

# GLOBUS

## Market

Today's leading politics weekly / lifestyle magazine was launched by a group of renowned Croatian journalists in 1990, at the point in which the country was facing one of the most dramatic turning points in fifty years: the fall of the Berlin wall sent forth an avalanche that crushed communist forts one by one, changing the prevailing ideology in Central and Eastern European countries. Reinforced by the continuous nationalistic intolerance, to escalate into several years of war, this avalanche stopped in Croatia, up to then one of the federal units of the "soft socialist" state. The main aim of this group of media visionaries was to create an independent and commercial newspaper; at the moment when it was necessary to promote not only the freedom of press and speech, but also the new, democratic way of life in general. Globus appearance on the previously strictly controlled market was a complete and positive novelty - both when it came to presenting information and to revealing the true face of society, and when it came to increasing the responsibility of the new / old political elite towards the citizens.

Globus, as the starting point of Europapress Holding, which is today one of the biggest and the most propulsive publishers in the wider region, gave an important contribution to the development of private publishing in Croatia, but also to the development of the media market and the market as such. Maintaining its position of the most important, most daring and the most influential political / lifestyle magazine for more than a decade and a half, Globus has continuously confirmed its position with its success on the market, in which, with over 100 million copies sold to date, it has almost a 50% share in its segment and in comparison with the general competition. Compared to its closest competitor, Globus can proudly say it has an average of 17% market share more. In other words, Globus is read by every eighth citizen of Croatia, a country of 4.5 million people, separated from full EU membership only by the completion of the ongoing accession talks.

## Achievements

Transforming itself, in the transition period, from the first independent commercial newspaper which set the standards for serious, research and authentic political journalism into a multi-topic lifestyle magazine, shaping, in the widest sense of the word, public opinions and attitudes and entirely



acknowledging the readers' demands for entertainment and enjoyment, Globus never refrained from detecting and analyzing in depth the true face of the society, no matter how unpleasant the process was and no matter who was behind it. Founded on the imperative of authenticity and guided by the criteria of top journalist professionalism, from the very beginning Globus has pooled the best, although differing greatly in their views and age, authors, editors, journalists, columnists, analysts and social observers. After all, to be able to want and know how to think differently, in all situations and under all circumstances, is not only Globus' permanent task, but also an achievement which it proudly, decisively and with endless enthusiasm adds every week to the foundations of the increasingly democratically stable and economically and socially developed society.

## History

The first issue of the first independent weekly, whose editing board primarily intended to deal with relevant and important world topics, was published on December 14th, 1990, in the large daily newspaper format, printed on newsprint, in three-colour print and in 150,000 copies. Several issues later, Globus' format was downsized by half and the sharp editing and thematic turn towards Croatian reality was the result of the developing events in Croatia, the escalation of war among locals and in the immediate neighbourhood. By the end of 1991, the first war year, Globus had become the political weekly with the highest circulation in the newly created Republic of Croatia, but also the intellectual core of Croatian journalism, from which the Europapress Holding (EPH) publishing company with regional relevance would develop in 1994.

One of the most important changes in Globus



took place in April 1997, when the paper shifted to colour print and changed format to the one it still has today. The Globus team included or still includes the leading names of the Croatian media: with the founders Ninoslav Pavić (today Head of EPH Board), Denis Kuljiš, Ratko Bošković, Nenad Polimac, Rene Bakalović and Zdravko Jurak, the magazine was created from the first issue by Marko Grčić and Mladen Klemenčić, soon to be joined by the first lady of the sharp pen, columnist Tanja Torbarina as well as Davor Butković. Today's team of young, highly professional and just as daring enthusiasts is lead by Editor-in-Chief Igor Alborghetti.

## Product

In spite of all the changes and constant adaptations to the requirements and wishes of its readers, the basic concept guideline of Globus is a studied balance and a synthesis of the so-called pure politics, covering its institutions and key personalities but also its influence on the business sphere, and the so-called surface manifestations of public life, which are never treated in a superficial way. In a direct and very often provocative manner, Globus analyzes the Croatian political, cultural and economic reality, above the information level itself: it deals primarily with revealing





the background and the real truth about people, things, processes and phenomena. As stabilization of the political and economic situation in Croatia improves, and the state grows more and more compatible with modern international criteria, Globus informs its readers on the current global trends and offers topics of personal and individual significance, connected to all that is, in the widest sense of the word, defined as lifestyle, which has always been one of the most interesting and most read about aspects of living in stable and rich western democracies. As a political weekly it is sharp, uncompromising and bold, in the lifestyle part it is up-to-date, adaptable and completely open to the different social spheres as well as to all social categories. Every week, on almost 150 pages, for the seventeenth year in a row, free of any dogmatism and fake elitism, Globus has been offering in-depth analysis and providing a comprehensive image of the pulse of the nation.

