

# P R E S E N T A T I O N



## A WORD BY COMPANY PRESIDENT

WE ARE THE LEADING  
MEDIA COMPANY WITH A  
MULTIMEDIA PORTFOLIO IN  
THE WESTERN BALKANS

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As a company, we are driven by curiosity, tireless search for better and more practical solutions, because we know we can always do better. We will always strive to inspire, to be responsible for the welfare of society and to channel our influence as an incentive to others to do the same.

As a dynamic company, we will often present innovations that change the way things are done in Adria Media Group, share our ideas and be open to suggestions from our partners. We are the stage for constant communication between the society and the individual.

We are the place to get information, a platform for dialogue of social groups, shaping and creating the preferences of different segments of the consumer society, and all this with a goal of creating

more possibilities from which every individual can choose.

By demographic positioning of our editions, we have covered the interests of the widest population, aged 16 to 60 years, of all levels of education and from different backgrounds. We are the only company that allows full exploitation of the media mix through cost optimization within the portfolio of its own products.

Thank you for being part of the future we are creating together.

**Aleksandar Rodić**  
Company President

A stylized, handwritten signature in blue ink, representing Aleksandar Rodić.

## THE COMPANY IN NUMBERS

OUR COMPANY IS THE REGIONAL  
LEADER IN MEDIA INDUSTRY

620

EMPLOYEES

45

PRINT  
EDITIONS

34.000.000

UNIQUE VISITORS PER MONTH

987.000.000

PAGEVIEWS PER MONTH

2.800.000

FACEBOOK FANS OF THE OFFICIAL PAGES

26

DIGITAL  
EDITIONS

34

YOUTUBE  
CHANNELS29.000  
SALES POINTS

SLOVENIA

CROATIA

BOSNIA AND HERZEGOVINA

SERBIA

MONTENEGRO

MACEDONIA

## INTERNATIONAL ORGANIZATION

**We are member of** international  
and Serbian organizations:

Wan Ifra (World Association of  
Newspapers and News Publishers)



Asocijacija Medija Srbije  
(Serbia Media Association)



Interactive Advertising Bureau



# 01 AMG DIGITAL WORLDWIDE

DIGITAL

adria  
media  
group

AMG DIGITAL PORTFOLIO REACHES:

PEOPLE FROM

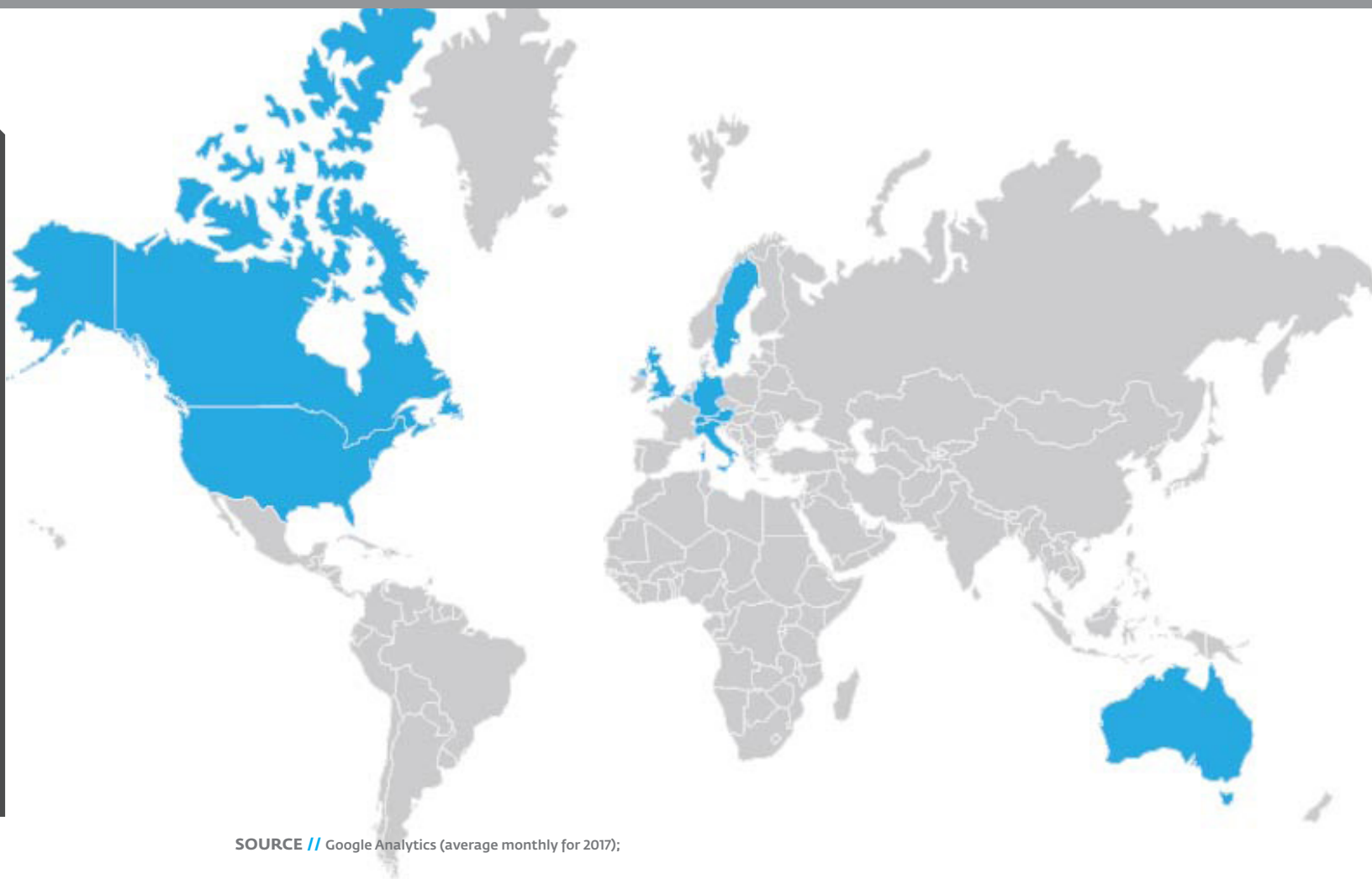
144

COUNTRIES

MOST OF OUR  
UNIQUE VISITORS

78%

ARE FROM BALKANS



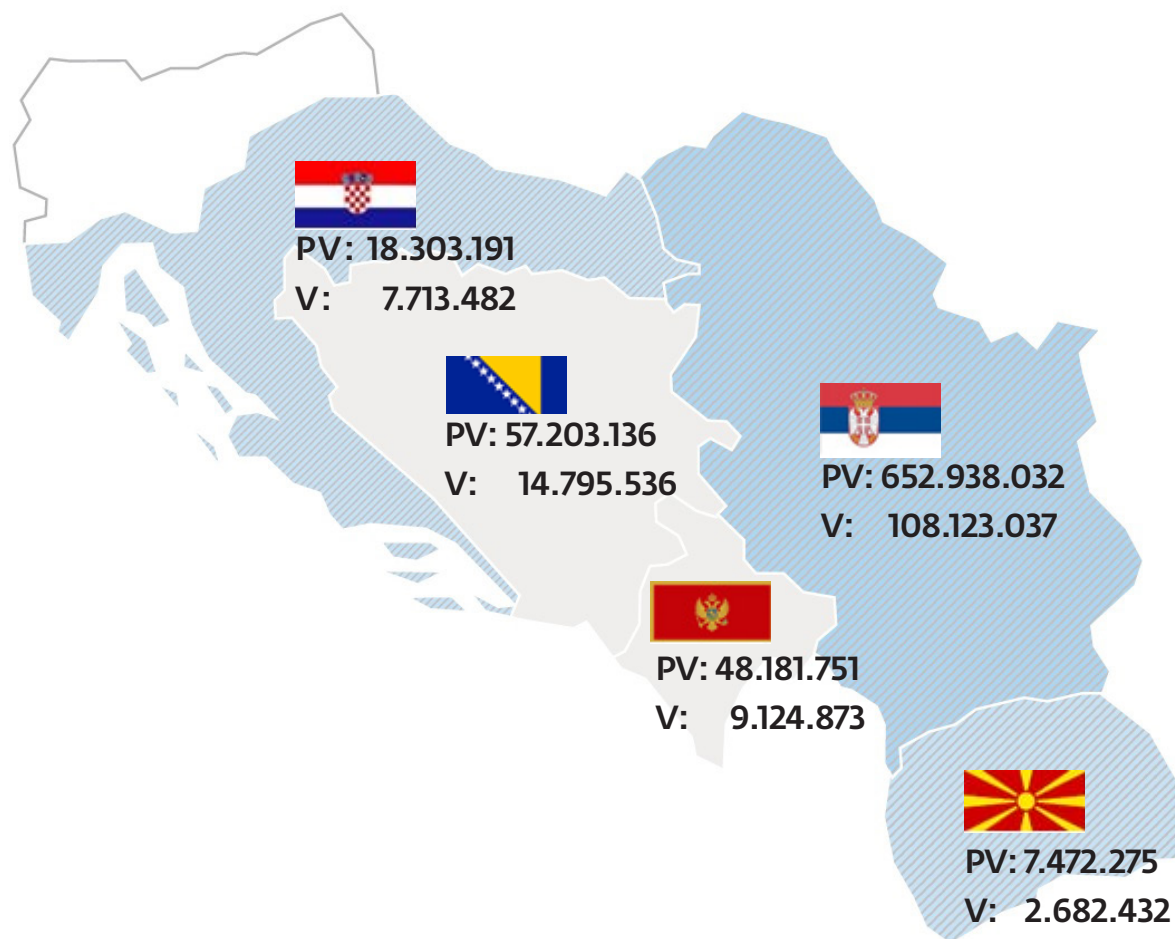
SOURCE // Google Analytics (average monthly for 2017);



## PAGEVIEWS &amp; VISITS PER COUNTRIES

	COUNTRY	PAGEVIEWS
1	SERBIA	652.938.032
2	BOSIA & HERZEGOVINA	57.203.136
3	MONTENEGRO	48.181.751
4	CROATIA	18.303.191
5	MACEDONIA (FYROM)	7.472.275
	TOTAL	784.098.385

	COUNTRY	VISITS
1	SERBIA	108.123.037
2	BOSIA & HERZEGOVINA	14.795.536
3	MONTENEGRO	9.124.873
4	CROATIA	7.713.482
5	MACEDONIA (FYROM)	2.682.432
	TOTAL	142.939.360



01

DIGITAL

## OUTSIDE BALKANS

## TOP TEN COUNTRIES OUTSIDE BALKANS

2.735.620  
UNIQUE VISITORS

13.795.158 VISITS

112.466.957 PAGEVIEWS

Although our portfolio generates 25 million UNIQUE VISITORS from 232 countries around the world, these are top 10 countries where most of our visitors come from, after Balkans countries

01

## SERBIA

adria  
media  
group

## THE COMPANY IN NUMBERS

ADRIA MEDIA GROUP,  
THE LEADING PUBLISHING  
HOUSE IN SERBIA

**Adria Media Group** is completely dedicated to creating a clear and sustainable future with the aim of meeting all the needs of millions of readers of our print editions, visitors of our web portals, users of our mobile apps and viewers of our video content. The basis of the success of Adria Media Group is defined through the realization of our business strategy. The efficiency of our business performance, constant raising of the quality of our products, permanent technological upgrading and providing new opportunities to our clients are in the daily focus of our company.



TOTAL READERS:

1.338.076

DAILY  
PUBLICATIONSMONTHLY  
PUBLICATIONS

17  
THOUSAND  
SALES POINTS  
in Serbia, Montenegro  
and Macedonia



# 01

PORTFOLIO

# SERBIA - DIGITAL



## IN NUMBERS

14

WEBSITES

1 CORPORATE WEBSITE



34

YOUTUBE  
CHANNELS

1 VIDEO PLATFORM



5

VIBER  
PUBLIC  
CHATS

78%

OF OUR UNIQUE VISITORS  
ARE FROM BALKANS

SOURCE // Google Analytics (average monthly for 2018);

9

YOUTUBE  
SHOWS



# 01

PORTFOLIO

# SERBIA - DIGITAL



## IN NUMBERS

UNIQUE VISITORS PER MONTH:

# 34.000.000



VISITS PER MONTH:

**107.500.000**



PAGE VIEWS PER MONTH:

**987.000.000**

# 78%

OF OUR UNIQUE VISITORS  
ARE FROM BALKANS



VIBER PUBLIC CHAT:

**223.000** followers



FACEBOOK FANS:

**2.600.000**

SOURCE // Google Analytics (average monthly for 2018);



01

CROATIA



## THE COMPANY IN NUMBERS

ADRIA MEDIA ZAGREB,  
THE LEADING PUBLISHING  
HOUSE IN CROATIA

**Adria Media Zagreb** is, for years now, positioned as the market leader in the glossy magazine segment in Croatia. Following the long term strategy, over the past years, the company has become a so-called factory of content, offered on different platforms - from top quality international and national magazines to digital media, B2B projects, with the goal of offering top quality content to the end user.



