

# NEZAVISNE novine

## Market

The daily independent newspapers company Dnevne Nezavisne novine was established in 1995, with a view to becoming the number one newspapers agency in Bosnia and Herzegovina. The first circulation of Nezavisne novine included 2,000 copies, and the newspapers were published weekly. Today, the company is at the very top of journalism in Bosnia and Herzegovina, with a daily circulation of more than 25,000 copies.

Ensuring that verified and timely information reaches the readers is a daily responsibility of the editorial team located today in a modern office building in Banja Luka. It is equipped according to the latest standards and has more than 100 employees – editors, journalists, proofreaders, photo-reporters, technical staff and a substantial number of external associates, correspondents in the country and abroad as well as a large number of columnists – political and economic analysts.

In addition to its central desk in Banja Luka, Nezavisne novine has an information and technical centre in Sarajevo.

Correspondence network is established in all major municipalities in Bosnia and Herzegovina: Mostar, Prijedor, Bijeljina, Tuzla, Trebinje, Zenica, Čitluk, Foča, Sanski Most, Goražde, as well as large centres in countries in the region.

Owing to the people who are always in the right place at the right time, the latest information from the world of politics, economy, culture, society and sport, reaches tens of thousands of faithful readers, clearly, objectively and on time. They read Nezavisne novine daily, either online or the printed edition. The newspapers are present across Bosnia and Herzegovina, and electronically in the entire world too.

## Achievements

The tenth anniversary of Nezavisne novine was the occasion for inaugurating a journalist award "Nikola



Guzijan". Since then, every year Nezavisne novine awards this prestigious prize to journalists from Bosnia and Herzegovina for their contribution to development

of investigative journalism and promotion of professional standards in journalism. In addition to this prize, it also awards the Person of the Year and Businessman of the Year awards. According to the evaluation of the editorial board of Nezavisne novine, the Person of the Year award is granted to people who contribute with their work and efforts to promoting democracy and humaneness in Bosnia and Herzegovina, while the Businessman of the Year award, also based on the estimate of Nezavisne novine editorial board, is granted to the businessman with the highest level of investments and prosperity in Bosnia and Herzegovina.

Since 2008, Nezavisne novine together with its readers has also been choosing the best Minister of the Year. The decision who will receive the title of the Minister of the Year is made exclusively by readers' votes.

## History

In only fifteen years of existence Nezavisne novine achieved great progress and set the standards of professional journalism, not just in

Bosnia and Herzegovina but in the entire region as well. In the past Nezavisne novine initiated and promoted the democratic approach and objectivity in all local media. At the market, it is reputed as a leader in the segment of print media, owing to its innovativeness and openness towards readers. Precisely because of this openness, it found its loyal readers across all generations, especially among young people. Today, Nezavisne novine is recognisable at the BiH market as the most objective newspaper, which frequently acts as the promoter and driving force in social, political and sport life.

## Product

Every daily issue of Nezavisne novine contains thematic sections: Sport, Magazine, Auto, Info Net, Entertainment, TV Network, My Home, Style, and a special Sunday edition of Nezavisne novine.

Editorial policy is independent, and ninety percent of texts published in the newspaper are authorial texts. Nezavisne novine respects the authors' languages, so depending on the author the texts are published on Serbian, Croatian and Bosnian languages.

According to public opinion surveys, Nezavisne novine is the only newspaper with a concept of full democracy and independence. Perhaps the best illustration of the concept and editorial policy of Nezavisne novine is the acknowledgement awarded in September 2000 by International Press Freedom from New York to the founder and director of Nezavisne novine, Mr. Željko Kopanja. The award was presented to him for promoting freedom of media in Bosnia and Herzegovina and the world.

The fact that Nezavisne novine is printed in its own printing house, launched in 2002 and fully equipped according to the highest standards, is yet another contribution to the quality of the newspaper.





## Recent Developments

The media market is arguably the most demanding market, taking into account the high level of sensibility of readers. In order to survive and increase one's share in such a market, it is necessary to constantly investigate, observe, and follow the real interests of readers. For that reason, in the last three years Nezavisne novine introduced regular sections intended for different reader groups. Auto Magazine, My Home, Sunday Magazine, Sport Section, and Info Net are just some of the sections published regularly in Nezavisne novine. Its website, [www.nezavisne.com](http://www.nezavisne.com), provides not only the possibility to read the latest news online, but it also enables readers to give their comments, objections or suggestions with regard to the newspaper content. For Nezavisne novine, public opinion and the voice of its readers is still the only guideline for survival at the media market in Bosnia and Herzegovina.

