

europa star

TIME BUSINESS



MONTBLANC
1858 GEOSPHERE
0 OXYGEN SOUTH POLE
EXPLORATION

SPECIAL ISSUE

THE MYSTERIES OF TIME

A SCIENTIFIC REPORT



EUROPE N°377 & INTERNATIONAL N°430
GLOBAL EDITION | CHAPTER 124 | CHF/€ 9.14

MEDIA KIT 2025

Covering the business of time since 1927

As has been our policy for several years now, we build each issue around one or more key themes, ensuring we provide our readers with maximum editorial added value.

Of course, we follow the major milestones of the watchmaking year, but we also like to offer our own agenda and our own perspective – in short, our own contribution to the watchmaking community.

This community, which spans the globe, comprises not only our longstanding professional readership, but also an increasing number of enthusiasts, who have joined us in large part thanks to our ties with an ever-expanding network of collectors' clubs.

And although the internet continues to grow, we find immense satisfaction in the tangible pleasure our readers derive from leafing through our print issues. While the medium is important, it's the content that truly counts. And what better way to appreciate fine watchmaking than through the tactile experience of a beautifully produced magazine?

We hope that, like many of our readers, you too will start to build your own collection of Europa Star back issues. Some of you have an impressive library going back several decades – a testament to the enduring value of our publication. If a quality object is defined as one that can be enjoyed, treasured and passed down through the generations... we can confidently say: mission accomplished!

www.europastar.com

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TIME BUSINESS



THE DIAL ISSUE

THE FACE
OF THE WATCH
UNVEILED



EUROPE N°370 & INTERNATIONAL N°431
GLOBAL EDITION | CHAPTER 2.24 | CHF/€/\$14

CHANEL J12
ATELIER COUTURE
AUTOMATE CALIBRE 6

Publication Calendar

- **01.04.2025**
EUROPA STAR Chapter **1** / 2025
Submission deadline 03.03.2025
+ EUROPA STAR JEWELLERY 1/25
- **19.05.2025**
EUROPA STAR Chapter **2** / 2025
Submission deadline 28.04.2025
- **20.06.2025**
EUROPA STAR Chapter **3** / 2025
Submission deadline 26.05.2025
- **25.09.2025**
EUROPA STAR Chapter **4** / 2025
Submission deadline 01.09.2025
- **31.10.2025**
EUROPA STAR JEWELLERY **2** / 2025
Submission deadline 01.10.2025
- **06.11.2025**
EUROPA STAR **SPECIAL**
Submission deadline 12.10.2025
- **02.12.2025**
EUROPA STAR Chapter **5** / 2025
Submission deadline 07.11.2025



Print editions

-● Europa Star **Global**
-● Europa Star **China**
-● Europa Star **Switzerland**
-● Europa Star **Jewellery**

Websites

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

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TIME.BUSINESS

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EUROPE, MIDDLE & INTERNATIONAL: CHF 630
GLOBAL EDITION (CHAPTER 424): CHF 675/4



Readership & Circulation

A global audience of watch professionals, collectors and aficionados

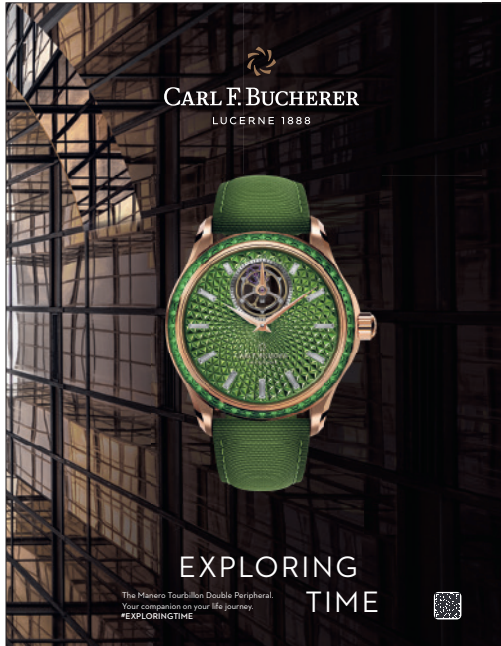
Print

- 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 >300K
- Average monthly ad impressions >400K
- Average monthly page views >800K
- Average time on site >4 min.
- Weekly e-newsletters in English, French, monthly Jewellery
- Social media: Instagram, Facebook, YouTube



Print editions

ADVERTISING RATES

- Europa Star - **Global**
 Single-page ad*: CHF 12,900 / Double-page ad: CHF 19,350
 Inside front cover (double page): CHF 24,900
 Back cover: CHF 24,900 / 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)