TOTAL READERS:

770.000

TOTAL VISITORS:

2.000.000

12  
THOUSAND

SALES POINTS  
in Croatia, Slovenia  
Bosnia and  
Herzegovina



01

MACEDONIA

СЛОБОДЕН ПЕЧАТ.

## NEW COMPANY IN REGION

SLOBODEN PEČAT, THE  
PUBLISHING HOUSE IN  
MACEDONIA

**Sloboden Pečat** is new publishing house in Macedonia, founded about a year ago, when Adria Media Group made an aquisition of the largest circulation daily newspaper in Macedonia, Sloboden Pečat.

Sloboden Pečat is the leader in the market, actively influencing the public opinion with its content for more then four years now.

Our future plans involve development and creations of new print and digital publications.



DAILY READERSHIP:

50.000



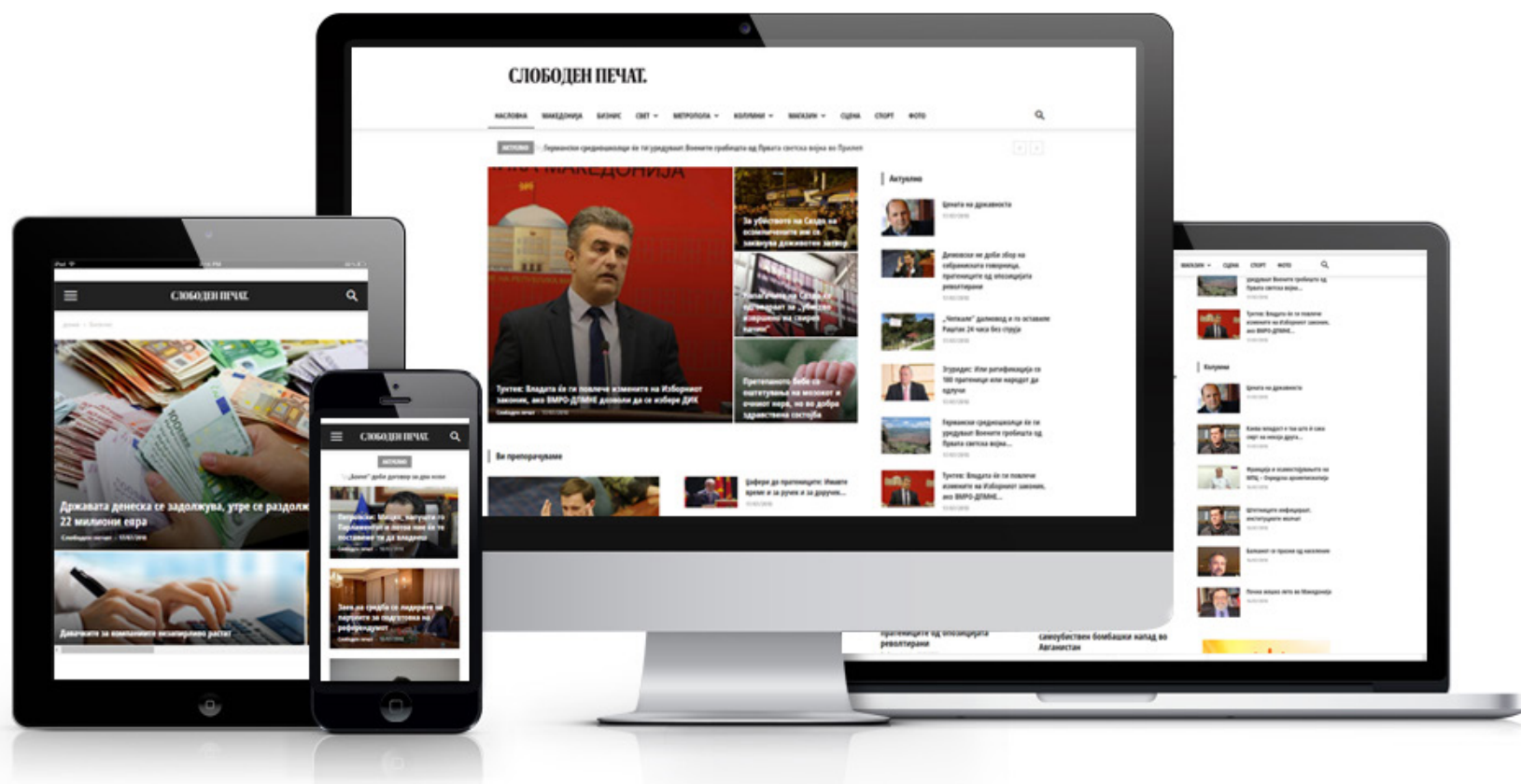
01

MACEDONIA

СЛОБОДЕН ПЕЧАТ.

SLOBODENPECAT.MK

Adria Media Group launched new design of slobodenpecat.mk digital edition of best selling daily newspaper in Macedonia, Sloboden Pečat. With this redesign, portal is among most modern websites in the region. New design of youngest 'member' of Adria Media Group offers cleaner, faster and more attractive communication with its visitors. This design is also can handle any modern production requirements. Build up according to the latest technology standards, with the responsive web design, with user friendly design slobodenpecat.mk provides faster interaction with visitors, including the essential connection with all leading social networks.



## KURIR ENTERPRISE

Kurir is the most influential brand in the Serbian market, which is over 14 years of its existence constantly evolving in response to the challenges of the new era. In October 2016, the brand KURIR carried out the most advanced vertical and horizontal integration. The result was the production of content improved to perfection, significantly contributed by a new approach of connecting video production, print and web editorial boards, mobile platforms and social networks. The main strength of Kurir is its people who are dedicated professionals, trained and developed in conjunction with the brand, thanks to which Kurir stands shoulder to shoulder with the world's well-

known media. Kurir is known for objective reporting, provocative headlines and proven exclusives, but before all by the belief that the audience and its needs are the most important. For this reason, in addition to useful and interesting information, Kurir regularly provides to its readers i.e. visitors some benefits that can make their life easier. Special attention is paid to the clients and its specifics. Kurir participates actively in the promotion of important social issues, and the best example is the current campaign Stop Violence, which was launched in order to draw public attention to one of the most pressing problems in society.





# 02

NEWS GROUP  
**Kurir**

adria  
media  
group

## ABOUT THE BRAND

**Daily newspaper Kurir** represents an objective source of information that in an entertaining and provocative way writes about important issues of the society. For almost 15 years Kurir is the leader in Serbian market.



**PUBLISHED:**  
daily

**CIRCULATION:**  
100.000

**REACH:**  
1.022.797\*

\*MEDIApuls, Ipsos 2017.



## REDESIGN KURIR BETTER THAN EVER

After a series of researches that we conducted in the previous period, we decided to listen to readers' suggestions and make Kurir more exciting and attractive, with richer content. At the end of October 2017, we introduced a number of changes that made it significantly different from the competition: we have changed the editorial policy and the design of the newspaper, increased the number of pages, changed the concept, introduced new sections, improved content and enhanced it by graphics and illustrations ...



## WE HAVE LAUNCHED THE GLOSSY MAGAZINE

At the beginning of November 2017 we dared to make a revolutionary step on the Serbian print media market: we have launched the celebrity magazine that we give as a gift with the daily Kurir on Wednesdays. It is the first time in Serbia that readers have a chance to get for free a celebrity magazine in 32 pages prepared by the team of top professionals. The circulation of the Kurir with the first issue of Glossy was sold out in record time.





**Kurir** launched the campaign **Stop the Violence** in order to use its influence and power as a media to draw public attention to one of the most pressing problems in society.

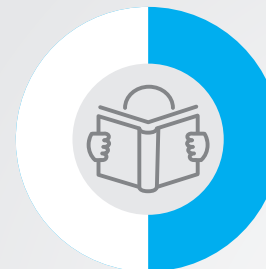
Kurir actively and systematically works on raising awareness and supporting victims to report violence.

The partners are the Ministry of Internal Affairs of Serbia and NG organization Safe House.

## READERS PROFILE

## AGE STRUCTURE:

15-39 .....	42,10%
40-65 .....	47,8%



**MEN AND WOMEN READ  
KURIR EQUALLY**

THE READERS SEEKING TRUTH,  
ONES THAT WISH TO BE THE  
FIRST TO KNOW ALL OF THE  
MOST IMPORTANT LOCAL  
AND GLOBAL NEWS!

## EDUCATION:



Elementary and lower .....	16,61%
<b>High school .....</b>	<b>62,67%</b>
Higher .....	19,60%

## REGION:



Vojvodina .....	24,52%
<b>Belgrade.....</b>	<b>27,17%</b>
Central Serbia .....	16,16%





## PROJECTS - CAMPAIGN "STOP THE VIOLENCE"



## CAMPAIGN "STOP THE VIOLENCE"

Kurir has launched a campaign "Stop the violence" in order to use its influence and power as a media to focus public attention to one of the most pressing problems in society. Kurir actively and systematically works on raising awareness in society by daily reporting on violence and in cooperation with relevant institutions it draws attention to the problems faced by the victims of domestic violence. At the same time, the goal of this campaign is to reach out to each victim and potential victims to warn and encourage them to react because it is the only way to stop a bully.

Kurir has significantly contributed to the vote of the new law on the prevention of domestic violence, which implies urgency, dismissing a restraining order against the abuser and prohibition of approaching the victim, as well as professional and disciplinary liability for

## PROJECTS - CAMPAIGN "STOP THE VIOLENCE"



officials who fail to act in accordance with the law. Also, thanks to the initiative of Kurir the Minister of Internal Affairs of the Republic of Serbia Nebojša Stefanovic sent a note to all police administrations in the country reminding that all must act upon reports of violence, highlighting the importance of responding to an anonymous report.

The „Stop violence” campaign partners are the Ministry of Internal Affairs of Serbia and Counseling against domestic violence – Safe House. The campaign is supported by many celebrities such as: basketball player Milica Dabovic, actress Kalina Kovacevic, journalist Natasa Miljkovic and singer Seka Aleksić. Although a significant success was achieved, the campaign will last as long as it needs to make Serbia better and safer place to live.



# 02

## DIGITAL PORTALS



WWW.KURIR.RS



# Kurir

LEADING NEWS  
WEBSITE IN SERBIA

**108**  
MILLION  
VISITS PER MONTH



**740**  
MILLION  
PAGEVIEWS PER MONTH

**f** FACEBOOK FANS:  
**769.000**

**📞** KURIR VIBER PUBLIC CHAT:  
**63.500** followers

**📞** KURIR SPORT  
**122.000** followers

SOURCE // Google Analytics (average monthly for 2018);



# 02

NEWS GROUP  
**Kurir**



WWW.STIL.KURIR.RS



*Stil*

**16 MILLION**   
PAGEVIEWS PER MONTH

THE BEST  
WEBSITE FOR  
MODERN WOMAN

**8 MILLION**

VISITS PER MONTH



FACEBOOK FANS:  
**69.200**



## KURIR VIBER PROJECTS



- Adria Media Group is first publishing house in the region that launched Viber Chats for its brands
- AMG has 5 viber public chats: Kurir, Kurir Sport, Story, Espresso & Elle viber public chats
- We have around 225.000 followers on Viber platform
- AMG is the First company in the world which has monetized Viber public chat
- First media company in the world with SMART ROBOTS for personalized content on Viber public profiles for Kurir & Kurir Sport



# 02

FASHION GROUP  
**ELLE**

adria  
media  
group

## ABOUT THE BRAND

**Elle** is the best selling fashion magazine in the world, dedicated to an intelligent modern woman who successfully shapes every aspect of her life. With it's 13 years in the domestic market, we can say it is the most influential fashion magazine in Serbia. Our mission is to make an impact on all the segments of our readers lives, to help them be elegant, fashionable and trendy.

Louis Vuitton international placed their campaign on elle.rs and D&G reposted cover photo on their official Instagram account. Channel did photo shooting with Elle Serbia team in November 2017.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
14.500

**REACH:**  
36.285\*

\*MEDIAPuls, Ipsos 2017.



