seminal Japanese design are on the menu, bearing witness to our industry's history.

BY BENJAMIN TEISSEIRE

ZENITH Defy Revival A3642

In 1969, as if to hold back the inexorably rising tide of quartz, Zenith launched the very first Defy, model A3642. This distinctive watch turned heads thanks to its faceted 37mm case, 14-sided bezel and all-terrain credentials backed up by a depth rating of 300m guaranteed by its screw-down crown. It's back for 2022 with all the familiar features. It looks strikingly modern, with a handsome graduated fume face and square, grooved indexes standing proud of the dial. The spear-shaped hands filled with Super-LumiNova are the final touch that give this iconic model its commanding presence on the wrist. This special edition is only available in a limited series of 250. \$\$\$

Circulation

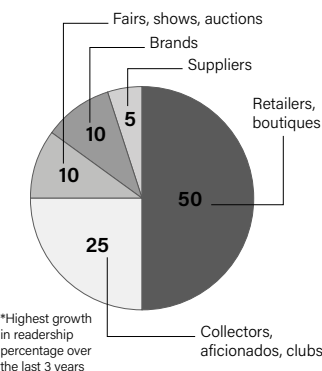


Albania	3	Hungary	17
Algeria	1	Iceland	1
Andorra	3	India	123
Angola	5	Indonesia	18
Antigua and Barbuda	1	Ireland	36
Argentina	53	Israel	29
Armenia	3	Italy	433
Aruba	3	Ivory Coast	2
Australia	89	Jamaica	2
Austria	147	Japan	568
Azerbaijan	7	Jordan	3
Bahamas	4	Kenya	1
Bahrain	7	Kosovo	1
Bangladesh	6	Kuwait	13
Barbados	2	Latvia	4
Belgium	88	Lebanon	10
Belize	1	Liechtenstein	2
Bermuda	1	Lithuania	6
Bolivia	3	Luxembourg	8
Bosnia-Herzegovina	6	Macau	17
Brazil	22	Macedonia	4
Brunei	1	Madagascar	1
Bulgaria	12	Malawi	1
Cambodia	16	Malaysia	77
Canada	98	Maldives	1
Cayman Islands	3	Mali	1
Chile	43	Malta	3
China	4870	Mauritius	3
(incl. 3000 copies ES China)			
Colombia	34	Mexico	185
Congo	2	Micronesia	2
Costa Rica	4	Moldova	1
Croatia	10	Monaco	7
Cuba	6	Montenegro	2
Curaçao	2	Morocco	9
Cyprus	15	Netherlands	133
Czech Republic	1	New Zealand	16
Denmark	38	Nigeria	3
Ecuador	9	Norway	34
Egypt	10	Oman	6
Estonia	7	Pakistan	8
Ethiopia	1	Panama	11
Fiji	3	Paraguay	9
Finland	39	Peru	12
France	586	Philippines	12
Georgia	3	Poland	68
Germany	668	Portugal	59
Ghana	1	Puerto Rico	2
Gibraltar	3	Qatar	12
Greece	80	Romania	27
Guatemala	4	Russia	122
Guinea	1	Saudi Arabia	23
Hong Kong	258	Senegal	3
		Serbia	8
		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
		(incl. 5000 copies ES Première)	
		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

136 countries 23023

*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 %



1927

ANNIVERSARY ISSUE
95 YEARS

THE WATCH INDUSTRY THEN & NOW (AND IN BETWEEN)

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

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)

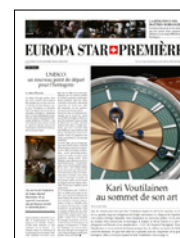


EUROPA STAR CHINA

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 SWITZERLAND

Newspaper size: 290 x 380 mm

4C printing CMYK (NO RGB)

- 2/1 Double Page Spread: **553 x 353 mm** MIRROR (no bleed)
- 1/1 Full Page: **263 x 353 mm** MIRROR (no bleed)

MATERIAL: email to asgouridis@europastar.com

PRINT: PDF high resolution, Illustrator, Indesign or Photoshop file

High resolution min. 300 dpi / Profile: **PSO Coated v3**

To avoid any problem with fonts please convert text to outlines.

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.