

europa star

TIME.BUSINESS



VACHERON CONSTANTIN
"LA QUÊTE DU TEMPS"

GREAT MASTERS OF WATCHMAKING



EUROPE N°306 & INTERNATIONAL N°430 | GLOBAL EDITION | CHAPTER 4.25 | CHF/€15.14

MEDIA KIT 2026

Covering the business of time since 1927

Europa Star is reaching the age of 99 in 2026. Nearly 100 years of covering the world of watchmaking, jewellery and microtechnology, under the management of the same family of publishers since its foundation. And without you, none of this would be possible!

From the outset, we have had two goals: to provide high value-added information and, in doing so, to support the development of watchmaking, jewellery and microtechnology throughout the world.

Here are three key points to remember for 2026, which will make Europa Star your best ally:

1. Unmatched Legacy & Authority

For nearly a century, Europa Star has been the trusted voice of the watch industry. Advertisers benefit from the credibility and prestige associated with one of the most respected names in horological media.

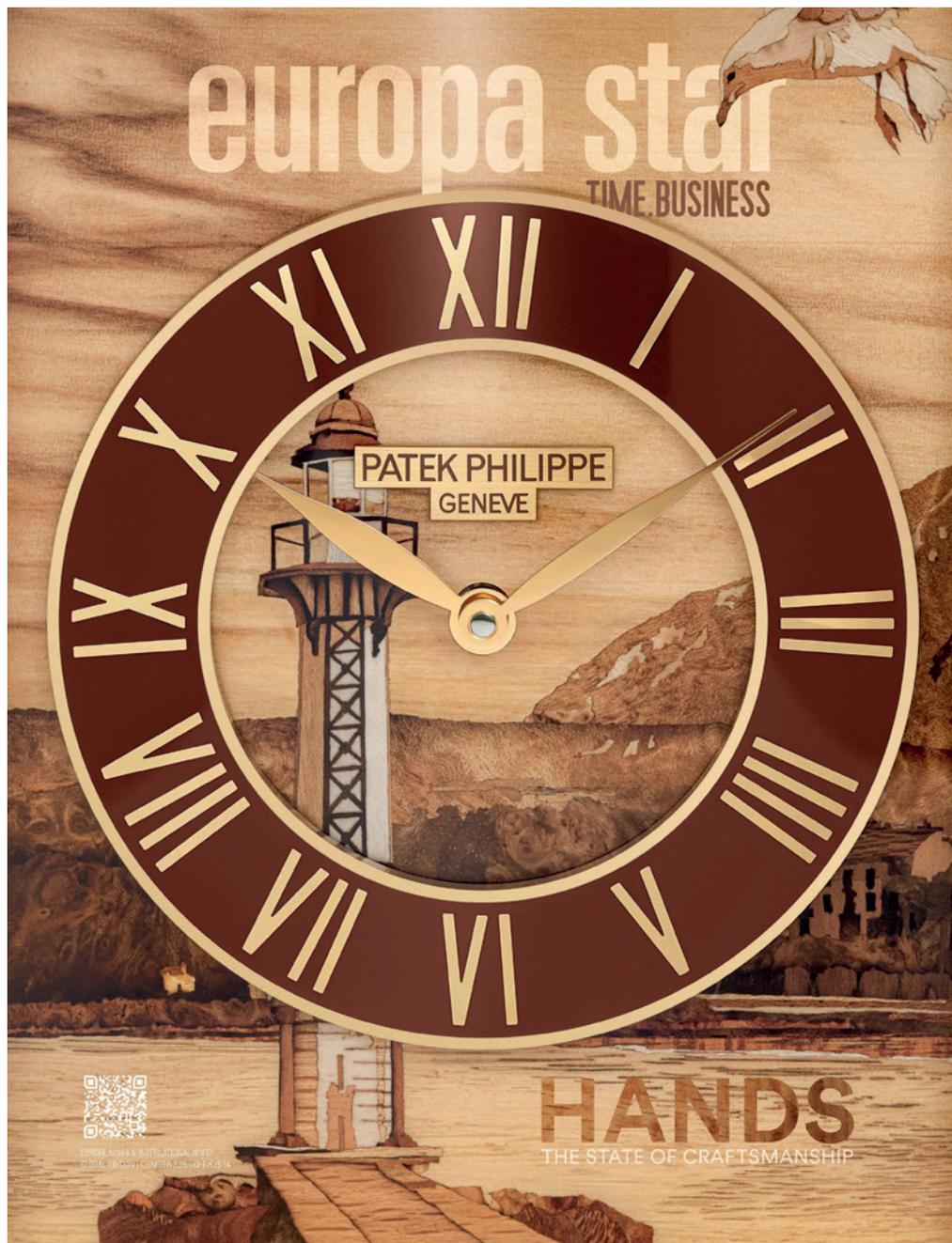
2. Targeted Global Reach

Our audience is highly qualified: professionals, collectors, retailers, and decision-makers across the watchmaking ecosystem. By advertising with Europa Star, brands reach the people who truly matter — worldwide, but with precision targeting.

3. Multi-Channel Impact

From our flagship print editions to our digital platforms and social media, newsletters, and archives, Europa Star offers advertisers visibility across a diversified ecosystem. This ensures lasting impact and continuous engagement with the industry's most influential players.

www.europastar.com



Europa Star 2/2025

Publication Calendar

- **14.04.2026**
 EUROPA STAR Chapter **1**/2026
 EUROPA STAR Jewellery **1**/2026