# 02

FASHION GROUP  
**ELLE**

adria  
media  
group

WWW.ELLE.RS

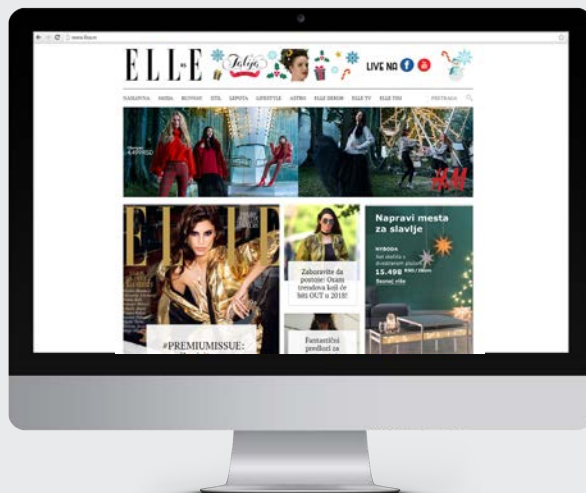


# ELLE

**2.3** MILLION  
PAGEVIEWS PER MONTH

NUMBER 1  
GLOBAL  
FASHION SITE

**821**  
THOUSANT  
VISITS PER MONTH



**f** FACEBOOK FANS:  
**161.000**

**ELLE VIBER PUBLIC CHAT:**  
**26.200** followers

## READERS PROFILE

### AGE STRUCTURE:

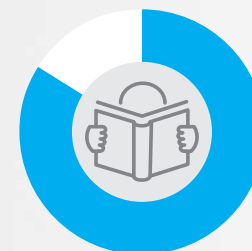
15-29 .....	34,25%
<b>30-49</b> .....	<b>46,13%</b>
50+ .....	19,63%

### EDUCATION:

Elementary and lower ....	10,27%
High school .....	29,45%
<b>Higher</b> .....	<b>57,32%</b>

### REGION:

Vojvodina .....	29,61%
<b>Belgrade</b> .....	<b>30,56%</b>
Central Serbia .....	15,64%



**84** PERCENT OF THE  
READERS ARE WOMEN

“  
ELLE MAGAZINE IS  
READ BY MODERN,  
HIGHLY EDUCATED AND  
CONFIDENT WOMEN.  
THEY EARN ABOVE  
THE AVERAGE AND  
RECOGNIZE QUALITY



\* MEDIApuls, Ipsos 2017.



# 02

## FASHION GROUP COSMOPOLITAN

adria  
media  
group

### ABOUT THE BRAND

**Cosmopolitan** is the most sold women magazine in the world, with editions in over 100 countries. It inspires Active, Actual, and Attractive women to excel in all the areas of their lives. It offers the latest fashion and beauty trends, news about the celebrities, advice on the topics of female body and health, career, relationships and sex - which makes it a complete lifestyle guide. Glamorous, fun, motivating and practical. Editor in Chief Nasja Veljković was a guest of honor on a Chicago Millennials Conference.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
16.000

**REACH:**  
**129.183\***

\*MEDIAPuls, Ipsos 2017.



# 02

## FASHION GROUP COSMOPOLITAN

adria  
media  
group



WWW.COSMOPOLITAN.RS

# COSMOPOLITAN

WEBSITE FOR  
YOUNG AND  
URBAN WOMEN  
WITH STYLE

# 1.4

  
MILLION

PAGEVIEWS PER MONTH



# 560

  
THOUSAND  
VISITS PER MONTH

FACEBOOK FANS:  
**65.000**

## READERS PROFILE

### AGE STRUCTURE:

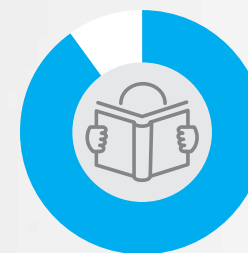
15-29 .....	38,45%
30-39 .....	26,23%
40-49 .....	16,63%
50+ .....	15,69%

### EDUCATION:

Elementary and lower ....	10,37%
High school .....	60,16%
Higher .....	26,61%

### REGION:

Vojvodina .....	29,75%
Belgrade .....	26,67%
Central Serbia .....	13,09%



**83** PERCENT OF THE  
READERS ARE WOMEN

COSMOPOLITAN IS  
THE BEST FRIEND  
TO A SUCCESSFUL,  
AMBITIOUS YOUNG  
WOMEN WHO  
KNOWS WHAT SHE  
WANTS IN LIFE

\*MEDIAPuls, Ipsos 2017.





## COSMOPOLITAN - CONTENT EXCHANGE

IZNAD  
HORIZONTALA

Prizovite zavidljivu burzovnicu u sebi, istražite zlatna polja i  
krenite putevima koje počinju nigdje, a vode vas nekuda

FOTO: NARAJA TIMOTJEVIC  
STYLING: ANA OSTOJIC

JUN 2015 COSMOPOLITAN 103



IZNAD HORIZONTALA: NARAJA TIMOTJEVIC  
STYLING: ANA OSTOJIC  
FOTO: ANA OSTOJIC

IZNAD HORIZONTALA: NARAJA TIMOTJEVIC  
STYLING: ANA OSTOJIC  
FOTO: ANA OSTOJIC



## FITNESS WITH STYLE

SPORTSKA OPREMA NIKADA NIJE BILA  
INSPIRATIVNIJA! POKRENITE SE - OVOG PROLEĆA  
MOONI EPICENTAR KNEŽE IZ TERETANE

FOTO: MISA GREGOROVIC

FOTO: ANA OSTOJIC

## CONTENT EXCHANGE

Because it quality Cosmopolitan's content is very interesting for other Cosmopolitan editions worldwide. Very often Cosmopolitan in other countries such as Spain, Portugal, Turkey, Russia , Slovenia, Hong Kong and Vietnam, take over fashion or beauty editorials or journalistic text from Serbian edition .

## ABOUT THE BRAND

**Men's Health** is a magazine for successful, active, urban and professional men that covers the content on fitness, health, style and technology in a unique way. This is the only men's magazine dedicated to informing men on practical and positive actions which will make their lives better. With 40 issues around the world, MH is the biggest men magazine both in the world and in Serbia.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
10.500

**REACH:**  
**60.540\***

\*MEDIAPuls, Ipsos 2017.

**Men's Health Body Book**

MH Body Book is an innovation by MH magazine introduced into content which readers accepted great. Fitness topics are big part of the magazine MH, but the editors did a great thing choosing to present Body Book as a separate section in the second half of the magazine. Since the fitness used to be presented throughout the magazine in many different ways, the concept of Body Book focused such topics in one part, enabling the reader easier navigation through the magazine.



# 02

## FASHION GROUP Men'sHealth

adria  
media  
group



WWW.MENSHEALTH.RS

# Men'sHealth

NUMBER 1  
WEBSITE FOR A  
MODERN MAN

**300**  
THOUSAND  
VISITS PER MONTH



**550.000**  
PAGEVIEWS PER MONTH

**f** FACEBOOK FANS:  
**36.000**

## READERS PROFILE

### AGE STRUCTURE:

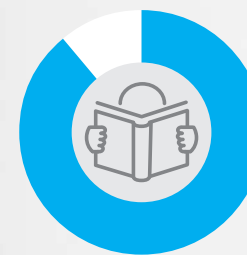
15-29 .....	40,61%
30-39 .....	23,74%
40-49 .....	22,19%
50+ .....	13,46%

### EDUCATION:

Elementary and lower ....	10,28%
High school .....	62,38%
Higher .....	23,65%

### REGION:

Vojvodina .....	23,56%
Belgrade .....	33,60%
Central Serbia .....	14,44%



**67** PERCENT OF THE  
READERS ARE MEN

OUR READERS ARE  
ACTIVE, BUSY AND  
INTERESTED IN  
IMPROVING THEIR  
LIVES. THEY ARE  
CONSTANTLY ON THE  
MOVE, KEEPING UP  
WITH THE TRENDS  
AND VERY INTERESTED  
IN FITNESS, HEALTH  
AND STYLE



\* MEDIApuls, Ipsos 2017.

# 02

PEOPLE & LIVING GROUP

# Lepa & Srećna

adria  
media  
group

## ABOUT THE BRAND

**Lepa & Srećna** is a magazine that inspires women to nurture themselves, their looks and health, offering suggestions for buying quality cosmetics and perfumes, as well as recipes for a healthier life, diet, and fitness. Keeping up with the trending topics from the world of fashion, it helps the readers to find their style and always be trendy, it offers love advice and tips for refreshing emotional relationships, interesting travel destinations, gastronomic flavors and tips for home improvement, current entertainment and cultural events.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
33.000

**REACH:**  
**37.517\***

\*MEDIAPuls, Ipsos 2017.



# 02

PEOPLE & LIVING GROUP

# Lepa & Srećna

adria  
media  
group



WWW.LEPAISRECNA.RS

# Lepa & Srećna

WEBSITE FOR  
PRETTY AND  
HAPPY WOMAN

# 1.5

MILLION  
VISITS PER MONTH



# 3.2

MILLION  
PAGEVIEWS PER MONTH



FACEBOOK FANS:  
**533.000**

## READERS PROFILE

### AGE STRUCTURE:

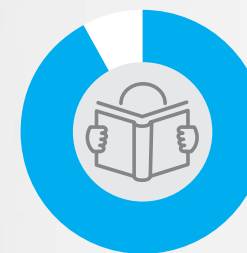
15-29 .....	19,37%
<b>30-49 .....</b>	<b>53,57%</b>
50+ .....	27,15%

### EDUCATION:

Elementary and lower ....	14,24%
<b>High school .....</b>	<b>58,10%</b>
Higher .....	26,23%

### REGION:

Vojvodina .....	25,08%
<b>Belgrade .....</b>	<b>31,44%</b>
Central Serbia .....	12,17%



**88** PERCENT OF THE  
READERS ARE WOMEN

OUR READER IS  
EMPLOYED, SHE HAS  
ABOVE AVERAGE  
INCOME, KEEPS UP  
WITH THE TRENDS,  
ENJOYS ALL SPHERES  
OF LIFE AND KNOWS  
HOW TO GET HERSELF  
THE SMALL PLEASURES  
OF QUALITY LIVING



\* MEDIAPuls, Ipsos 2017.

SOURCE // Google Analytics (average monthly for 2018);



# 02

PEOPLE & LIVING GROUP  
**sensa**  
magazin za srećniji život

adria  
media  
group

## ABOUT THE BRAND

In 9 years of being published, **Sensa** magazine has generated the most loyal and best quality reader audience. As first and only mindstyle magazine in Serbia, Sensa is an inspiration to those who aspire to a more fulfilled and beautiful life. Whether it is dealing with healthy habits, psychology, beauty, traveling or healthy food, the Sensa approach is always positive and celebrates the beauty of living.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
14.000

**REACH:**  
**61.148\***

\*MEDIAPuls, Ipsos 2017.





# 02

PEOPLE & LIVING GROUP  
**sensa**  
magazin za srećniji život

adria  
media  
group

WWW.LOVESENSA.RS

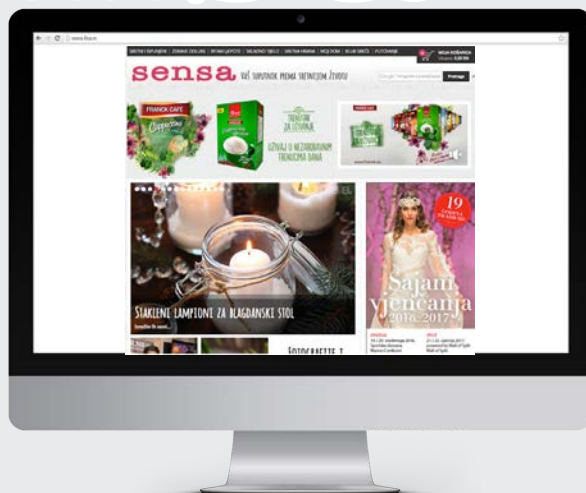


# sensa

WEBSITE FOR A  
HAPPIER LIFE

# 740 THOUSAND

VISITS PER MONTH



FACEBOOK FANS:  
**185.000**

# 1.6

MILLION  
PAGEVIEWS PER MONTH

## READERS PROFILE

### AGE STRUCTURE:

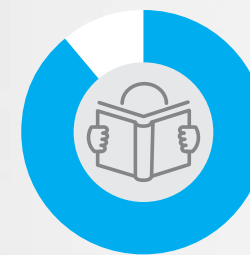
15-29.....	28,36%
<b>30-39 .....</b>	<b>37,53%</b>
40-49 .....	20,05%
50+.....	24,06%

### EDUCATION:

Elementary and lower ...	13,00%
High school .....	40,59%
<b>Higher .....</b>	<b>46,41%</b>

### REGION:

Vojvodina .....	29,63%
<b>Belgrade .....</b>	<b>31,04%</b>
Central Serbia .....	11,18%



**81** PERCENT OF THE  
READERS ARE WOMEN

THE TARGET GROUP  
IS HIGHLY EDUCATED,  
EMPLOYED, WITH ABOVE  
AVERAGE INCOMES,  
INTERESTED IN TOPICS  
SUCH AS: HEALTHY  
LIFE, PSYCHOLOGY,  
NATURAL BEAUTY AND  
TRAVELLING.  
WE GIVE OUR READERS  
INNER LUXURY



\* MEDIApuls, Ipsos 2017.

