

Gloria

Market

The first issue of Gloria magazine was published in 1994. Just after several issues, Gloria magazine succeeded in setting high and meaningful market standards, which were emphasized with the slogan that is still recognized and well known today, even after thirteen years: the glossiest magazine for women.

Even though at the time when the magazine was first published there were still no modern news publishing companies with developed production technology and organized distribution channels, the project that was originally designed to be full of rich content mainly intended for the general female public grew into a magazine for anyone interested in light affairs, aesthetic everyday topics and news from national and international scenes.

In this way, led by vision and strategy oriented media professionals and enthusiasts, Gloria became one of the most important products of Europapress holding (EPH), the largest publisher in the region, thus firmly maintaining position in its market segment and weekly reaching nearly half a million readers.

Achievements

One of the core principles of Gloria's editing concept is to promote attractive, but at the same time meaningful lifestyles. After more than 630 issues, this is continuously being achieved by professional event research, detailed trend and event predictions, and most importantly by active participation in creating new event standards.

Each Gloria issue guides its readers through the world of the rich and famous, presenting their current successes and reminding readers of their individual and collective time valued achievements. With constant focus on credibility, but never violating good taste, high aesthetic or ethical criteria, regardless of the positive or negative tones of the topic, Gloria has set clear standards for successful and socially responsible celebrity journalism. With dedicated upholding of these principles, public figures trust was gained immediately as they are willing to share with others the most intimate life details, show their homes,

favourite places, pleasures and lifestyles, relations and friendships, secrets, doubts, fears and hopes, and talk about life changing events.

Gloria thrills its readers with its unique presence in the world of fame and glamour, while paying attention to protect the individuals from any untruths. Exclusive, luxurious, and almost always full-page rich colour pictures taken by famous national and international photographers, grant Gloria the respect and a lasting connection with all generations both in Croatian and foreign families, through online and licensed issues. Gloria's achievements and importance can be best seen by the fact that most of its columns appeared both in other publications on the market, and on TV.

History

Gloria's first issue, one of the first magazines of the EPH, appeared on February 8th, 1994, as a black-and-white issue printed in tabloid format. By reaching women of all generations, the bi-weekly magazine became a weekly magazine, changed its format and, while maintaining editorial and conceptual principles, in 1996 became a rich-illustrated colour magazine. Gloria had furtherly developed and grown under the watchful eye of the editor-in-chief Dubravka Tomeković-Aralica, supported by highly educated,

motivated, experienced, and dedicated media experts.

In order to expand its offer, Gloria presents its readers with several special editions throughout the year (Gloria's holiday cookbook, Home and Garden, Cro A Porter Look Book, Watches and Jewellery, etc...), thus meeting the requirements of the ever-demanding readers.

A decade of successful publishing was celebrated on September 6th, 2004, in the most appropriate way, at an enjoyable event with a big exhibition of its photographers' best works at the Zagreb

Gliptoteque of the Croatian Academy of Sciences and Arts. By establishing itself as the first national celebrity journalism brand, Gloria became a noteworthy international project in 2003, and started its first international issue called Gloria Serbia and Montenegro.

Significant success of the licensed issue gave impetus for new publishing feats, so in 2005 Gloria IN was first published as



Jutarnji List supplement, the national daily newspaper with the highest circulation. In 2006, Gloria expanded its offer with Gloria online and Gloria Glam, a luxurious lifestyle magazine issued periodically.

Product

Every week, guided by high quality content and form standards, professionalism, reliability and exclusiveness, Gloria has 130 colour pages on average and presents its readers with the lives of the famous, successful, well-known, rich and otherwise public figures from the world of glamour, film, sports, arts, nobility, entrepreneurship, fashion, science, innovation, and so on...

By following their activities throughout the country and the world, Gloria uses photography and text to bring the news and atmosphere of all relevant social gatherings. Gloria consists of carefully selected content: exclusive stories, interviews, reports, specialized sections, newflashes, columns, feuilletons and inserts (romance novels). Given the high number of readers, more than 400,000 readers per issue, and its inexhaustible topics, Gloria stays with its readers for a long time, thus creating an effective link between the advertisers and the readers.

Recent developments

By regularly following news and trend changes, Gloria adjusts its sections and layouts to meet the needs and demands of an ever-growing group of readers, therefore expanding its offer and vision through a variety of printed and multimedia sub-issues.

As a special supplement of Jutarnji List, with a circulation of 140,000 copies, Gloria IN became in the last year and a half a luxurious and illustrated magazine shopping. With its interesting columns such as In&Out, fashion guidelines, style and cosmetics, trendy novelties and home decorating ideas, home and personal technology and gastronomy, Gloria In introduced itself, in a new and concise way, as the most modern, useful and reliable everyday market adviser.

Gloria was one of the first printed magazines in Croatia to introduce the online edition. Gloria on the Internet is not simply a digital version of the printed issue, since it establishes a new, quicker, and more

accessible communication channel for the audience, irrespective of their location, through specific Internet options: the online subscription, archive, forum, chat rooms, etc. The number of website visitors is increasing, and figures confirm over 200,000 hits per month.

The first issue of Gloria Glam, a luxurious lifestyle magazine, issued at end of 2006 on more than 200 luxurious pages, with a circulation of 50,000 copies, includes all point of interest of a style-aware audience: men's and women's fashion, wellness and beauty, cosmetics, architecture and design, travel, new technologies, gastronomy, and elite sports. Gloria Glam is a hit with the advertisers, with 100 pages of advertising space sold out in the first issue.

Promotion

As a market leader in its segment, new issues of Gloria are regularly advertised with short and clear TV- ads, which are showed several days prior to and after release of a new issue in prime- time on all national TV networks. The coming issue is always announced in all other major publications of the EPH. Strategic focus on a lasting bond with valuable, high quality, and recognizable domestic and foreign brands brings many advantages to Gloria's readers, either in the form of valuable gifts or in the form of media sponsorship of exclusive events (the Oliver Dragojević concert at the Paris Olympia, the multimedia Max Factor School of make- up...), and promotional contests and actions such as the one for the 600th issue celebration (600 beauty purses for 600 readers together with Max factor and Lacoste).

Being both socially aware and responsible, Gloria regularly uses its influence to help others so it is one of the sponsors of the fight against breast cancer: from media coverage of the "For our beauties" campaign in 2002, when the general public was educated, and all the way to this year's "They are not alone" campaign, whose goal is to raise significant funds for medical treatment of those who are ill with modern and less harmful methods. For several years in a row, Gloria is also the main media sponsor of the "Cro-a-porter" fashion show, the biggest one in Croatia.

Brand values

Having established itself as women's magazine with best content and



highest quality, Gloria established a deep connection with its readers and proved to be a lady anytime, everywhere and in all occasions. Gloria is to be discovered, asked for advice, read and enjoyed; it is authentic, self-confident and polite, trustworthy and confidential, paced and moderate, modern and traditional, ethical and aesthetic. Whatever it does, it is elegant in its own peculiar and luxurious way.

www.gloria.com.hr



THINGS YOU DIDN'T KNOW ABOUT...

Glorija

- The symbol of Gloria is a rose, the queen of flowers.
- The romance novels published as inserts in each Gloria issue are written by its readers, sometimes under their real names and sometimes under pseudonyms.
- Gloria's oldest associate is ninety years old, while the youngest has just turned twenty.