

WHO? WHY? HOW?

EUROPA STAR PREMIÈRE - The Watch Business Newspaper
Covering the Swiss Market's entire Ecosystem

This 32-page French language publication is the first business journal of its genre and is the only one entirely dedicated to the watch industry's ecosystem (which almost employs 60,000 people in Switzerland and reaches millions of consumers).

Europa Star PREMIÈRE speaks directly to the Swiss watch industry, retail market and furthermore to lawyers, bankers, engineers, insurers, business consultants, trust funds, designers, communication managers, architects, computer specialists, photographers, hotel managers, philosophers, artists and researchers who operate within and around this vital sector of our economy. The publication is based on the business relationships between the above actors, using watchmaking as a common denominator.

Stepping away from the usual watchmaking press essentially centred on the product and its promotion, Europa Star PREMIÈRE aims to become a tool for contemplation, overpowering the web's short-lived articles to offer its readers a rich, deep and diversified content on every aspect of the industry. In short, a "pure paper player" - in other words, a journal!

Lead by Serge Maillard, Europa Star PREMIÈRE also invites many contributors and columnists, each specialised in a particular sector of the watch world, to offer their view and experience within the pages of the publication - whether their input be technical, economical, legal, media-centred, sociological, historical or even artistic.

Pertinent - and impertinent if required! - during this period of interrogation, Europa Star PREMIÈRE wishes to encourage debate, decipher information, raise questions and offer a path of food for thought to a watchmaking industry that finds itself standing at a crossroads. News Stories, debates and round tables, views, analyses and even outbursts, share the field with objective data, encrypted and decrypted.

Distributed every two-months by individual mail to 5,000 business decision makers in Switzerland, Europa Star PREMIÈRE is the result of a successful collaboration between two generations of journalists and publishers specialised in watchmaking.

The journal wishes to agitate the present and help to fashion the future of watchmaking, sometimes looking back on the past of Switzerland's foundations, thanks to Europa Star's wealth of data.

Europa Star PREMIÈRE's goal is to become an indispensable intermediary for the Swiss watch industry's identity. It opens its advertising and pages to all the participating actors.

EUROPA STAR PREMIÈRE



Journal format: 290 x 380 mm / 4-colour process printing
Circulation: individual postal mail

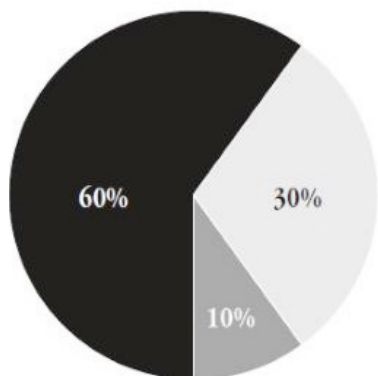
CIRCULATION

- The main watch brands and boutiques in Switzerland;
- Their watch and jewellery retail network all over Switzerland;
- Legal offices specialised in intellectual property and business law;
- Trusts, auditors, analysts and consultants;
- Banks and financial service providers;
- Insurance companies;
- Human resources consultants and people placement specialists;
- Communication and public relations specialists;
- Academies and business schools shaping tomorrow's top engineers and designers;
- Hotels, restaurateurs and event coordinators who constantly follow high-standards and the latest trends within the luxury industry;
- Airlines, airports, privet jets and car rental providers;
- Security, logistics and IT specialists ;
- Architects, designers and engineers;
- The culture world;
- and of course all the SMB and suppliers who are vital to the watchmaking industry's well-being!

SPECIAL: Sponsored Content / Advertorial Highlight:
Half page CHF 1,800 / Full page CHF 2,700

NEW: Your ad in «PRINT» + your «WEB» banner ad online on www.europastar.ch the French website of Europa Star Première CHF 500 per month (728x90 pixels)

DISTRIBUTED BY INDIVIDUAL POSTAL MAIL TO THE COMPANIES' MANAGERS AND CEO.