SOURCE // Google Analytics (average monthly for 2017);

# 02

PEOPLE & LIVING GROUP



NATIONAL GEOGRAPHIC  
SRBIJA

adria  
media  
group

## ABOUT THE BRAND

For 11 years in Serbia, **National Geographic** magazine inspires and educates the audience. Based on exciting reports, fascinating photos, and well-verified facts, National Geographic is one of the most read and most awarded magazines in the world. National Geographic is a magazine to read and collect and a magazine readers keep coming back to. This is magazine without an expiration date.

**PUBLISHED:**  
monthly

**CIRCULATION:**  
10.500

**REACH:**  
**238.143\***

\*MEDIAPuls, Ipsos 2017.



# 02

PEOPLE & LIVING GROUP



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SRBIJA

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WWW.NATIONALGEOGRAPHIC.RS

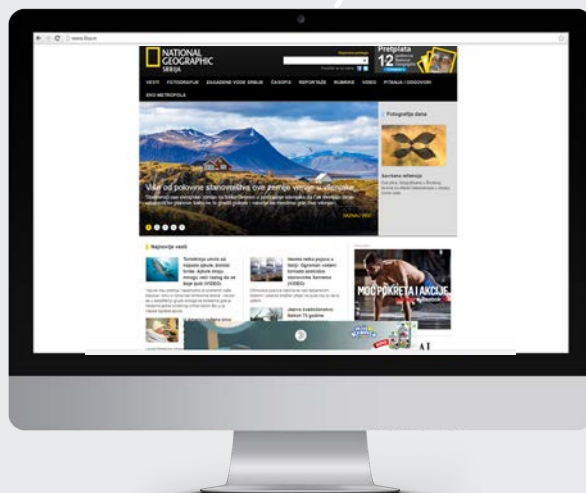


NATIONAL GEOGRAPHIC  
SRBIJA

MEET THE WORLD  
WITH A SINGLE  
CLICK

450  
THOUSAND

PAGEVIEWS PER MONTH



240 THOUSAND  
VISITS PER MONTH



FACEBOOK FANS:  
114.400

## READERS PROFILE

### AGE STRUCTURE:

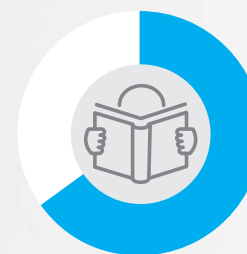
15-29.....	29,59%
30-39.....	27,75%
40-49.....	24,00%
50+.....	18,66%

### EDUCATION:

Elementary and lower .....	9,42%
High school .....	60,13%
Higher .....	28,38%

### REGION:

Vojvodina .....	30,61%
Belgrade.....	32,98%
Central Serbia .....	11,57%



51 PERCENT OF THE  
READERS ARE MEN

“  
URBAN, INFORMED,  
CONSCIENTIOUS  
READERS FIGHTING  
FOR HIGHER CAU-  
SES, THEY ARE  
EMPLOYED WITH  
ABOVE AVERAGE  
INCOMES.



\* MEDIAplus, Ipsos 2017.



02

DIGITAL  
PORTALSadria  
media  
group

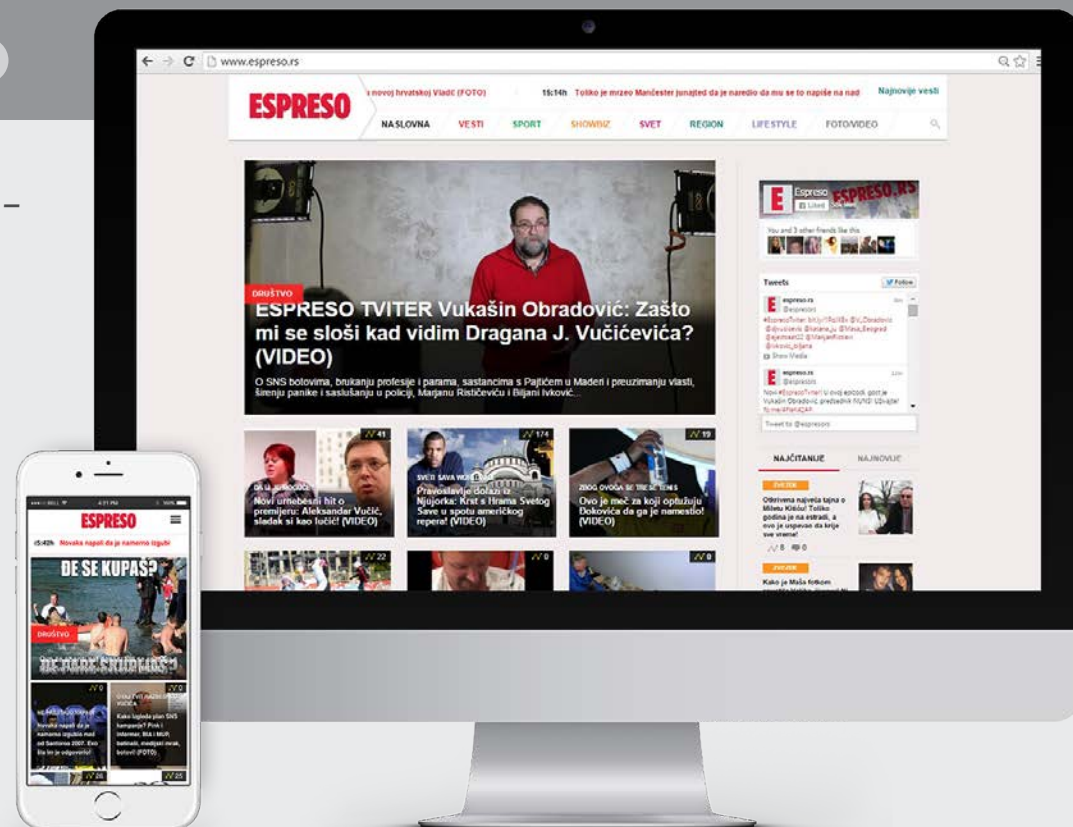
WWW.ESPRESO.RS



ESPRESO

VIRAL CONTENT –  
WEBSITE FOR  
MILLENNIALS30 MILLION  
PAGEVIEWS PER MONTH17 MILLION  
VISITS PER MONTH

**Espresso.rs** is website in AMG portfolio dedicated to the millennials (TG up to 35 years old) with the different/funny approach to the topics. According the latest data from Google analytics Espresso.rs has more than 3.400.000 unique visitors per month. Espresso.rs is unlike any other website – The most striking feature of the website are articles in the form of listings, which on different, interesting, viral way treats all topics – SERBIAN BUZZFEED

FACEBOOK FANS:  
86.000ESPRESSO TVTITER:  
11.000.000

# 02

## DIGITAL PORTALS

adria  
media  
group

WWW.GLOSSY.RS



# Glossy

FASHION, BEAUTY,  
LIFESTYLE +  
CELEBRITIES

**9.8** MILLION  
PAGEVIEWS PER MONTH

**3.3** MILLION  
VISITS PER MONTH

**Glossy.rs** is a website that will, besides all well - known global topics, provide a lot of quality content in the field of fashion, beauty, health, lefestyle and all other areas that are interesting to the most desirable target group, women.



FACEBOOK FANS:  
**118.000**



GLOSSY PUBLIC CHAT:  
**10.300** followers

# 02

## DIGITAL PORTALS

adria  
media  
group

WWW.YUMAMA.COM



FIRST WEBSITE IN  
SERBIA ABOUT  
PARENTING

1.2  
MILLION

VISITS PER MONTH



FACEBOOK FANS:  
76.500

2.2 MILLION  
PAGEVIEWS PER MONTH



YUMAMA.com

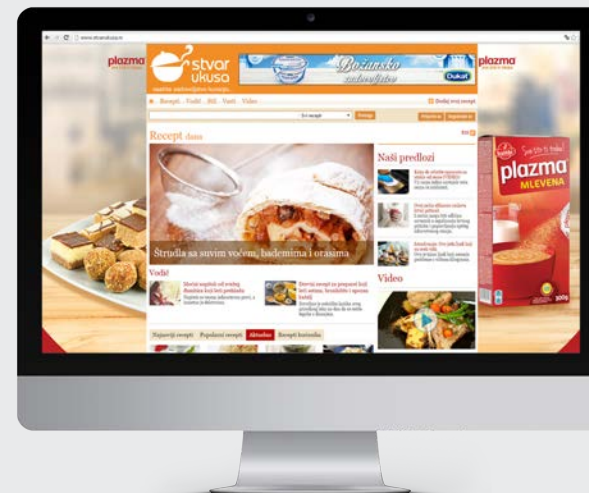
WWW.STVARUKUSA.RS



WEBSITE FOR  
COOKING WITH  
BEST RECIPES

1.2  
MILLION

VISITS PER MONTH



FACEBOOK FANS:  
50.000

1.8 MILLION  
PAGEVIEWS PER MONTH



# 02

DIGITAL

# VIDEO PRODUCTION



PREMIUM YOUTUBE PARTNER



[ADRIAMEDIA.TV](https://www.adriamedia.tv)



VISITS PER MONTH:  
**83.000.000**



PAGEVIEWS PER MONTH:  
**181.000.000**



PRODUCED VIDEOS:  
**10.000**



FACEBOOK FANS:  
**23.000**

# 02

DIGITAL

# VIDEO PRODUCTION

## VIDEO PRODUCTION



### VIDEO PRODUCTION

Video production is one of the most important segment of Adria Media Group's profile. Mission of AMG video production is to give our website visitors video highlights of events all over the Serbia and world. Our teams were also present at hundreds of events which

were not broadcasted live, but our readers and visitors of our websites and platforms AMTV were informed about them in a complete and timely manner. The speed at which we react to current events has led to the situation in which the other electronic media are taking our videos.



Campaign "Stop the violence" was done in our production

## 02

DIGITAL

## VIDEO PRODUCTION

adria  
media  
group

## LIVE STREAMING



Following modern trends, in the 2017. we have made more than several hundred of hours of **LIVE STREAMING**, which had more than 40 million views in total, 10 million views on Facebook and about 700.000 views on YouTube. The highest ratings we recorded were during live streaming of Bijelo dugme and concerts of other singers, as well as live reports of current daily events from the fields of politics, news, culture. The most popular format was the four hours of live WEB TV SHOWS about presidential elections in the United States, when we hosted some of our most relevant politicians, political analysts and diplomats in our TV studio and our journalists reported live from streets of New York, from headquarters of both presidential candidates, Donald Trump voting...In these two shows, we had a more than a dozen lives reports from New York.

SOURCE // Google Analytics (average monthly for 2017);



# 02

DIGITAL

# YOU TUBE SHOWS

adria  
media  
group

## TALIJA BY LOONA LU



**Taliya by Loona Lu** is first ever YouTube show in Serbia. The show was initiated by Adria Media Group in collaboration with Suzana Zlatanović - Taliya. Each season of Taliya brings different approach to topics of love and happiness. It's YouTube channel has more than 7000 subscribers.

Numbers:

Seasons: 4

Total episodes: 120

Number of views: 2.000.000



# 02

DIGITAL

# YOU TUBE SHOWS

adria  
media  
group

## KAKO DA? “(HOW TO?)” - BY LOONA LU



### KAKO DA? “(HOW TO?)” - BY LOONA LU

This concept was developed in order to bring something completely new to the market. It is based on various tutorials, where our famous Talija - Suzana Zlatanović, through interesting and entertaining ways 'guides' viewers step-by-step through explanation of certain 'problem'. Companies can book an episode and through product placement promote their products/services.

Numbers:

Serial: "Kako da?" - 10 episodes

Serial: "Kako da? SPECIJAL" - 8 episodes

Total episodes: 18

Number of Views: 500.000

# 02

DIGITAL

## YOU TUBE SHOWS

### STORY LIČNO (STORY - IN PERSON)



**Glossy lično (Glossy - in person)** is Youtube show under the brand of Glossy. Its concept is innovative and new - celebrities have to give fast answers on funny questions asked by our journalists.

Number of views: 2.000.000



# 02

DIGITAL

# YOU TUBE SHOWS

adria  
media  
group

## ESPRESO TVITER - CELEBRITIES READ TWEETS ABOUT THEMSELVES & ESPRESO DIZANJE



**Espresso Tviter** is entertainment YouTube show created by portal Espresso.rs. In it's amazing, funny and entertaining way this concept has proven to be a big success. Various Serbian celebrities, ranging from singers and actors to politicians, read tweets posted by Twitter community in Serbia about themselves.