 (Watches and Wonders, Private Exhibitions, Time to Watches, Haute Jewels, Jewellery Geneva, Top Marques Monaco, Vancouver and Montreal Timepiece, Las Vegas Antique Jewelry & Watch Show, New York City Jewelry & Watch Show)*
 Submission deadline 20.03.2026
- **28.05.2026**
 EUROPA STAR Chapter **2**/2026
 (Couture, JCK, EPHJ, SIAR Summer, Vicenzaoro, Minutes + Hours Los Angeles)
 Submission deadline 07.05.2026
- **28.06.2026**
 EUROPA STAR Chapter **3**/2026
 (Geneva Watch Days, Homo Faber, SIAR, Milano Watch Week, We Love Watches, Luxury Innovation Summit, HKTDC)
 Submission deadline 02.06.2026
- **06.10.2026**
 EUROPA STAR Chapter **4**/2026
 (GPHG, Auction season, World Watch Day, Salon Exceptional Watches, Reluxury, Watchtime Düsseldorf, Minutes + Hours Austin)
 Submission deadline 15.09.2026
- **15.10.2026**
 EUROPA STAR Jewellery **2**/2026
 (NYC Jewelry Week, Phillips, Auctions, Reluxury, Inhorgenta, Vicenzaoro)
 Submission deadline 24.09.2026
- **08.12.2026**
 EUROPA STAR Chapter **5**/2026
 (Celebration season, Inhorgenta, Vicenzaoro, British Watchmakers Day, Minutes + Hours Chicago, Original Miami Beach Antique Show)
 Submission deadline 17.11.2026

* The circulation at fairs and shows is indicative: as Europa Star is distributed at a many events throughout the year, do not hesitate to request the complete list.



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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CHANEL J12
BLEU DIAMOND
TOURBILLON



EUROPE N°383 & INTERNATIONAL N°435
GLOBAL EDITION | CHAPTER 125 | CHF 67,50

GENERATIONS

SUCCESSION STORIES IN WATCHMAKING

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



PHILLIPS
IN ASSOCIATION WITH
BACS & RUSSO

**COMMEMORATING 150 YEARS
SINCE THE PASSING OF
FERDINAND ADOLPH LANGE**

An exhibition of rare and unique A. Lange & Söhne and Glashütte
precision timekeepers from the collection of Dr. Helmut Crott.
Curated by Phillips in Association with Bacs & Russo.