### Recent developments

Several years ago, Globus marked its opening to topics other than politics, of wider social significance, by launching a series of Special Features, special (and almost completely autonomous in the sense of journalism and editing) thematic units, which were absolute novelty in the Croatian media. The Special Features were launched because Globus wanted to offer each segment of its readers (even the youngest!) a thematically and visually attractive, and at the same time credible and practical, guide through the complete offer in the product and services market throughout Croatia. These features - divided by topic and titled Lifestyle, Gastro, Turizam, Info, Automobili, Građevina, Interijeri... - presented news and offered answers to everyday questions: how to obtain the most favourable loan, how to build or sell a house, buy an apartment or a car; which cell phone to buy, which monitor; television set, where to spend the summer vacations, where to go out, have a good meal, how to look good, avoid stress, stay healthy, which sports to choose, what is a good product and what is not, what to invest in and what to avoid.

On the other hand, Globus started dealing more intensely with economic matters and, after having exposed several scandals and unfinished business mostly from the controversial privatization period, it began to follow closely and analyze trends in the Croatian and regional economy, suggesting to its readers the best international models, and predicting and warning of dangers, sidetracks and possible failures. Every December, as a tribute to its economic research, Globus publishes the Business Report special issue, in which, in an authentic manner and

corroborated with concrete financial indicators, it evaluates and valorises the biggest companies, ventures and participants on the Croatian business and economic scene.

### Promotion

With its high circulation (an average of 500,000 readers per week) and the clout it has established, Globus is constantly moving the benchmarks of informing, not only with its contents but also with its promotion and marketing concept. Confirming its position of the carrier and the initiator of important and advanced social initiatives, Globus has launched IDEJA, a competition for the best entrepreneurial projects at national level. The



competition drew the attention of the most important business partners and sponsors (Adris, HRT, Podravka, Siemens, T-Mobile, Zagrebačka banka...) and of the entire business sector; and also created a positive entrepreneurial atmosphere and optimism in the widest audience. The basic goal of IDEJA, which received strong support from the Government of the Republic of Croatia, is not only to present and promote the most brilliant and the most creative - existing and potential! - entrepreneurs in the country, but also offer and assure them real, concrete help and logistics to launch and realize good ideas and projects.



**natječaj**  
za najbolje  
poduzetničke  
projekte

# Hrvatska, poduzetnički inkubator!

Tko ima najviše genijalaca po glavi stanovnika?  
Tko kaže da Hrvati nisu nadareni za biznis?  
Što smo sve spremni učiniti da bi zaradili?  
Tko su samonikli hrvatski biznismeni?  
Sve o tome i o gomili svježih i kreativnih ideja pristiglih na  
Natječaj za najbolje poduzetničke projekte **pročitajte samo u Globusu.**

**GLOBUS** McKinsey&Company








### Brand values

A weekly that, from its very beginning, emphasizes social and political awareness and responsibility, a magazine that was part of the creation and formation of the modern Croatian state and that, independently of the current hierarchy and/or correlations in the political, economic, cultural or social establishment, has proven its imperative journalist authenticity time and again, is accepted by the widest audience as a sharp, bold and uncompromised defender of the truth, as a daring and unyielding protector of the law and rightfulness. Thus setting new criteria and standards to the market, Globus stands firmly as the most influential Croatian opinion-maker; the brand seen by all Croatian citizens as an authentic realization and confirmation of its motto: Globus. The Pulse of the Nation.

[www.globus.hr](http://www.globus.hr)

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

#### Globus

- The Art Director of Globus Lifestyle - a creative, visually impressive and artistically unbound contextualization of the person of the week - is the painter Sasa Sekoranja, better known as the most original Croatian florist.
- One of the long-lasting Globus columns, the Sema tjedna (Scheme of the week), is written by blunt and outspoken Denis Kuljis, the one-of-a-kind bard and enfant terrible of the Croatian media arena, who was one of the founders of the weekly back in 1990.
- One of the winners of the IDEJA, the Globus competition for the best entrepreneurial projects, was the young veterinarian Krešimir Bašić, the first Croatian cow pedicurist with a European licence.
- In 17 years, Globus changed premises several times, and is today settled at Koranska 2, in one of the best-equipped, most functional and most beautiful business premises in Zagreb's newly built business area.