Numbers:  
Episodes: 104  
Number of views: 11.000.000



**“Espresso Dizanje”** (Espresso Lifting) is show dedicated to those who want to stay in shape and look fit. Every Monday at 10 o'clock our fitness champion Dijana Đajić shows us how to correctly work out for every part of the body. Show is brand new and there has been 2 episodes by now.

# 02

DIGITAL

## YOU TUBE SHOWS

adria  
media  
group

### ESPRESSO HELIJUM



#### ESPRESSO HELIJUM

Something completely new, different and super fun - ESPRESSO HELIJUM only on portal and YouTube channel of Espresso.rs. From this september, portal

Espresso.rs started it's new YouTube show where Serbian celebrities sing under the effect of helium!

Numbers:  
Episodes:  
Number of views: 200.000

**ESPRESSO**  
HELIJUM





# 02

DIGITAL

## YOU TUBE SHOWS

### ESPRESO - U SENCI (IN SHADOW) & ESPRESO INTERVJU (INTERVIEW)



Espresso Interview is YouTube show where journalists of Espresso portal interview people from Serbian public scene (politicians, sportsmen, singers etc..)

Numbers:  
Episodes: 41  
Number of views: 720.000



"U Senci" (In shadow) is eight episode project which tackles the problem of citizens that are deprived of rights in Serbia. Through their confessions and statements of experts, we are trying to help these individuals gain their entitled rights. Episodes are aired twice a month - September, October, November and December.





# 02

DIGITAL

# YOU TUBE SHOWS

adria  
media  
group

## JELEN TOP 10



**Jelen Top 10** is a cult show that was first aired on television in 2010. In 2016, portal Espresso.rs in cooperation with Jelen beer revived this show, adjusted it for Youtube and started showing it in spring of 2016. With Adria Media Group video production, this show is following rock'n'roll bands that are keeping

this vibrant scene in Serbia alive. The new concept switches from studio production to following live band performances and interviewing famous Serbian rock'n'roll musicians.

Numbers:

Episodes: 36

Number of views: 100.000



# 02

DIGITAL

# DOCUMENTARIES



## PRISON PRAYER



First documentary by Adria Media Group is a story about convicts that worked for seven years with all of their heart on prison church's reconstruction, that has been built by King Alexander I Karađorđevich back in 1934. After the WWII this church inside the prison walls changed purposes for decades, and never has been used for prayers. There was a period when church was reorganized as the prison kitchen.

Seven years ago, unbelievable action starts: Prisoners, cartoonists, tattoo artists rebuild the church and painted frescoes on the walls with "their prayers and silent battle", as they say. Hands of more than 400 convicts (and many of them were not orthodox Christians) gave the new life of this church.

Our first short documentary lasts 19 minutes, and has been directed,

written and produced by Miljan Gogich. Movie has been recorded by Antonije Vulovich and Vladimir Zujko; Organizer and Editor of the movie is Andjela Popovich. Montage of the movie has been executed by Branko Maksimovich, while post-production has been realized by Ivan Tanaskovich. Music has been written by Svetislav Bozich, Mihajlo Radovich and Milosh Punishich. Sound engineering is Branko Topalovich. ADRIA MEDIA GROUP, as the biggest media house in Western Balkan region opened totally new field of operations: creation of documentary films.

Documentary achieved great success on international level. It won the "Golden Knight" award for best short documentary film at International festival in Crimea. It has also picked up an award from Jury at festival 'Salt of the earth' (Соль земли) in Russia.





## EVENTS - SHOPPING FEVERS

**SHOPPING FEVERS**

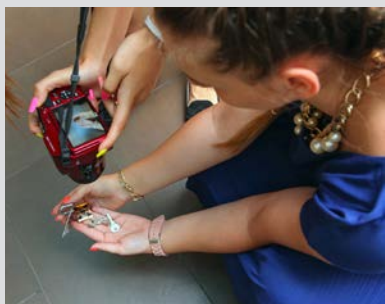
– Once a month our media house organizes shopping events with sales, discounts and entertainment program in large shopping malls in Serbia, which attract large number of visitors.



## EVENTS - I LOVE USCE

**I LOVE USCE**

Summer project that was held in the biggest shopping mall in Serbia. During the two months, we have organized free activities for visitors, that also included discounts for shopping.

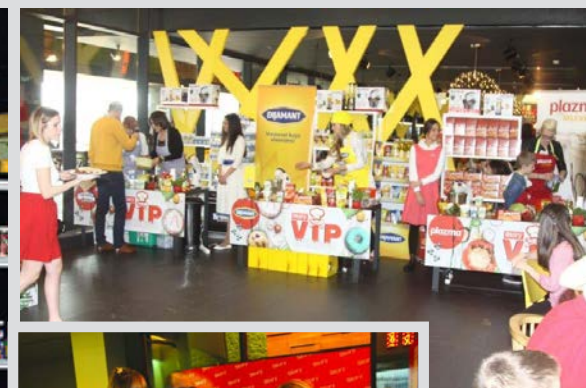




## EVENTS - VIP COOKING CHALLENGE

**VIP COOKING CHALLENGE**

In this project, few celebrities are challenged to show their cooking skills in front of audience. They have limited time to prepare their favorite meal with limited access to ingredients.



## EVENTS - ARTELLE EXHIBITION

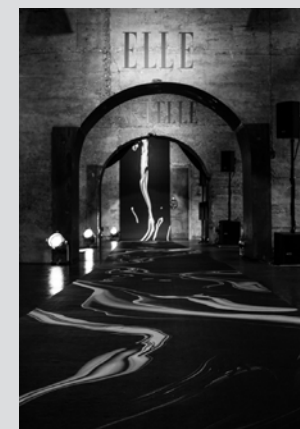
## ARTELLE

## ARTELLE EXHIBITION

ELLE magazine organized the exhibition of works by world renowned photographer Dusan Reljin called Melting Pot in the gallery Štab. This marked the beginning of the cultural responsibility project ARTELLE, which aims to support and promote art. This prestigious event brought together a number of distinguished guests from the world of fashion and culture from our country and abroad, such as Jelena Djokovic, Irena Misovic, Bata Spasojevic, Jelena Ivanovic, Bata Spasojevic and many others. Special guest of the event



was Crystal Renn, the worldwide famous top model, who cooperates with renowned fashion houses. The exhibition named Melting Pot consists of twelve collages which artists from Norway did based on Reljin's photos taken for the premium number of ELLE magazine, the December issue. The central work of the exhibition is a collage with the image of Marina Abramovic in thirty meters size. The exhibition presents the ELLE's gift to Serbia, on the occasion of the 10th anniversary of the magazine presence on the local market.





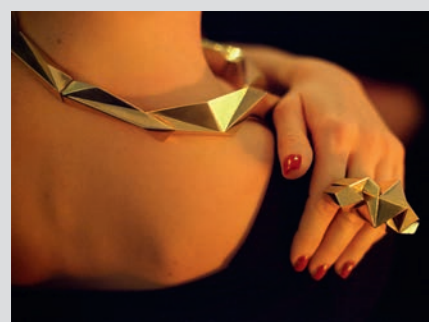
## EVENTS - ELLE FASHION DINNER

*Fashion Dinner***ELLE FASHION DINNER**

ELLE magazine organizes a dinner for 50 chosen women from social and business elite and the premium clients. This gala dinner is a high-class event, with a carefully chosen menu, wines and music program.



## EVENTS - ELLE STYLE AWARDS



ELLE  
STYLE  
AWARDS

**ELLE STYLE AWARDS**

Respectable worldwide event and global trade mark of ELLE brand which brings together the most prominent people from the world of fashion, art, sport, business, media, music. On the event, ELLE magazine awards the most successful people from mentioned fields. ELLE Style Awards has been held four times in Belgrade, where it set the standard as the most respected event of the year. Every year, ELLE Style Awards overcomes the previous ceremony and gathers very prominent guests and winners. Among the winners are Roksanda Ilincic, our worldwide famous designer, Massimiliano Giornetti, creative director of the brand Salvatore Ferragamo, Ruska Bergman, fashion editor of Italian Vogue and stylist for Mike Jackson and Hillary Clinton. In addition, ELLE Style Award went to the hands of: Milena Dravić, Rade Serbedzija, Bojana Nikitović, Mirjana Karanovic, and our famous photographer Dušan Reljin.



## EVENTS - COSMOPOLITAN BEAUTY AWARDS

**COSMOPOLITAN BEAUTY AWARDS**

Cosmopolitan Beauty Awards is a prestigious prize awarded to the best cosmetics and beauty products held around the world. In Serbia it has been organized for the ninth year in a row and it always attracts big media attention.





## EVENTS - COSMOPOLITAN MILLENNIAL FESTIVAL

**COSMOPOLITAN MILLENNIAL FESTIVAL**

Cosmopolitan Millennial Festival includes an exhibition "My Creative Me" and Cosmo Millennial Party. The exhibition has a multimedia character and includes different categories such as: fashion design, music, film and video, graphic and interior design, art and applied art, dance and performance. After the exhibition creative socializing turns into the party where visitors have fun and sum up impressions from the exhibition.

## EVENTS - COSMO WORKSHOPS

**COSMO WORKSHOPS**

Twice a year, Cosmopolitan magazine organizes the start up workshops for students of Belgrade University on the topic of career and success in the digital world. The workshops speakers are successful young people who have demonstrated their potential and accomplishments in the digital sphere and applications. The whole project includes the Cosmo ambassadors as well who will spread Cosmo philosophy at the universities.





## EVENTS - COSMOPOLITAN AMBASSADORS

**COSMOPOLITAN AMBASSADORS**

Cosmopolitan Ambassadors consists of 12 students who have been carefully selected from various faculties in order to properly represent and promote the values of the Cosmopolitan brand. Right after they were selected, they started to fulfil some of their goals, so they brought joy to the homeless children from Zvecanska street, and the whole campaign was called "You are Santa too", and it was held in cooperation with the elementary

school Laza Kostic.

With the New Year they started promoting new model FIAT 500 and visited the factory of Fiat Chrysler Automobiles Serbia in Kragujevac, together with the editorial staff of the magazine Cosmopolitan. Today two ambassadors are part of the editorial board of the magazine Cosmopolitan and they are wonderful addition to the team, and their contribution extremely enriches the magazine as well.





## EVENTS - MEN'S HEALTH LEAGUE OF EXTRAORDINARY GENTLEMEN



**Men'sHealth**  
Liga  
izuzetnih  
džentlmena

**MEN'S HEALTH LEAGUE OF EXTRAORDINARY GENTLEMEN**

Men's Health League of Extraordinary Gentlemen is a gala event in which prizes are awarded to the most successful individuals from the world of business, sports, arts and culture for their successes achieved during the year. This event brings together over 250 glamorous VIP guests from the world of business, culture, fashion, sports and the arts including Nikola Jokic, Branislav Trifunovic, Milos Nadaždin, Vanja Milicevic, Vanja Pantin, Dr. Feelgood and many others. The League of Extraordinary Gentlemen is becoming a tradition and every year we succeed to overcome the previous and to surprise our guests and winners.

## EVENTS - MEN'S HEALTH CHALLENGE

## MEN'S HEALTH CHALLENGE

Men's Health challenge gathers a professional team of experts from the field of fitness, healthy eating, and lifestyle. The aim is that, with their help, the candidates that are Men's Health readers, take 6 months over which they achieve the best results and win the challenge. Selection, process and winner are covered through the issues of Men's Health magazine.

**Men's Health**  
**Fitness**  
**IZAZOV**



## EVENTS - SENSE DAY

**SENSA DAY**

Beauty and the healing effects of nature, workshops about health, relief from stress of everyday life and channeling of negative energy make Sensa day a unique experience. Full of motivational workshops, advices and exercises Sensa day is a real hedonistic oasis for all participants. Sensa day is organized twice a year, in June and September. The first is dedicated to all senses, returning back to the greenery and scents of nature, and the other one is focuses on health, battle with challenges of modern times and different forms of antistres therapy. Urban location, dynamic and original program and respected speakers make Sensa day a winning combination of positive energy and unique entertainment.



## EVENTS - SENSE DAYS OF HAPPINESS

**SENSA DAYS OF HAPPINESS**

Magazin Sensa organized twice during 2016. real weekend of magic with Sensa days of happiness. Two days weekend enjoying in shopping center with many interesting and original workshop program thrilled all generations.

The importance of natural products for health, astrological consultations, fiery Latin dances, sports skills, educational workshops for healthy and happier life are just part of the rich program. So that youngsters have their carefree and playful playground we prepared special educational and artistic children workshops. Sports classes and Latin dances made fiery dance floor and a great stage show. The mission to make people happy and make their everyday life more beautiful was a success.



