



NATIONAL GEOGRAPHIC HRVATSKA

Market

National Geographic Croatia (NGC) is published by the Adria Media Zagreb Company and is the 25th worldwide edition of the most accepted and well known popular-scientific magazine in the world, whose yellow cover frame is one of the most recognizable trademarks on the globe. There are almost 50 million registered readers of the English version of the National Geographic Magazine (NGM), while 29 non-American editions have approximately 10 million fans.

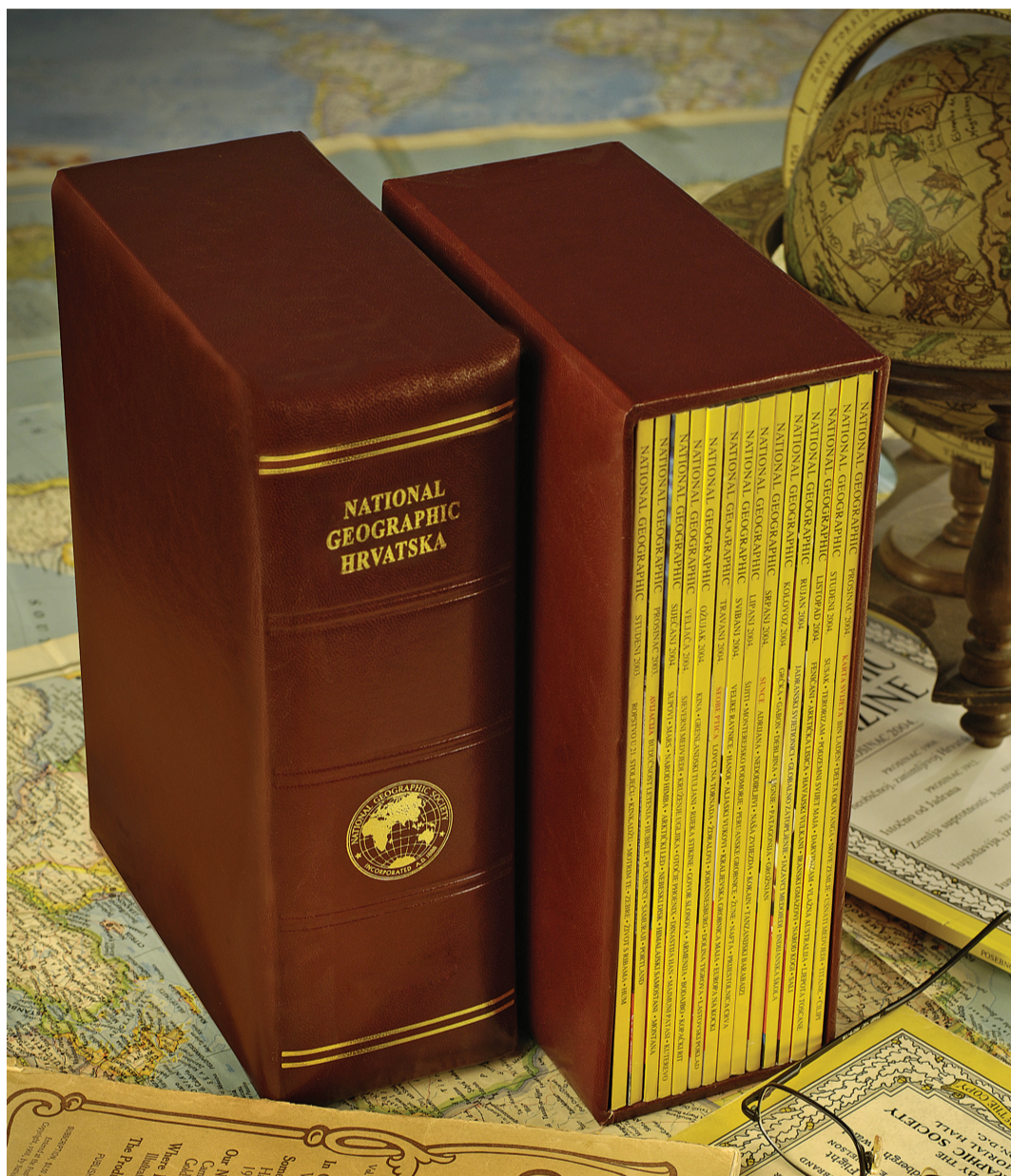
There are two groups of National Geographic Croatia readers. The first group is made up of the student population, from the 7th grade in elementary schools to college students, and they use the magazine for education purposes, as teachers often rely on it in the classroom. The second group consists of members of both sexes, and they are standard educated and situated people with different professional careers, who wish to expand their knowledge, learn something new and keep up with trends. At the same time, National Geographic is a major promoter of new technologies, which are displayed through achievements of a global and national economy.