EXHIBITION
GENEVA 5-9 NOVEMBER HONG KONG 16-23 NOVEMBER WATCHES@PHILLIPS.COM
NEW YORK 3-7 DECEMBER PHILLIPS.COM



The Bird on a Rock Watch
Inspired by Jean Sülzbberger's emblematic creation from 1965

TIFFANY & CO. *High Jewelry*

RICHARD MILLE



RM 75-01
The most advanced watch ever created by Richard Mille
Inspired by the Formula 1 racing car.
The case and dial are made of carbon fiber.
The watch is resistant to 1000 Gs of shock.
The watch is resistant to 1000 Gs of shock.
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**A Racing Machine
On The Wrist**

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%



Jewellery

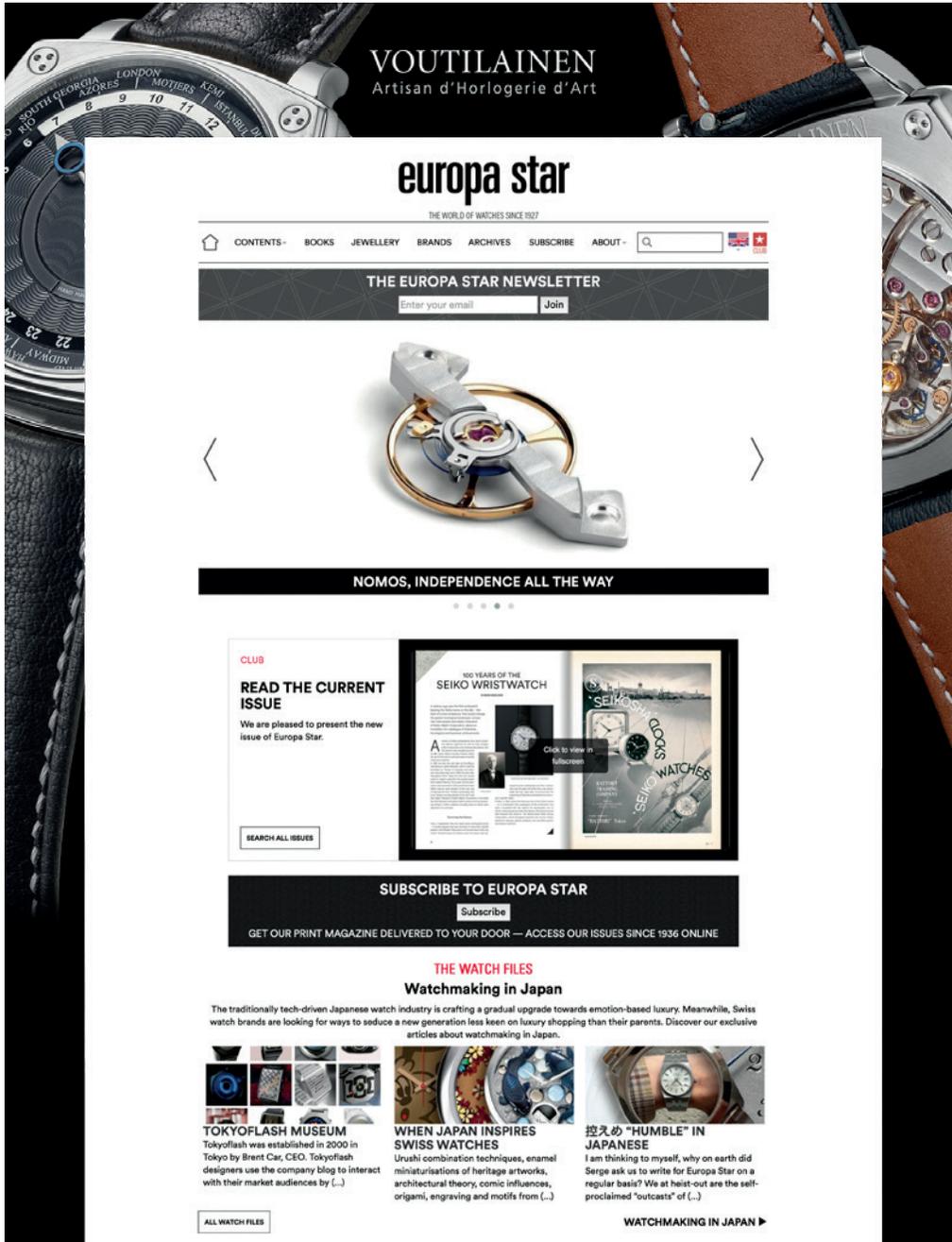
ADVERTISING RATES

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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A WORLD
WATCH TOUR

VOUTILAINEN
KV20i REVERSED



EUROPE N°352 & INTERNATIONAL N°335