## EVENTS - SENSEA FESTIVAL

**SENSEA FESTIVAL**

Sensa festival is the greatest event of Sensa magazine and reaches the biggest audience in the most frequent places in Belgrade. This year festival was organized on the Republic square in the heart of Belgrade and it lasted two days. Sensa festival celebrated healthy living and gathered the most important brands in the field of nutrition, cosmetics, hospitality, technology and alternative medicine, which were part of the rich and socially responsible program. As the best representatives of a healthy and refined lifestyle, participants promoted their products on wooden stands. Sensa festival remains the central part of all Sensa events in years to come.





## EVENTS - PHOTO COMPETITION - APRIL IN BEOGRADE

**PHOTO COMPETITION - APRIL IN BEOGRADE**

They say that Belgrade is easy to love, especially in April when the spring atmosphere is charmingly expanding its streets. It does not promote nor lenses of many of us, because what is a special moment if it is not perpetuated with a good photograph? You will agree that one goes shoulder to shoulder with the other. April, Belgrade and art - this was the leading thought of redaction of magazine Lepa & Srećna when they developed a photo contest "April in Belgrade." We received a large number of copyright photos, and interesting and creative ideas are just an indication of how many talented people there are in the capital of Serbia. An expert jury composed of eminent photo editors chose ten most successful photos for which we organized an exhibition, which gathered many lovers of art.



## EVENTS - FUTURE FOOD

**FUTURE FOOD**

Magazin Lepa & Srećna at the capital's popular location, in a fancy restaurant, presented the principles of the new concept of healthy eating, which is increasingly gaining in importance. Guests enjoyed the new methods of making food that preserve health and protect against various diseases.

All were delighted with delicious food, valuable gifts and new products on the market that make cooking easier and allow us to bring together two seemingly incompatible things: on the preparation of food not to spend a lot of time and at the same time to have a healthy meal.

## EVENTS - THE MOST BEAUTIFUL GARDEN OF SERBIA

**THE MOST BEAUTIFUL GARDEN OF SERBIA**

The contest The most beautiful garden of Serbia was organized for the 14th time. This competition is traditional and gathers many people all over the country. Gardening in all its beauty can be seen in gardens that have earned the title of special. Months-long competition ended with a tour of the garden finalists by an expert team of the magazine Moja lepa bašta. In addition to the prestigious award, lucky winners have become owners of valuable rewards.



## EVENTS - NG MARS - RED PLANET HIKE

**NG ICE CUBE**

In order to inspire the population to make their contribution to the fight against global warming and climate change, National Geographic Serbia set a 3.5-ton ice cube on the plateau in front of Ušće Shopping Center. The person closest to correct answer got the valuable quantity of water supply.

# 03

## CROATIA



ADRIA MEDIA ZAGREB, THE LEADING PUBLISHING HOUSE IN CROATIA



MAGAZINES

FAIRS  
&  
EVENTS

DIGITAL

14

PRINT  
EDITIONS

20

EVENTS

10

WEBSITES

TOTAL READERS

770.000

TOTAL VISITS

3.000.000





# 03

## CROATIA

### STORY - #1 CELEBRITY MAGAZINE IN CROATIA



**Story** is celebrity magazine for young, active women, but gathers wide range of readers with its interesting content. Magazine proves its concept in nine European countries

TARGET GROUP  
17-49

PUBLISHED:  
weekly

REACH:  
300.000

CIRCULATION:  
45.500

### STORY.hr

**Story.hr** is a multimedia website which represents the focal point of Croatian show business on the Internet. The framework of the content consists of the current local and international news from the world of the rich and famous, as well

as adapted texts from the printed weekly edition of Story. Story.hr provides to its readers a wide range of featured stories in the field of fashion and beauty, as well as photo galleries that accompany all the important social events.



#### STORY.HR

##### AVERAGE IN 2018.

Visits per month

2,200,000

Unique Visitors  
per month

445,341

Pageviews per  
month

4,800,000

# 03

## CROATIA

### STORY VJENČANJA



Leading magazine in wedding segment that attractively presents topics from the world of weddings, top style, fashion and art of living. It's a new quarterly magazine that combines style, experience, knowledge and glamour on 148 pages. The magazine is designed for those who prepare their own wedding but as well to the wider group of readers who are interested in celebrity weddings, world of fashion and beauty

#### TARGET GROUP

18-35

#### CIRCULATION:

10.000

### MAGAZINVJENCANJA.hr

**Magazinvjencanja.hr** was launched in April 2006 and its content follows the printed version of the leading specialized magazine "Story Weddings". It consists of two parts – the first part is dedicated

to inspiring ideas and advice, while the second part includes address books of companies, trades, and professionals who are in various ways related to the organization of weddings.



#### MAGAZINVJENCANJA.HR

#### AVERAGE IN 2016.

Visits per month

8,492

Unique Visitors per month

7,306

Pageviews per month

14,071



# 03

# CROATIA

## STORY KIDS



**Storykids** is designed for pregnant women and young mothers who follows trends and innovations in the field of health, beauty, psychology, education, culture and fashion. Its unique concept magazine for mothers and children readers approaching today's world of parenthood and introduces them to the famous moms and dads through the columns and columns that are present in more intimate light..

## STORY GOURMET



Leading magazine in gourmet segment that attractively presents topics from the world of cooking and food, top style, fashionable and art of enjoying the food. It's a new quarterly magazine that combines style, experience, knowledge and glamour on 200 pages. The magazine is designed for those who like to cook but as well to the wider group of readers who are interested in celebrity chefs, restaurants and cooking.

# 03

# CROATIA

## STORY LJETO

**Story ljet** is special summer edition that covers all topics from fashion, lifestyle, travelling, beauty, entertainment and vacation of celebrities lifes.



## STORY BOOK



### TARGET GROUP

20-49

### REACH:

31.000

### CIRCULATION:

15.500

**Story Book** in very short time become one of the most popular domestic magazines. His successful formula that the 300 and more pages in a unique way combines, art, fashion, beauty, social scene and what we call the art of living has been recognized by readers and advertisers, as well as the eternal most respected local authors who are also our associates and columnists.



# 03

## CROATIA



### COSMOPOLITAN



**TARGET GROUP**  
17-40  
**REACH:**  
220.000  
**CIRCULATION:**  
25.000

Cosmopolitan is a lifestyle magazine in which millions of fun, fearless young women find inspiration and motivation for progress in all aspects of their lives. Cosmo inspires information related to fashion, cosmetics, health, careers and advice about sex, relationship, friendship, but also brings news about the world of pop culture and entertainment.

### COSMOPOLITAN.hr

**Cosmopolitan.hr** is a place for socializing, entertainment and education and, in addition, it does not have the bad habits of your best friend but, on the contrary, just like a caring older sister it can teach you the secrets of love, sex, emotions,

refer you to the secrets of fashion, beauty, men, world of the famous, teach you how to shine at your job, and how to get out of trouble with style. The best news – your virtual friend Cosmo also has a Facebook profile which has 62,465 followers.



### COSMOPOLITAN.HR AVERAGE IN 2016.

Visits per month

412,508

Unique Visitors  
per month

233,667

Pageviews per  
month

910,249

# 03

## CROATIA

SENSA



TARGET GROUP

20-50

REACH:

31.000

CIRCULATION:

12.000

Sensa is a magazine for a happier life, and the content includes topics on mental and physical health and beauty in a new and unique way. The themes are inspired and inspiring new trends in psychology and a new, holistic view of the mind and body. Sensa is the only Croatian newspaper licensed in West European market.

SENSAKLUB.hr

A website of the monthly magazine Sensa is designed as your companion on the road to a happier life. Without gossip, invasion of privacy, and bad news, Sensaklub is a virtual club of happy readers, a place where you can breathe, enjoy inspiring galleries,

ask Sensa's experts for advice - psychologists, life guides, experts for relaxation, exchange good recipes, browse through the a new edition of Sensa, listen to an audio relaxation exercise, enjoy spirituality-related and personal growth themes.



SENSAKLUB.HR

AVERAGE IN 2016.

Visits per month

332,362

Unique Visitors  
per month

193,582

Pageviews per  
month

740,838



# 03

## CROATIA

ELLE



TARGET GROUP

20-45

REACH:

56.000

CIRCULATION:

16.000

Elle is the best-selling fashion magazine in the world for 60 years. It sets the trends in fashion, beauty and lifestyle. The biggest advantage of Elle for advertisers is that no other magazine, even those with higher circulations, never so accurately does not target the conscious and financially capable consumer.

ELLE.hr

**Elle.hr** provides an overview of the latest news from the world of style and closely follows the latest trends in fashion, beauty, and celebrity universe. Numerous shopping guides in combination with interesting and humorous texts from other fields of pop

culture are just some of the reasons why Elle.hr became a homepage of countless fashion and style lovers in a very short period of time. On Elle's website, an online edition of the world's leading magazine on interior design and modern life, Elle Decoration, is frequently visited.



ELLE.HR

AVERAGE IN 2016.

Visits per month

280,517

Unique Visitors per month

130,285

Pageviews per month

463,131

# 03

## CROATIA

### INTERIJERI & DEKORACIJE



#### TARGET GROUP

25-65

#### REACH:

80.000

#### CIRCULATION:

15.000

Interiors and decorations is magazine for the culture of living. From decoration of interior to balconies and gardens

### ELLE DECORATION



#### TARGET GROUP

25-54

#### REACH:

20.000

#### CIRCULATION:

11.000

**Elle Decoration** is the most read guide to the trends and the most beautiful homes of the world, and is a signpost for sophisticated buying in domestic and foreign stores. Elle Decoration is intended for anyone looking for inspiration for decorating the apartment and the refinement of existing living space with quality details and advice from the designer world. Readers of Elle Decoration are creative people who like to enjoy life.



# 03

# CROATIA



## MEN'S HEALTH



### TARGET GROUP

17-44

### REACH:

35.000

### CIRCULATION:

9.000

Men's Health magazine reader is a man who take care for himself and his appearance. Most men's magazines describe readers as young, active, above-average income and prone to impulsive spending, while the trait that best describes the average readers of Men's Health responsibility - responsibility towards your body, life companions, family, work done.

## MENSHEALTH.hr

**Menshealth.hr** is website designed for modern men, those who cherish traditional values, but at the same time are not afraid to deal with current-day issues. The main topics include: FITNESS AND SPORTS, HEALTH, NUTRITION, SEKS, BUSINESS, FASHION, CARE, TECHNOLOGY, LIFESTYLE.



### MENSHEALTH.HR

### AVERAGE IN 2016.

Visits per month

56,650

Unique Visitors per month

34,713

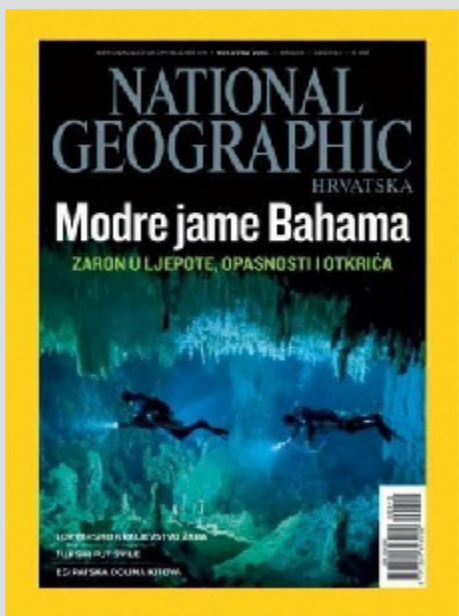
Pageviews per month

118,860

# 03

## CROATIA

### NATIONAL GEOGRAPHIC



TARGET GROUP  
16-54  
REACH:  
220.000  
CIRCULATION:  
10.500

National Geographic (NG) is designed for lovers of nature, history, geography, people who want to learn and expand their cognitive aspects, to meet the distant and unknown lands and customs, as well as his own country, dive into the secrets of Mother Earth, to readers who are not satisfied with meager daily political reports, but of life, the environment and the environment they want much more.

### LIJEPA & AKTIVNA



TARGET GROUP  
18-40

Bimonthly magazine which advises positive life changes, health and beauty, art of living and psychology. It encourages consumer to act by offering motivation and inspiration. Contemporary, confident and ambitious, reader of magazine wants effective solutions



# 03

## CROATIA



### KUHAJ.hr

Thousands of carefully selected and tried-out recipes in one place, simply and transparently arranged, for those who love to cook, but are also looking for new ideas, who want to see what they haven't yet prepared, who

want to eat and live healthily... Looking for a fast and healthy solution often leads to wasting time in the vastness of the Internet. This website is designed so that the readers can search easily, and the solution is just a click away.



#### KUHAJ.HR

##### AVERAGE IN 2016.

Visits per month

49,415

Unique Visitors  
per month

33,971

Pageviews per  
month

154,091

### SRETNA.hr

Portals mission is to become relevant place which will be first choice for visitors that look for correct, useful and legitimate information related to all aspects of family and lifestyle. Content of the portal is mainly from areas of fashion and beauty, psychology,

health, interior and exterior, gastronomy, culture, love and sex, parenting, travel, celebrities etc. Portal is tailored for Her, family oriented modern women, curious, educated and entrepreneurial, in one word - happy.



