



Dnevni avaz

www.dnevniavaz.ba

Market

Today Dnevni avaz is the most sold product with the mark Made in Bosnia and Herzegovina.

Convincingly the most affirmed daily in Bosnia and Herzegovina, it has for years been the leader on the printed media market, leaving all the other press far behind.

In effect, we are in elections every day, vehemently taking the lead over the other printed media on newsstands.

According to the most modest analyses by independent agencies, Dnevni avaz covers 63 percent of the market in entire Bosnia and Herzegovina. Between 11 and 17 copies of Dnevni avaz per one copy of any other dailies are sold in Sarajevo on average.

These indicators are both recognition and enormous responsibility. Dnevni avaz thus has a permanent task of remaining predominant on the Bosnia and Herzegovina market and being a daily that is trusted and which more than 50,000 people buy, while at least five times as many people read.

Achievements

As a project, Dnevni avaz has existed from the very beginning of 1990. Its founder, a very famous journalist of Zagreb's Danas weekly, Fahrudin Radončić, started a weekly called Bošnjački avaz in the occupied Sarajevo in 1993. In a very short period of time, the weekly established itself as an influential weekly which was within less than a year launched on the market of western Europe, via a publishing company in Frankfurt.

It was the first newspaper to have come before the numerous Bosnia-Herzegovina diaspora from the occupied Sarajevo.

However, this task, which was at the time more than difficult to perform, became an incentive for Dnevni avaz to continue further and in October 1995 started being published as a daily.

In a very short period of time, Dnevni avaz became dominant on the media front of Bosnia-Herzegovina.

It also recognised to call from the numerous diaspora for Dnevni avaz to continue being distributed in Europe and today it is present on the market of a significant number of European Union countries, as well as countries in the region.

The recession did not bring about a decrease in its circulation or even the number of advertisements in the newspaper.

Evidently the readers decided to continue trusting Dnevni avaz, so it can proudly boast a stable growth of its circulation during the past year and this year, as well as the inflow of income from marketing.

The reason for this is rather simple – in times of crisis people want to know what is taking place and we offer them information drawn up according to the best standards of journalism. Business people recognised this and once again got confirmation that advertising in Dnevni avaz is more than lucrative!

History

When Fahrudin Radončić, after being demobilised from the Bosnia and Herzegovina Army, started Bošnjački avaz in September 1993 as a way of cultural defence of the occupied city, he could not even fathom that our media project would grow into a regional wonder.

After becoming very well known as a weekly in the occupied Bosnia and Herzegovina, in 1994 Bošnjački avaz had a parallel printing office in Frankfurt, which was a great accomplishment at the time, and reached the diaspora.



However, feeling that Bosniaks as a people in times of peace that were coming into view need a powerful, modern and professional media system, Radončić decided that Dnevni avaz should be issued daily during the war.

As opposed to many others, Dnevni avaz invested all gains exclusively in Bosnia and Herzegovina, that is, the development of printing, improvement of working conditions and pay for its staff, their education around the

world and trips during which they learnt the highest standards of the news profession, and invested into the construction of facilities that made Sarajevo and Bosnia and Herzegovina more beautiful.

Alongside its circulation, with its professionalism, responsibility for public speech and especially anti-corruption, anti-mafia writing and bravery, the newspaper gained enormous respect among the domestic public, but also in international political circles.

Product

The Avaz roto press company has grown into a regional media empire. Its strongest brand is definitely Dnevni avaz, but other periodicals also found their place.

Within the company more than 40 various periodicals and newspapers are issued each month.

Avazov Sport is the first sports newspaper to have been issued in the independent Bosnia and Herzegovina. The first issue of Avazov Sport was printed on 14 December 1996.

The paper which hits the stands regularly on Tuesdays and Fridays and on a daily basis when big international sporting events are taking pace, such as the world or European football championships, deals with sports news from Bosnia and Herzegovina and abroad, with a particular accent on the successes of Bosnia-Herzegovina athletes and clubs on the domestic and European scene. It regularly covers news on the international scene.

Definitely the most prominent sport is football, but a lot of attention is also paid to basketball, handball and volleyball, as well as so-called small sports.

Sport pays special attention to younger generations of athletes who are its most loyal readers, which





guarantees its even greater influence and circulation expansion in the future.

During its publishing so far, for a number of years now, in collaboration with Dnevni avaz, Sport lead the action "Voting on the sports personality of Bosnia and Herzegovina".

Express, which is issued every Thursday, started being published in June 2001 as a political magazine. Since then it has gone through major transformations. First, in the autumn of the same year, its concept was changed to a tabloid printed in big format in rotary press, and its present appearance was devised in April 2002.

The subjects with which Express deals with are varied. From celebrities who take up most of the issue, to crime, sports and life stories from everyday life in Bosnia-Herzegovina, the region and other countries.