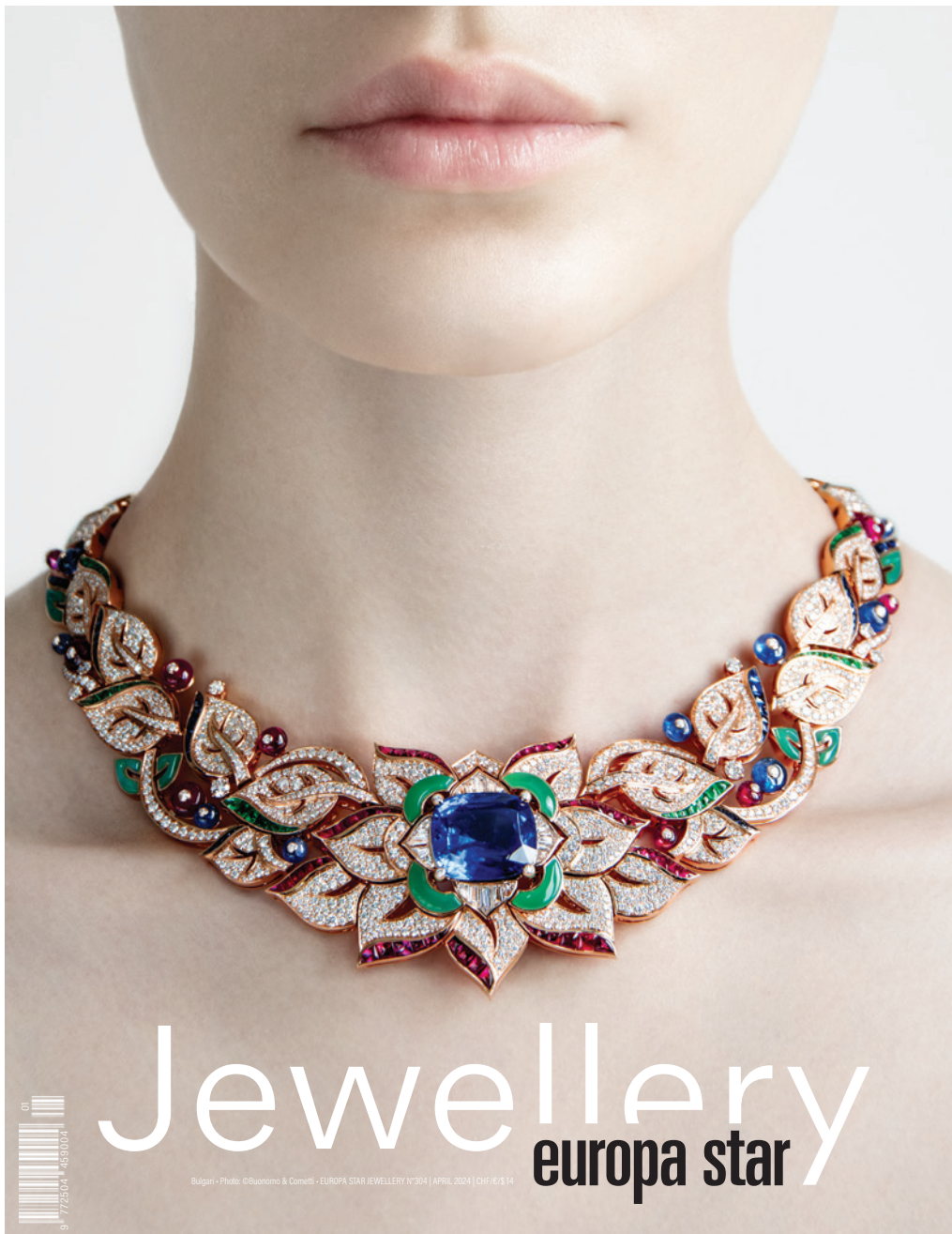
- Europa Star - **China**
 Single-page ad: CHF 4,900 / Double-page ad: CHF 7,350
 Inside front cover (single page): CHF 5,800
 Inside front cover (double page): CHF 8,000
 Back cover: CHF 6,000 / Inside back cover: CHF 5,600

- Europa Star - **Switzerland**
 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%



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Jewellery
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Bugari - Photo: ©Biancino & Cometti - EUROPA STAR JEWELLERY N°304 | APRIL 2024 | CHF/€ & \$