#### SRETNA.HR

##### AVERAGE IN 2016.

Visits per month

37,954

Unique Visitors  
per month

29,790

Pageviews per  
month

61,755

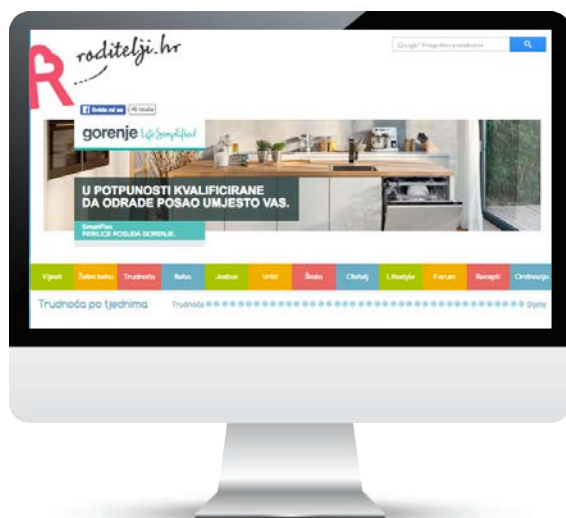
# 03

## CROATIA

### RODITELJI.HR

**Roditelji.hr** is a modern-day website that meets the needs of modern and responsible parents. Apart from texts on parenting, the readers of this site can also expect a number of interesting features, useful tips, lots of games for children, or recipes for moms. There is also an online Doctor's office where experts

answer questions about children's health. The readers of this portal are also encouraged to participate in discussions at the Forum and to share experiences because the website does not offer ready-made solutions, but it provides all the necessary information, and it is up to parents to make decisions.



#### RODITELJI.HR AVERAGE IN 2016.

Visits per month

625,239

Unique Visitors  
per month

362,300

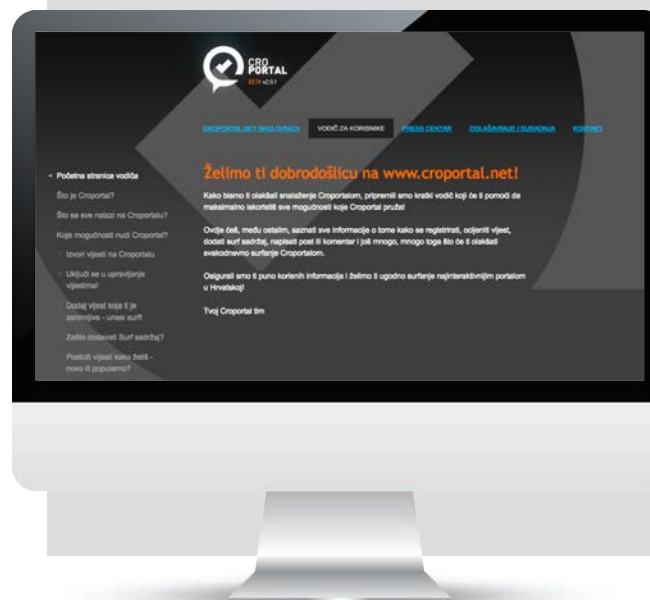
Pageviews per  
month

1,093,055

### CROPORTAL.net

**Croportal.net** is the Internet website and community that functions as an online information service. On its site, in a quick and simple way, it provides a variety of up-to-date and interesting news from leading online media sources in

Croatia. Thanks to the interactive access to information, there is an obvious advantage over other news websites – Croportal encourages its readers and customers to actively participate in the information management, selection, creating, or positioning.



#### CROPORTAL.HR AVERAGE IN 2016.

Visits per month

210,790

Unique Visitors  
per month

141,087

Pageviews per  
month

1,115,206

## EVENTS - STORY HALL of FAME

BIGGEST  
CELEBRITY  
PARTY IN  
REGION!

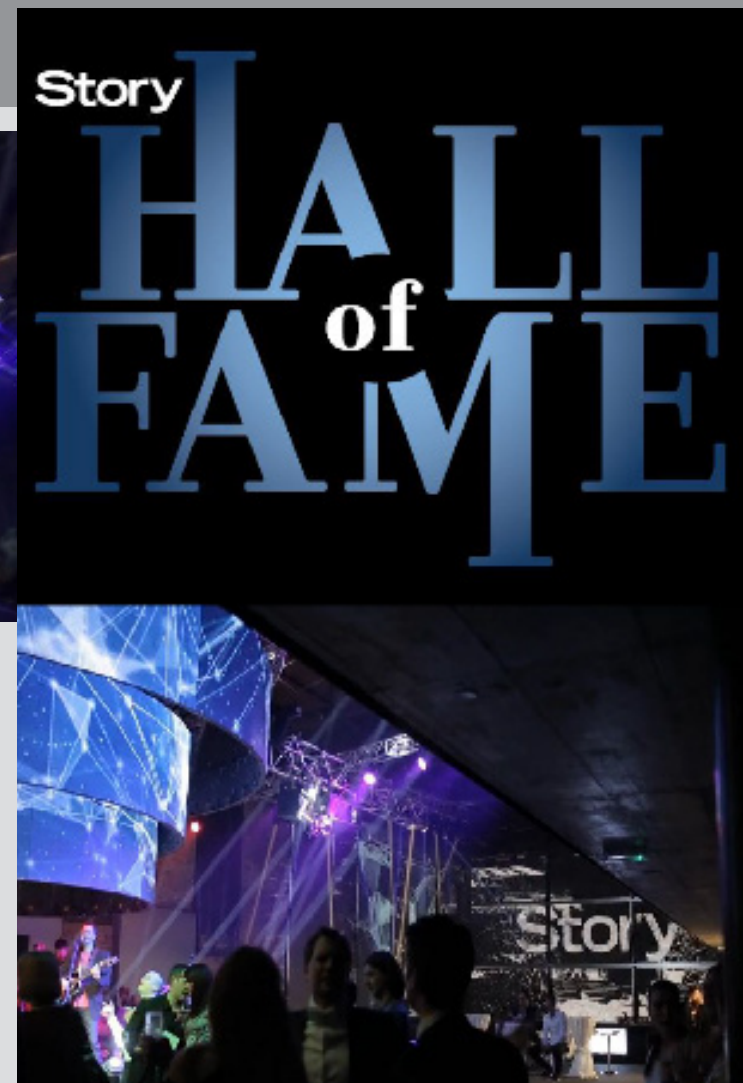
**700** GUESTS

**300** CELEBRITIES

**25** AWARDS

**STORY HALL OF FAME**

The most influential Croatian celebrity magazine Story annually awards the best of the best in 20 categories. Magazine Story celebrates its birthday on that occasion. While the winners in 20 categories are chosen by the jury, in the other 5 categories the readers choose: the best fashion editorial, the best beauty editorial, the best home, and the star of the year. The party, which requires a black tie dress code, and for which there is always a quest for more invitations, is included in the list of the best events in Croatia, along with Ultra Europe Festival, Weekend Media Festival, and Advent in Zagreb, according to [www.wall.hr](http://www.wall.hr).





# 03

## CROATIA

### EVENTS -STORY HIGH HEALS RUN

#### STORY HIGH HEEL RACE

Traditional Story high heel race is held each spring on Zagreb's main square which, apart from its amusing character, also carries a humanitarian note. Famous Croats donate one of their famous pair of heels, which then get sold in an auction, and the raised funds are donated to one of the humanitarian associations or centers. In order to apply for this race, contestants must be older than 18. The height of the heels needs to meet the following parameters: it cannot be shorter than 8 centimeters and wider than 2 centimeters. The first three contestants are awarded a cash prize, and each year this event is supplemented with additional programs, such as The prettiest legs contest or Men's high heel race.



# 03

# CROATIA

## EVENTS - STORY FEST

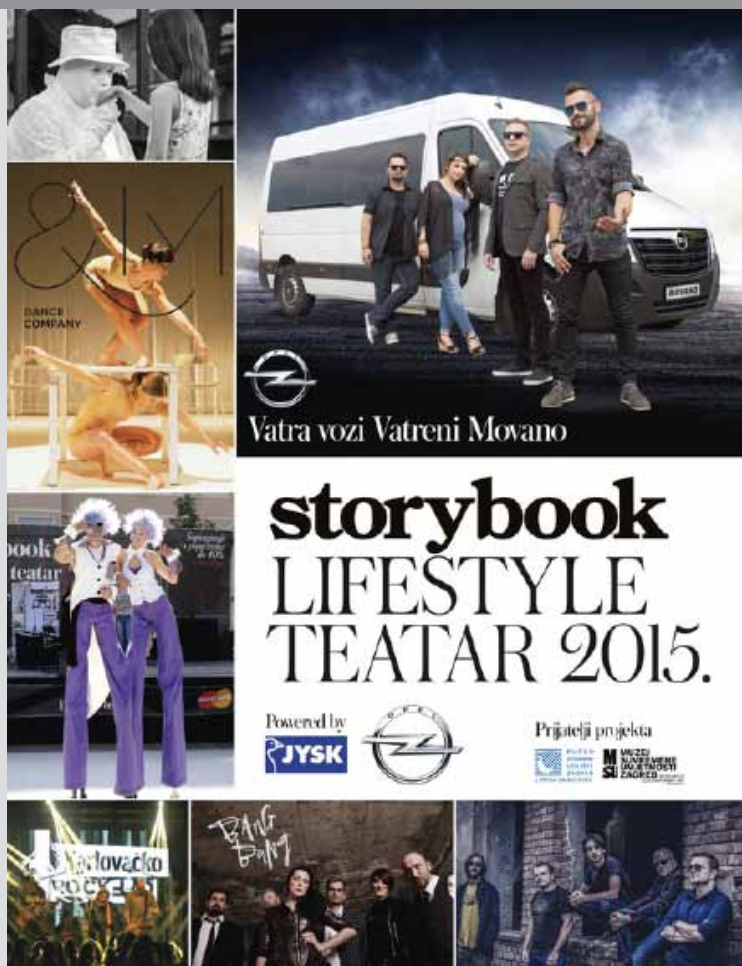


### STORY FEST

StoryFest is a whole-day event held on one of the most attractive locations in the center of Zagreb, everyone's favorite Cvjetni trg, the heart of Zagreb's rush hour. For the citizens and visitors of Zagreb, Story organizes numerous entertaining events, performances of greatest musicians, gatherings with favorite celebrities, gastronomical surprises, all day shopping with special benefits in attractive stores, as well as many other surprises and presents for the visitors.



## EVENTS - STORYBOOK LIFESTYLE THEATER

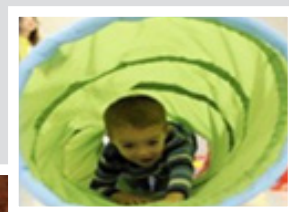
**STORY BOOK LIFESTYLE THEATRE**

The center of the capital city hosts many street entertainers, clowns, fire-eaters, stilt walkers, artists, and various other performers as a part of a unique lifestyle event, two times a year on weekends. Apart from enjoying the performances, visitors can also participate in creative workshops and try something from the gastronomy department. Storybook Lifestyle Theatre also presents numerous novelties concerning fashion, beauty, arts, gastronomy, healthy lifestyle, technology, and design. Within Story Book corner, the visitors also have an opportunity to participate in a fund raising humanitarian event for the Red noses association – Clown doctors.





## EVENTS - STORYKIDS PLAY AND FUN WORKSHOPS

 Storykids**STORY KIDS WORKSHOPS**

Storykids, lifestyle magazine for parents, promotes the new edition's release four times a year, in venues which are adapted to be comfortable for both parents and children. Storykids promotions provide parents and children with an insight into news from the world of parenting, gathering with parents and famous moms

and dads – columnists and interlocutors of the magazine, chatting over coffee and canapés, interesting children's games and creative workshops, in which children, along with their parents, can express their imagination and talent. Such parties are never at a lack of celebrity parents, fun, useful experiences and advice and, what's most important, children's laughter.

# 03

# CROATIA

## EVENTS - STORY GREEN DAY



### STORY GREEN DAY

This is a unique feature when it comes to weekly magazines, used to raise reader's awareness of the importance of recycling and preserving nature, as well as pointing out the examples of ecologically conscious local and world-famous celebrities. Story Green day is also accompanied by a green version of the Story magazine, printed on recycled paper, on the cover of which is one of the famous stars from the field of media, in an attractive and unusual visual. In that way, Story is trying to include its readers into environment preservation. Apart from activities including local sports, music, acting and television stars afforesting Zagreb's districts, there are also paper recycling activities, and the citizens who join in get seedlings from local celebrities.