Achievements

National Geographic Croatia became the most well known popular-scientific name in Croatia, the most read monthly magazine and an institution in educational, cultural, and expert-scientific domains of Croatia. Its activities complement the National Geographic Society's global mission which has funded over 7,000 expeditions, donated over 100 million dollars for education, 80 million dollars financial support for 250 causes a year; and in any given moment there are around 100 writers, photographers, scientists, film crew members and researchers on various tasks around the world.

History

In 1888, the National Geographic Society association was founded in the USA and today it is one of the biggest non-profit, popular-scientific and research establishments in the world. The association started its own newsletter as soon as it was founded - it was the National Geographic Magazine. As early as 1908, it had an article about Croatia ("In Quaint, Curious Croatia").



That was a time when the Kingdom of Croatia was one of many countries under the Austro-Hungarian crown and not too many people, especially not those on the other side of the Atlantic, had ever heard of it. However, National Geographic Society recognized its uniqueness.

The magazine quickly became popular and it acquired readers from all over the world, and today it is read on every continent. Following the demands of the market, NGM opened itself to the world, so in 1995 the first non-US issue was printed (today, there are 29 of them). In 2003 the 25th edition of NGM was published - the Croatian one! Under the sponsorship of Croatia's President, Mr. Stjepan Mesić, and with the support from the Ministries of Culture, Education, Science and Technology, Tourism and Environmental Protection, National Geographic Croatia rapidly took

over the Croatian market, set new records with the number of members/subscribers, and won over readers throughout Croatia by setting high standards in the popular-scientific and educational material domain.

Within the National Geographic Society organization, apart from the National Geographic Magazine, there are several other well known publications (Traveler; National Geographic for Kids, Adventurer...), a rich publicist activity, a TV channel with the same name, a documentary film and music production, and many other activities that promote global cultures and natural heritages. It can be said that National Geographic is the best promoter of science and knowledge in the world, as well as a promoter of environmental protection. The Croatian edition supports these activities significantly for this region, especially among younger people, and it also contributes to the promotion of Croatian natural wonders, science, culture, history, and tourism.

Product

National Geographic Croatia is a monthly magazine that presents many popular-scientific topics and material with pictures from all areas of human creativity



and knowledge. NGC is not an expert- scientific magazine intended just for highly educated intellectuals, it is instead a popular- scientific magazine which uses everyday language that is easy to understand, supreme photography that is the magazine's trademark, and with stories about everything that surrounds us. National Geographic Croatia covers various topics: geography, zoology, botany, ecology, astronomy, history, archaeology, ethnology, chemistry, physics, modern technology and travel phenomena from the entire world and from Croatia! Supreme photography is National Geographic's trademark (the magazine published the first ever in colour footage, first ever night time photography, first underwater photography, first three dimensional photography...), and they are complemented with expert literary-scientific texts. National Geographic Croatia puts a lot of effort into preserving the Croatian language and also in creating new expert terminology. On top of that, the magazine is open to cooperation and communication with its members/readers almost to an interactive level. A special value of the magazine is the showcase of Croatian beautiful landscapes and national treasures that are often unknown. Another special value is an active role in the fight to preserve the Croatian natural and cultural heritage.

Recent Developments

When the Sanoma Magazines Zagreb, Gruner + Jahr, X-Press, and Adria Magazine companies merged, the Adria Media Zagreb holding company was formed and National Geographic Croatia found itself alongside the leading newspaper publishing company in Croatia, which is a perfect match with the global power of the National Geographic Society for further growth and development. By following all the latest technological trends in society, National Geographic Croatia set up its web pages that will be systematically developed with new and enriched content. Regular production of domestic topics, which were ranked as the best articles from all international editions of the magazine in an internal competition, is a sign of excellent work by National Geographic Croatia, and it will be used as a cornerstone for future development.