All this time Express has also been the most demanded weekly published in Bosnia-Herzegovina, with a circulation of 30,000 to 40,000 copies per issue. For a full six years the magazine has had its issue for abroad and can be bought as Avaz Express in countries in Western Europe, Scandinavia, Croatia, Serbia and Montenegro. Alongside other issues of Avaz roto-pres, it also has its Internet site, so it is available in electronic form as well.

Azra: Created as an authentic Bosnia-Herzegovina brand, the Azra magazine fosters its specificity that has secured its leadership position for a full 13 years.

In the era of clones among newspapers (and clones live a short time), Azra recognised authentic life and so paved its way to the hearts of its readers. A young, diligent team of women every week find interesting subjects with the aim of justifying our slogan "Azra – these are the stories I want!"

It intends to transfuse its love for the written word into a designer collection with newspaper print as the motif. You will be able to read Azra on beautiful dresses, ravishing skirts and tight shirts.

Global: The Global political magazine, although

relatively "young", managed to impose itself on the Bosnia-Herzegovina market as a paper people trust in a short period of time.

From issue to issue it brings relevant stories from all spheres of life in Bosnia and Herzegovina, but also from the region and the world, starting with "heavy" politics to life stories in which the main characters are the common people.

As time goes on, the first issue having been published in January 2009, there are more and more readers in the country, as well as abroad where it is also possible to buy Global, who are impatiently awaiting Thursday, the day when the magazine hits the stands.

By publishing correct information and interesting and intriguing texts from the field of investigative journalism, Global has gained the trust of readers and so obtained the leading position among political weeklies published in Bosnia-Herzegovina.

Zdravlje u kući – This family magazine is Avaz-rotopres's monthly with the highest circulation. During its eight years of being published it has won the attention and trust of readers and some of the most renowned Bosnia-Herzegovina doctors are among its associates.

The basic subjects with which the magazine deals is health – from protection to prevention, from through informing readers with the health problems of people and possibilities of treatment, to the latest discoveries in medicine, pharmacology and nutrition. The other section is dedicated to nutrition, recommendations for healthy nutrition, diets for various health problems, experience in treatment with food and herbs.

The regular special attachment to the magazine, "Žena i ljepota" (Woman and beauty) is dedicated to nurturing the body and spirit, an important part of life of modern

people, with a special accent on women as those who take care of health protection, hygiene and nurturing in the family.

Štampanja OKO – Avaz is the majority owner of the OKO printing office. It has printed more than 200 million copies of Dnevni avaz with 15 billion pages. These are impressive numbers that indicate a constant increase in the circulation of the most influential and most prestigious newspaper in Bosnia and Herzegovina.

The OKO printing office uses rotary printing machines by a representative producer, Koenig & Bauer from Germany, which is the leader in the international printing industry.

OKO is capable of printing up to 70,000 newspapers per hour. The company's complete management relies on domestic experts who create, maintain and manage the technology.

Publication for abroad – as of 1 December 2003 the international edition of Dnevni avaz began. The newspaper is printed daily on the modern Inter media print printing office in the town of Merfelden, some 30 kilometres from Frankfurt. Saarbach takes care of distributing it in 12 European countries.

Recent Developments

At the beginning of this year, the Global magazine was launched.

The "Avaz-rotopres" corporation has every reason to be more than proud of this latest accomplishment.

Presently, negotiations with The New York Times are ongoing about a stronger business cooperation, and the first issue of the New York Times supplement should be in Dnevni avaz at the beginning of December 2009. The New York Times is interested in business cooperation with Dnevni avaz for a period of three years.

A renowned French newspaper, Le Monde Diplomatique, has also voiced interest in a similar form of cooperation with Dnevni avaz.

Promotion

During its 15 years of being published, Dnevni avaz has received strong support of an increasing number of readers who believe in its objective and professionally written information. We are regularly the most read Bosnia-Herzegovina media in the world.

The newspaper is increasingly demanded on kiosks of the European market and is marking an increase in circulation every day.

Dnevni avaz was pronounced the newspaper of the year in Bosnia-Herzegovina on several occasions.

Its journalists and editors are frequent guests and lecturers at international seminars, from the United States to the Far East.

Brand Values

Everything sold so far is the best proof of the value of the Avaz brand. It is recognisable, firmly established and the strongest invitation for entering the Bosnia and Herzegovina market.

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THINGS YOU DIDN'T KNOW ABOUT...

Dnevni avaz

- > The first issue of Dnevni avaz was published on 2 October 1995.
- > Over 200 million copies of Dnevni avaz have come out of its printing office.
- > The average sold circulation of Dnevni avaz is somewhat more than 54,000 a day.
- > According to Google analytics statistics, somewhat more than 100,000 people a day visit the news site www.dnevniavaz.ba.
- > Dnevni avaz's printing office - OKO has spent so much paper that it could go around the world along the equator six times.