Jewellery

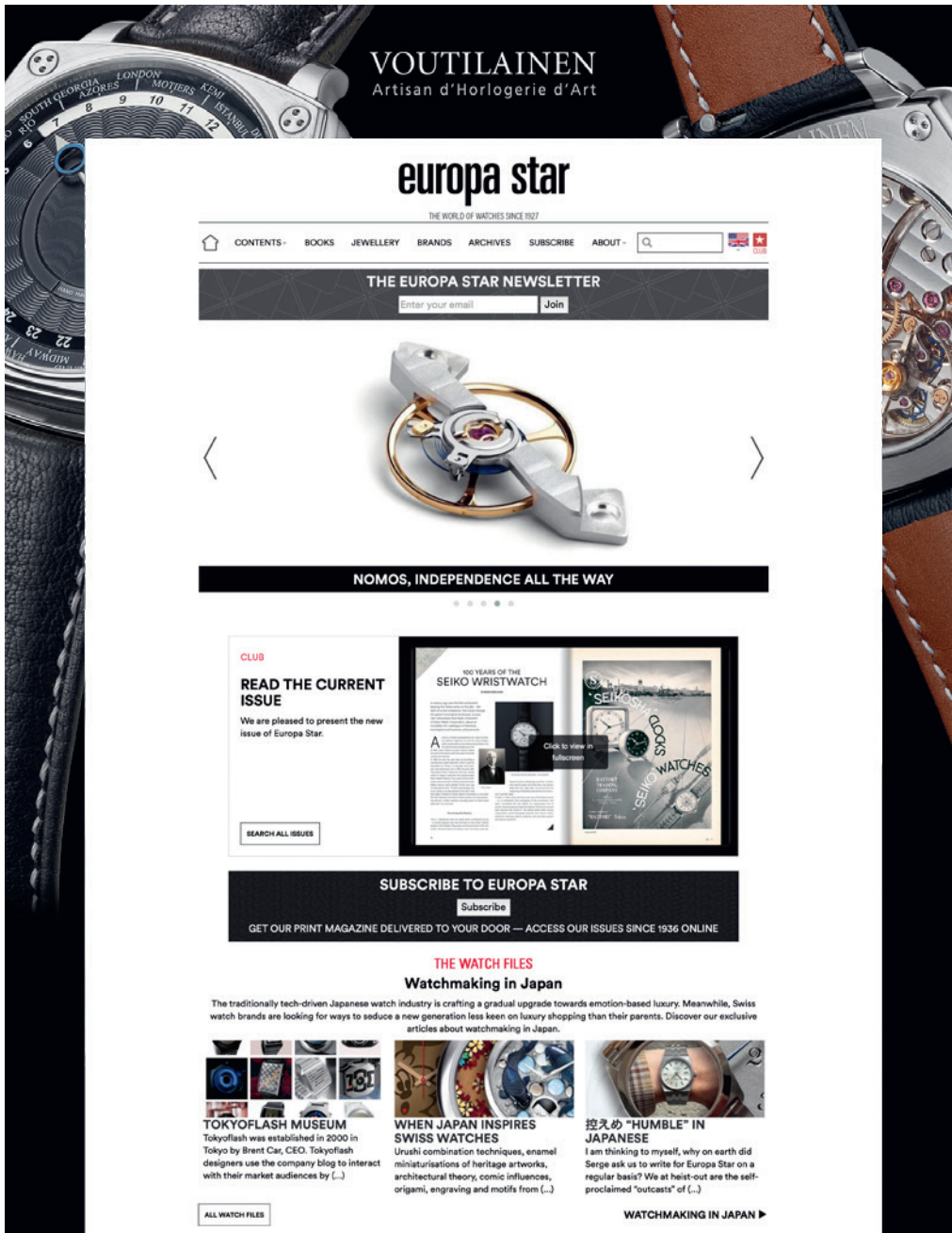
ADVERTISING RATES

Print (see [media kit ES Jewellery](#))

- Single-page ad or double-page product presentation (Highlight): CHF 9,900
- Double-page ad: CHF 14,900
- Special formats and shootings available on demand

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



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

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PATEK PHILIPPE
REF. 5330G-001



EUROPE N°319 & INTERNATIONAL N°322
GLOBAL EDITION | CHAPTER 3.24 | CHF 6,814

Europa Star 3/2024

Circulation

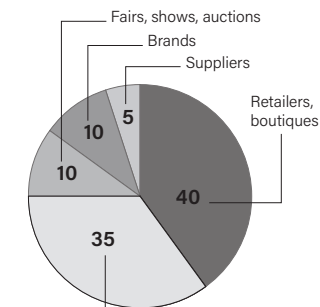


Albania	3	Hungary	17
Algeria	1	Iceland	1
Andorra	3	India	123
Angola	5	Indonesia	18
Antigua and Barbuda	1	Ireland	36
Argentina	53	Israel	29
Armenia	3	Italy	433
Aruba	3	Ivory Coast	2
Australia	89	Jamaica	2
Austria	147	Japan	568
Azerbaijan	7	Jordan	3
Bahamas	4	Kenya	1
Bahrain	7	Kosovo	1
Bangladesh	6	Kuwait	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
<i>(incl. 3000 copies ES China)</i>			
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
		<i>(incl. 5000 copies ES Première)</i>	
		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 %



*Highest growth in readership percentage over the last 3 years

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TIME BUSINESS

BREGUET MARINE
TOURBILLON 5577



ART &
HOROLOGY

EMERGING
BRANDS



EUROPE Nº378 & INTERNATIONAL Nº328
21.000€ EDIZIONE | CHAPTER 4, 23 | 04/2023

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 & JEWELLERY

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.