GLOBAL EDITION | CHAPTER 0-24 | 09/16/25 14

Europa Star 6/2024

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>		Mexico	185
Colombia	34	Micronesia	2
Congo	2	Moldova	1
Costa Rica	4	Monaco	7
Croatia	10	Montenegro	2
Cuba	6	Morocco	9
Curaçao	2	Netherlands	133
Cyprus	15	New Zealand	16
Czech Republic	1	Nigeria	3
Denmark	38	Norway	34
Ecuador	9	Oman	6
Egypt	10	Pakistan	8
Estonia	7	Panama	11
Ethiopia	1	Paraguay	9
Fiji	3	Peru	12
Finland	39	Philippines	12
France	586	Poland	68
Georgia	3	Portugal	59
Germany	668	Puerto Rico	2
Ghana	1	Qatar	12
Gibraltar	3	Romania	27
Greece	80	Russia	122
Guatemala	4	Saudi Arabia	23
Guinea	1	Senegal	3
Hong Kong	258	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

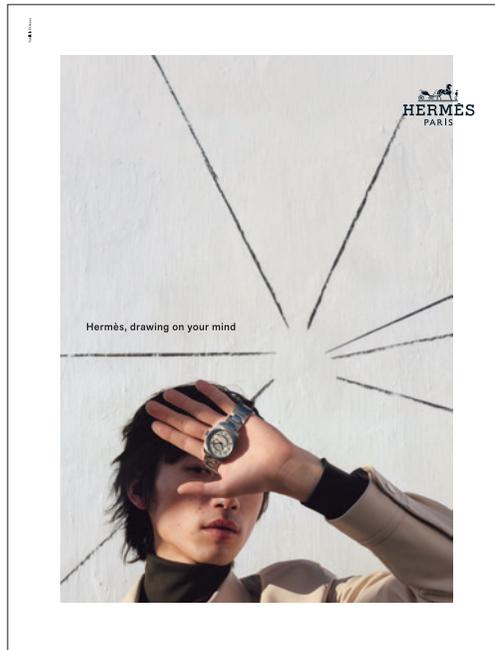
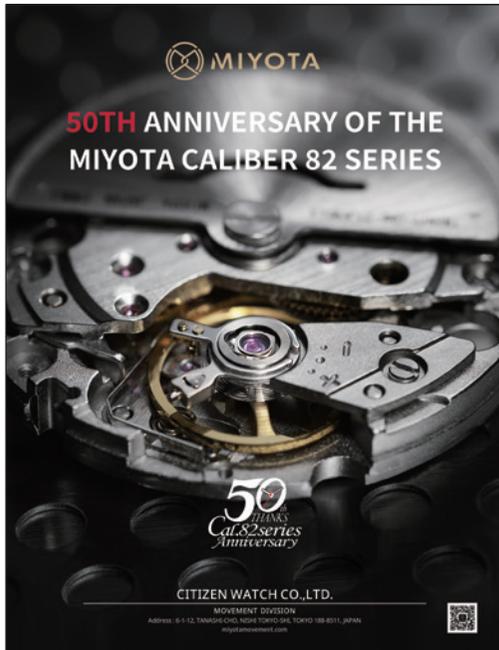
136 countries 23023

*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



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.