Ecosystem: 60%

- Lawyers, trusts, analysts
- Banks and finance
- Leisure and business
- Insurances, logistics
- Architects, designers, engineers
- Communication and education
- SMB, suppliers

Watches and Jewellery Retailers and boutiques: 30%

Watchmakers/Manufacturers: 10%

AD SIZES



RATES

47x47	CHF 250
47x98	CHF 480
47x149	CHF 680
47x200	CHF 850
47x251	CHF 1000
47x353	CHF 1230

98X47	CHF 480
98X98	CHF 900
98X149	CHF 1280
98X200	CHF 1620
98X251	CHF 1900
98X353	CHF 2330

149X47	CHF 680
149X98	CHF 1280
149X149	CHF 1820
149X200	CHF 2300
149X251	CHF 2700
149X353	CHF 3310

200X47	CHF 850
200X98	CHF 1620
200X149	CHF 2300
200X200	CHF 2890
200X251	CHF 3400
200X353	CHF 4170

251X47	CHF 1000
251X98	CHF 1900
251X149	CHF 2700
251X200	CHF 3400
251X251	CHF 4000
251X353	CHF 4900

EUROPA STAR PREMIERE SPECIAL RATECARD - 30 AD SIZES AVAILABLE - FITS ALL BUDGETS!

Ad sizes	Base Rate (CHF)	1x	2x	3x	4x	5x	6x	Total Ad Campaign	1x	2x	3x	4x	5x	6x
Width x Height in mm			(-5%)	(-10%)	(-15%)	(-20%)	(-25%)			(-5%)	(-10%)	(-15%)	(-20%)	(-25%)
47*47 (Pavé Goodwill)	250	250	240	230	210	200	190	47*47	250	480	690	840	1000	1140
47*98	480	480	450	430	400	380	360	47*98	480	900	1290	1600	1900	2160
47*149	680	680	640	610	570	540	510	47*149	680	1280	1830	2280	2700	3060
47*200	850	850	810	770	720	680	640	47*200	850	1620	2310	2880	3400	3840
47*251	1000	1000	950	900	850	800	750	47*251	1000	1900	2700	3400	4000	4500
47*353 (Single Column)	1230	1230	1160	1100	1040	980	920	47*353	1230	2320	3300	4160	4900	5520
98*47	480	480	450	430	400	380	360	98*47	480	900	1290	1600	1900	2160
98*98 (Double Pavé)	900	900	860	810	770	720	680	98*98	900	1720	2430	3080	3600	4080
98*149	1280	1280	1220	1150	1090	1030	960	98*149	1280	2440	3450	4360	5150	5760
98*200	1620	1620	1530	1450	1370	1290	1210	98*200	1620	3060	4350	5480	6450	7260
98*251	1900	1900	1810	1710	1620	1520	1430	98*251	1900	3620	5130	6480	7600	8580
98*353 (Double Column)	2330	2330	2210	2090	1980	1860	1750	98*353	2330	4420	6270	7920	9300	10500
149*47	680	680	640	610	570	540	510	149*47	680	1280	1830	2280	2700	3060
149*98	1280	1280	1220	1150	1090	1030	960	149*98	1280	2440	3450	4360	5150	5760
149*149 (Standard Pavé)	1820	1820	1730	1640	1550	1460	1370	149*149	1820	3460	4920	6200	7300	8220
149*200	2300	2300	2180	2070	1950	1840	1720	149*200	2300	4360	6210	7800	9200	10320
149*251	2700	2700	2570	2430	2300	2160	2030	149*251	2700	5140	7290	9200	10800	12180
149*353 (Triple Column)	3310	3310	3140	2980	2810	2650	2480	149*353	3310	6280	8940	11240	13250	14880
200*47 (Small Banner)	850	850	810	770	720	680	640	200*47	850	1620	2310	2880	3400	3840
200*98	1620	1620	1530	1450	1370	1290	1210	200*98	1620	3060	4350	5480	6450	7260
200*149	2300	2300	2180	2070	1950	1840	1720	200*149	2300	4360	6210	7800	9200	10320
200*200	2890	2890	2750	2600	2460	2310	2170	200*200	2890	5500	7800	9840	11550	13020
200*251 (Business page)	3400	3400	3230	3060	2890	2720	2550	200*251	3400	6460	9180	11560	13600	15300
200*353	4170	4170	3960	3750	3540	3330	3120	200*353	4170	7920	11250	14160	16650	18720
251*47	1000	1000	950	900	850	800	750	251*47	1000	1900	2700	3400	4000	4500
251*98	1900	1900	1810	1710	1620	1520	1430	251*98	1900	3620	5130	6480	7600	8580
251*149	2700	2700	2570	2430	2300	2160	2030	251*149	2700	5140	7290	9200	10800	12180
251*200	3400	3400	3230	3060	2890	2720	2550	251*200	3400	6460	9180	11560	13600	15300
251*251	4000	4000	3800	3600	3400	3200	3000	251*251	4000	7600	10800	13600	16000	18000
251*353 (Full Page)	4900	4900	4660	4410	4170	3920	3680	251*353	4900	9320	13230	16680	19600	22080