Promotion

According to independent market research, National Geographic Croatia is the most widely read monthly magazine and of the five or six most widely read

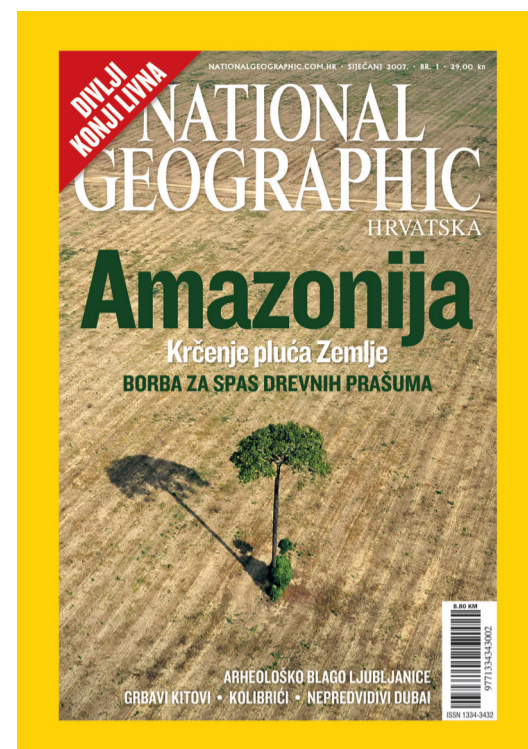


magazines overall. The national ministries recommend it as additional literature for educational purposes at schools and universities, and the broad age and education reader spectrum confirm its extreme popularity and influence. A special value of the National Geographic Society is the donations for science and



research projects of nature and environmental protection. National Geographic has financed some of the greatest expeditions in the world - from the first North Pole expedition to the expedition that discovered the holy Inca city of Machu Picchu - as well as the research of primates, underwater world exploration by Jacques Cousteau, the Gospel of Judas... There are already sixteen Croatian projects that received these donations! Since photography is forever connected with National Geographic, NGC invests a lot in the visual arts promotion. We would like to point out major photography exhibits - the National Geographic 100 Best Photographs

Road Show, the 100 Best National Geographic Pictures, including 30 pictures from Croatia. The exhibit was showcased in elite galleries in Zagreb, Dubrovnik, Split, Zadar, Rijeka, Osijek, Varaždin, Sisak, and in many other cities all over Croatia thus becoming the gallery event of the year. There are regular contests and exhibits for young photographers and a major international competition, where National Geographic



Croatia promotes domestic masters of the photo lenses. National Geographic Croatia frequently produces other creative work of domestic authors, such as the "Sounds of Velebit" musical CD recorded by Matej Meštrović, a piano player and a composer; the Swahili - Croatian dictionary (the first ever such dictionary in Croatia), attractive maps, and exhibits and actions of its partners, non-governmental organizations, and cultural institutions, thus becoming an important factor in the cultural, scientific, and social aspects of life in Croatia.

Brand Values

National Geographic Croatia has consistently been following a 119 year long tradition of the magazine with the yellow frame. The yellow frame symbolizes tested and accurate information, scientifically accurate and popular approach, top notch professionalism and the highest level of quality. Their photographers and text writers are always the best ones within their respective domains, and the most famous experts and scientists verify every article, therefore making National Geographic the world's biggest encyclopaedia which is continuously expanded with photographs and texts about everlasting and current questions from the broad spectrum of science and technology. NGC presents its readers with innovative, interesting, various and accurate information, stories, and photography on a monthly basis and in doing so it provides a base for personal development and education, and also for increasing the educational level of society as a whole. There is no better and more authentic popular scientific medium than National Geographic.

www.nationalgeographic.com.hr

THINGS YOU DIDN'T KNOW ABOUT...

National Geographic

- The sponsor of National Geographic Croatia is Mr. Stjepan Mesić, the President of the Republic of Croatia.
- For a single global report in National Geographic, over 17,000 pictures are taken.
- The underwater research by Dr. Robert Ballard, financed by National Geographic, led to the discovery of sunken ships such as the Titanic, the Bismarck, the Lusitania, and the Yorktown.
- National Geographic presented to the world the Gospel of Judas, lost for thousands of years.



Mario Periša for NGH