## EVENTS - STORY HUMANITARIAN ACTION – PINK RIBBON

**STORY PINK - HUMANITARNA AKCIJA**

Story magazine's October cover is dedicated to the prevention and the battle against breast cancer and, in collaboration with P.I.N.K. Life association and the campaign "Let's preserve healthy breasts", we are a part of a humanitarian initiative which helps the patients. Story Pink day is a humanitarian campaign whose main objective is to alert women to the importance of early detection of breast cancer, since nearly 90% of patients can be cured if the disease is detected at an early stage. A mini humanitarian fashion show done by Croatian designers is worn by women suffering from breast cancer from P.I.N.K. Life association, as well as public persons. The event takes place on one of the Zagreb's squares where many public persons gather, and by selling Croatian designers' products P.I.N.K. Life Association gathers funds.

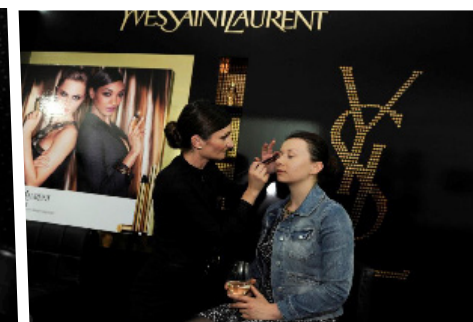




## EVENTS -ELLE FASHION FILM FESTIVAL

**ELLE FILM FESTIVAL**

Elle film festival is an opportunity for the gathering of numerous celebrities from the world of culture, film, and fashion, and for the Tuškanac theatre's hall to fill all its seats. The festival is held each year and it is the only festival of fashion documentaries in Croatia, the traditional venue being Zagreb's cinema Tuškanac. French movies from the world of fashion, art and culture are displayed and the projections are free for all attendants who bring a Croatian edition of Elle with them.



# 03

# CROATIA

## EVENTS - ELLE STYLE AWARDS



### ELLE STYLE AWARDS

Elle Style Awards are presented to public persons who marked the year with their work and style, and it belongs to the most prestigious celebrations of fashion and style in the world. Apart from laureates – the masters of their profession in the world of fashion, art, design, and architecture – the prestigious manifestation entitled 'Elle's night of style, fashion and beauty' is supported by numerous celebrities. First time held in the Great Britain in 1997, this unique manifestation is nowadays held in around twenty countries worldwide. Elle Style Awards have been awarded in Croatia since 2012, in 10 categories – out of which eight categories are awarded by the magazine Elle, and two by the magazine Elle Decoration.



## EVENTS - ELLE EXHIBITION

**ELLE EXHIBITION**

Within the Rendez-vous festival and under the sponsorship of the French Embassy, the Croatian edition of Elle has presented its exhibition "Elle: Fashion&Society intertwined views 1945-2015". It was held in June in the dorm of the Croatian Association of Artists and attended by the Croatian president, Mrs. Kolinda Grabar Kitarović. Chronologically following the aesthetic development and the key phenomena, which was presented in this exhibition, a retrospective collection of almost a hundred covers of French Elle

magazines was sorted by decades and accompanied by texts which contextualize each edition. The design of this exhibition was done by the young and successful curators Nina Bačun and Vanja Žanko, as well as Dorijan Kolundžija from Beograd, the awarded artist in the field of applied graphics and new media with a world-wide reputation, who authored the original setup that accompanies this exhibition. The opening of this ceremony gathered a multitude of celebrities from the world of culture, fashion, and arts.





# 03

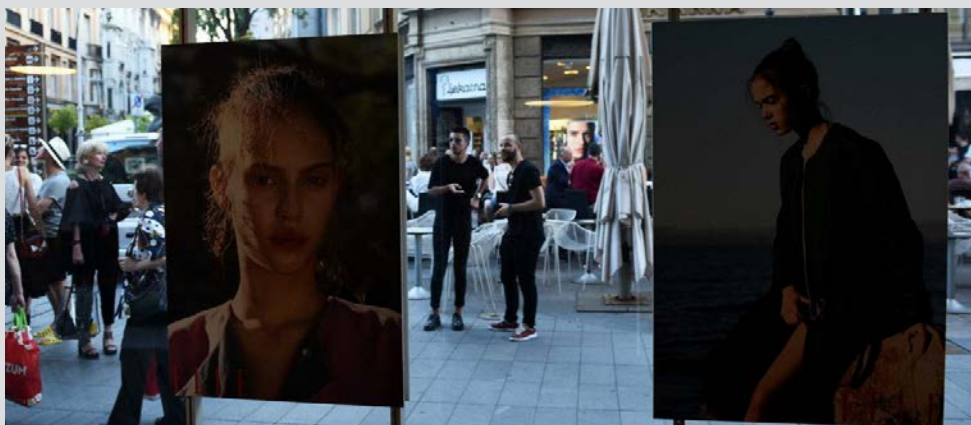
# CROATIA

## EVENTS - ELLE FASHION PHOTO TALENT

### ELLE FASHION PHOTO TALENT

Elle Fashion photo talent is a competition for young, creative photographers which requires a series of five photographs that represent a rounded fashion story. The jury, consisting of Elle's chief editor Vladimira Mirković Blažević, fashion editor Saša Joka, and one of the most famous photographers, choose three finalists, whose works are exhibited in the French Institute's

media library. The winner captures a professional fashion editorial for ELLE, while the previous winners and finalists of the best young fashion photographers' competition become renowned authors on the local fashion scene. An announcement of the AFP award is held every year in a relaxed atmosphere of the Mediatheque of the French Institute in Zagreb in the company of familiar faces from the fashion and art scene.



# 03

## CROATIA

### EVENTS - SENA WEEKEND



#### SENSA WEEKEND

Sensa magazine started, in collaboration with an established team of experts, themed weekends which are held in hotels and resorts in luxurious locations and, by doing so, it is providing an excellent mixture of relaxation for the soul and the body, while at the same time, the participants are encouraged to work on improving themselves.





## EVENTS - SENSE DAY

**SENSE DAY**

Sensa day is a unique one-day project which promotes a sustainable way of life, while theme and content-wise it follows the interests of the Sensa magazine. It provides visitors with free participation in workshops held by professional associates of the magazine for happier life and it covers a variety of topics, which include relaxation, life coaching, practicing all types of yoga, Thai chi recreation, Nordic walking, dance and motion, psychotherapy, workshop on natural cosmetics, aromatherapy, meditation, making healthy meals, gustation, painting, art therapy, sound therapy with a gong, children's games, ecological workshops, and many more. It is held in the beautiful Maksimir park, created at the end of the 18th century.





## EVENTS -COSMOPOLITAN BEAUTY AWARDS &amp; COSMOPOLITAN BIRTHDAY

**COSMOPOLITAN BEAUTY AWARDS**

If the beauty is in the eye of the beholder, then happiness can be found in beauty rituals, at least that's what recent research tells us. It works whether you enjoy scented relaxing baths, use eyelash growth serum, or bathe in your favorite perfume. Cosmopolitan magazine annually organizes the biggest beauty contest in the country to find out which are the most used products. The numbers are as follows: 16 categories, 100 products, and the competition lasts for 70 days. The winners of the year are chosen after the voting of the professional jury and Cosmopolitan's readers.

**COSMOPOLITAN'S BIRTHDAY**

True party people claim that the best birthday is the one you have no recollection of, except for some blurry details. Cosmopolitan's birthday is where colorful lights and great music show you the way. Cosmopolitan celebrates its birthdays in grand style, in accordance with its status as the best-selling magazine for women worldwide. For the attendants of its birthday, Cosmo is preparing a fashion show of renowned brands from the world of fashion, and this year, 'I'm more than a selfie' prizes were awarded within the contest in which the stars from the world of entrepreneurship, creativity, arts, science, humanitarian work, education, and celebrity world were found.



## EVENTS -STORY GOURMET COOKING WORKSHOPS

**STORY GOURMET COOKING WORKSHOPS**

StoryGourmet is the only magazine whose content is created by a powerful team of respectable celebrity chefs: Andrej Barbieri, Petra Jelenić, David Skoko, Marin Medak and Ivan Pažanin. They take the readers behind the scenes of their restaurants, teach them different techniques, introduce the readers with the people who inspire them, with their favorite manufacturers, fishermen, vintners, and oilmen. Professional chefs and team members of StoryGourmet workshops hold a variety of different workshops, where all gastronomical enthusiasts get a chance to learn the secrets of Croatian specialties and become masters of what they do under the guidance of the best Croatian chefs.

## EVENTS -STORY CHRISTMAS STORY TELLING

**STORY'S PRESENT WITH A STORY/CHRISTMAS STORY**

Story's project „Christmas Story“ and „Present with a story“ is held during December in the heart of Zagreb within the Advent. The Christmas atmosphere, accomplished by a magical scenography with a thousand Christmas lights, garlands of holly along the access walkway and a huge Christmas tree, which is decorated by citizens and visitors, with their own Christmas balls, as well as the Christmas fair create a Christmas Story. Visitors can

enjoy themselves at concerts of spiritual and pop music at the Musical Academy, at DJ shows, and of course, they can try some culinary delicacies produced on local family farms. The „Christmas Story“ program also includes a variety of original presents for the whole family, which include antique Christmas decoration, young craftsmen's products, and edible souvenirs. The greatest attraction is „Present with a story“ exhibition, within the health education project, which highlights the importance

of true life values. Apart from the experts, psychologists and other health workers, public persons will also participate in this project – singers, actors, directors, architects – and bring their „presents with a story“, that is, presents which they received from their loved ones and which have a special value. They will also send their message through the media and social networks, which is that happiness cannot be bought and that people should determine what really matters in their lives and cherish those things.





## EVENTS - WEDDING FAIR &amp; FAMILY DAY

**THE WEDDING FAIR**

The biggest, the most original and the most luxurious wedding-themed manifestation in the region, the Wedding Fair, is held in Zagreb, Opatija, Osijek and Split. Unavoidable address for all newlyweds, professionals and wedding-lovers is, once again, Arena Zagreb, the place where numerous presenters will gather and show the best there is when it comes to the world of weddings. The visitors will see six fashion shows of renowned fashion designers, fashion houses and wedding dress salons, which will be accompanied with interesting side events, such as themed workshops, dessert gustation, participation in humanitarian tombola, and enjoying the pricy awards and numerous discounts on the fair. The Wedding Fair abounds with creative ideas, positive energy and socializing, which is the best overture to the celebration of love.

**FAMILY DAY - a day of dance, fun and laughter in the heart of Floraart**

Performances of children's and adult choirs and dance groups, children's fashion show, entertainment and educational games, sports competitions, creative workshops, and above all a lot of fun and laughter marked Family Day - a day of unity, education and entertainment for the whole family. This traditional ceremony of publishing house Adria Media Zagreb also represents family magazine - Lisa, Lijepa i aktivna, Senza, Moj lijepi vrt and Moj stan, and this year it took place in the most beautiful surroundings that visitors can imagine - as part of the international exhibition Floraart.

## EVENTS -NGM PHOTO TALENT & MENSHEALTH RUNNING SCHOOL

### NATIONAL GEOGRAPHIC PHOTO TALENT

Each year, more than a 1000 photographs from Croatia and surrounding states are sent to the National Geographic Croatia magazine in order to participate in an already traditional photo contest National Geographic photo talent. The theme of the contest, for instance the beauty of the world and sun, defines the mien of the photographs and the criterion that determines the winner of the contest. The 12 photographs that are taken on land, sea and under the surface, which in the best manner represent the photo talent of the contestants are chosen.



### MEN'S HEALTH RUNNING SCHOOL

Men's Health Outdoor school of running and trekking is the first such school in Croatia. The school offers a real life adventure – professionally guided running trainings on different locations in Zagreb during the week, and organized training-excursions in the surroundings of Zagreb, as well as around Croatia. School participants have taken part in Zagreb Trail and Velebit Ultra Trail in 2015.



## EVENTS - NATIONAL GEOGRAPHIC'S DAY OF BIOLOGICAL DIVERSITY

**NATIONAL GEOGRAPHIC'S DAY OF BIOLOGICAL DIVERSITY**

To celebrate the International Day of Biological Diversity and Nature Protection Day in the Republic of Croatia, the magazine National Geographic Croatia, in collaboration with the Ministry of Environment and Nature Protection, Public Institution Maksimir and Croatian Agency for Environment and Nature, organizes an all-day long educational and entertainment program intended for all nature lovers, both children and adults. This year, the National Geographic's Day of Biological Diversity is held on 22nd May in Maksimir park, from 11am until 5pm. The visitors are acquainted with plant and animal diversity of the Maksimir park, as well as the diversity of Croatia, through guided tours, education and entertainment workshops, as well as various outdoor exhibitions.

# THANK YOU

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