SPECIALS

Front Page (C1)

98*64 - Front page Pavé CHF 1400

Double Page Spread (DPS)

534*353 CHF 8000

DPS Banner

534*149 CHF 5000

Sponsored Content «HIGHLIGHT»:

Half page CHF 1800 / Full page CHF 2700

Back Cover (C4)

251*353 - Full Page CHF 6000

DPS Business Size

400*251 CHF 6000

Discount on Annual Turnover

> CHF 10'000 3%

EUROPASTAR.CH

Banner ad 728 x 90 pixels CHF 500 / Month

PUBLICATION SCHEDULE:**WINTER / January – SIHH**

Material deadline: 5 Décembre

SPRING / March – Baselworld

Material deadline: 23 Février

SUMMER / JUNE - EPHJ

Material deadline: 15 Mai

AUTUMN / September**Salon RH - Forum HH – GPHG**

Material deadline: 22 Août

HOLIDAY SEASON / NOVEMBER

Material deadline: 26 Octobre

ADVERTISING CONTACTS:

Marianne Bechtel, Bab-Consulting
mac@bab-consulting.com, tel. 079 379 82 71

Nathalie Glattfelder
nglattfelder@europastar.com

Véronique Zorzi, technical editions director
vzorzi@eurotec-bi.com

Catherine Giloux, business manager
cgiloux@europastar.com

Jocelyne Bailly, marketing manager
jbailly@europastar.com

Alexis Sgouridis, art director
asgouridis@europastar.com

PUBLISHER:

Serge Maillard
smaillard@europastar.com

MATERIAL

Size: Provide your document in the chosen ad size
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OTHER EUROPA STAR HBM MAGAZINES & WEBSITES**EUROPA STAR MAGAZINES**

Europa Star GLOBAL (5x)
Europa Star USA (5x)
Europa Star WATCHES-FOR-CHINA (5x)

BULLETIN D'INFORMATIONS

Professional watchmaking environment (7x)

EUROTEC

European microtechnology & technical industries (6x)

WEBSITES & IPAD APPLICATIONS (SITEAPPS)

Europastar.com (English)
Europastar.ch (French)
Watches-for-china.com (Chinese traditional)
Watches-for-china.cn (Chinese simplified)
Horalatina.com / Europastar.es (Spanish)
Europastarwatch.ru (Russian)
Watch-aficionado.com (English)
CIJintl.com (Women's Watches & Jewels / anglais)
Eurotec.ch (Microtechnology / English, French, German)

Rates and Media Kits for every edition are available on:

www.europastar.biz

Europa Star HBM SA, 25 Route des Acacias, 1227 Geneva, Switzerland
+41 22 307 78 37 / contact@europastar.com
Arcade Europa Star, 4 Etienne-Dumont, 1204 Geneva