## Promotion

Every year Nezavisne novine offers support through media sponsorship to numerous sport, cultural, humanitarian and scientific events.

In the last three years alone they supported the following events:

- International kick-boxing tournament, Champions' Night (sponsored from 2006 to 2009),
- International Conference Banja Luka Stock Market (sponsored from 2007 to 2009),
- European Rafting Cup (held in 2008),
- Association of Paraplegics (sponsored in all activities from 2007 to 2009),
- S.W.O.T. Association of Economists (sponsored from 2007 to 2009),
- International Folklore Festival Dukat Fest (sponsored festivals held in 2008 and 2009),
- Art zone Sarajevo, Lord of the Dance event held in 2008,
- International Art Colony Aleksandrovac 2009,
- SOS Children's Village 2009,
- Front stage for Lenny Kravitz concert, July 2009,
- International Sport Dance Tournament – held in 2009,

## SPORTISTA GODINE BOSNE I HERCEGOVINE

Bosnia and Herzegovina.

In cooperation with its regular partners, Nezavisne novine regularly provides for its readers free tickets for cultural and sport events, theatre plays, art exhibitions etc. Nezavisne novine often gives joy to the youngest ones by providing occasional school surprises: class schedules, greeting cards, multiplication tables or periodic tables.

## Brand Values

Owing to its own distribution network with more than forty delivery vehicles and many sub-contractors, Nezavisne novine newspapers are available every morning at all kiosks across Bosnia and Herzegovina. All state institutions, public institutions and municipalities are subscribed to Nezavisne novine, which illustrates to a large extent the newspaper rating.

In addition to its printed issue, the electronic issue of Nezavisne novine is regularly accessed by thousands of readers worldwide. Majority of these readers are from Bosnia and Herzegovina, temporarily or permanently residing abroad. Offices and embassies of

- 3rd International Symposium on New Technologies in Sport – NTS, held in Sarajevo in 2009, organised by the Olympic Committee of Bosnia and Herzegovina and Sarajevo Faculty of Sport and Physical Education,
- Race Against Drugs 2009, organised by Citizens Association PROI Sarajevo, held in Sarajevo, sponsored from 2005 to 2009,
- Crystal Prism, organised by REVICON and Prizma magazine in July 2009 in Sarajevo, Holiday Inn Hotel.

In its future work Nezavisne novine will continue supporting all ceremonies and events that contribute to improving the quality of life in

Bosnia and Herzegovina worldwide are also our loyal readers.

Nezavisne novine readers can also access the newspaper content via Internet, at [www.nezavisne.com](http://www.nezavisne.com). More than 50,000 readers visit this website on daily basis. According to statistical data, more than 50 percent of online visitors are from Bosnia and Herzegovina, while majority of visitors from abroad are from Canada, USA, Denmark, Sweden, Austria, Netherlands, Germany and Switzerland.

Find out why Nezavisne novine enjoys the confidence of so many readers, and why the top companies and businessmen in Bosnia and Herzegovina choose Nezavisne novine to convey their messages to the general public.

[www.nezavisne.com](http://www.nezavisne.com)

## THINGS YOU DIDN'T KNOW ABOUT...

### Nezavisne novine

- Nezavisne novine is in charge of the most important project in Bosnia and Herzegovina aimed at promotion and development of sport.
- Since 2000 Nezavisne novine has organised the ceremony of Election of Sportsman of the Year in Bosnia and Herzegovina, with a view to promoting sport and sportsmen/sportswomen of Bosnia and Herzegovina and thus give an additional incentive to sportsmen/sportswomen to be even better at what they do. The proof that Nezavisne novine succeeded in this endeavour is the fact that every day they are getting more support for development of this project. In the past eight years, more than 200 sportsmen/sportswomen, sport workers and people who contributed to development of sport in Bosnia and Herzegovina received awards through this project. Each year the most eminent and meritorious persons from the world of sport, economy and politics participate in the organisation and implementation of this project. The main sponsor of this ceremony, traditionally, is the Presidency of Bosnia and Herzegovina. The ceremony attracts great public attention, so every year the final ceremony is attended by many accredited journalists from country and abroad. In short, the purpose of this event and its program is the development of top-level sport in Bosnia and Herzegovina, creating a positive attitude both in domestic and world public about sport and sportsmen/sportswomen at the level of Bosnia and Herzegovina, popularisation, mass support and affirmation of sport in society, especially among the young people. The ceremony envisages awards for handicapped and disabled persons in sport, thereby endeavouring to encourage sport activities among disabled people.

