



## Market

A fundamental fact of the Croatian daily newspaper market is its extreme levels of competition. This is especially true for the past few years - Croatia sees 14 national, regional and local dailies appear every day.

This situation has resulted in very high levels of daily newspaper market penetration, among the highest in Europe measured by monthly average figures (World Press Trends 2006). In the year 2006 Croatia experienced a great boom in general daily newspaper readership, which increased by 628,000 by the end of the year. In late 2006 63% of the population in the 10-74 demographic read at least one daily newspaper; some 2,327,000 readers in absolute terms.

The trend continued into 2007 with readership values constant throughout the year, holding at 2.3 million (Source: MEDIApuls 2006 and MEDIApuls 2007). The dramatic increase in readership by the general population was largely due to none other than 24sata - a daily that drew a large segment of the reading public to print media with its novel concept and design, interesting content and light-hearted approach, as well as its easily accessible format and price. Of similar importance is the surge in readership with the younger age brackets which didn't have "their paper" until 24sata entered the stage.

## Achievements

In just three years since its inception in March 2005 24sata has become the leading Croatian daily by readership and copies sold. After its first year of existence 24sata became the most widely read daily in Croatia; its second anniversary saw it in first place by copies sold too.

With daily sales averaging some 155,000 copies in 2007 and a daily readership average around 1,100,000 readers (Source: MEDIApuls 2007) 24sata was able to reinforce its pole position on the Croatian daily newspaper market. The tendency remained on the upside into 2008, as first six months daily sales were above 180,000 copies sold.

The rise of 24sata readership figures has also benefited from the free, 100,000 print run afternoon edition distributed in high frequency Zagreb locations since April 2006 (not counted towards sales averages). The regular morning edition, available on news stands and kiosks, combined with the free afternoon issue has 24sata offering its readers up-to-date information twice daily and, at the same time, providing its advertisers with a twofold communication platform and a better reach



of target consumer groups.

However, in keeping with its vision "24sata contents for anyone, any time, any where", 24sata does not draw the line at printed matter: Their extremely successful web portal ([www.24sata.hr](http://www.24sata.hr)) became one of the most visited Croatian portals in early 2008 (Source: gemiusAudience, July 2008) with an average 130,000 unique visitors daily and more than 2 million page views per day. They owe their success to a unique "no-scroll" concept where visitors are offered all the information on a single screen, as well as their integrated newsroom concept, which allows for prompt publication of news and information received by the 24sata newsroom.

The integrated newsroom concept has also given rise to text message news and mobile portal, the services providing news and headlines to readers anywhere and any time and puts 24sata within reach of "vision accomplished".

## History

24sata d.o.o. (24sata Ltd), then Media-Ideja d.o.o., was founded in the late 2004 and is 100% owned by Styria AG, one of the largest Austrian media groups.

The first 24sata issue saw the light of day on March 2, 2005 as a novel concept in daily news and an absolute refreshment to the newspaper market in Croatia. Originally targeting a younger audience, which until then grew increasingly distant from printed news, 24sata soon "infected" all population groups in Croatia to become the most-read newspaper across all age groups. In the same way 24sata can boast the status of the only truly national newspaper with balanced readership throughout the country, as well as that of a publication with a balanced, male-female reader ratio.

The 24sata contents and design concepts were developed by a number of Croatian and also international experts, headed by Mario Garcia, one of the most renowned newspaper designers worldwide. The initial period until late 2005 was marked by editorial leadership of Mr. Matija Babić, who was succeeded by the current editor-in-chief and Board member Mr. Boris Trupčević.

24sata d.o.o. nowadays counts a staff of 200 with an average 32 years of age. It is a parent company to 24sata digital d.o.o. (the digital and multimedia division). 24sata co-owns the successful online match maker service [www.partnerzona.hr](http://www.partnerzona.hr) and one of the most popular Internet classified sites [www.njuskalo.hr](http://www.njuskalo.hr).

## Product

24sata has been created and realized as a brand new daily newspaper concept. Based on predominant global trends, which point to a modern population's need for accurate, fast, simple and concise information, 24sata in its design, format and editorial concepts unites the most advanced media characteristics: fast and diverse like the Internet,



short, clear and concise like a text message yet rich in content and colourful like a digital photo.

24sata is the first Croatian daily to develop an organized and systematic reader collaboration mechanism: an interactive platform readers use to communicate with the 24sata newsroom and send information, news, photos and video footage for the Internet portal.

24sata respects the reader and stands up for the „small guy“ on many levels, whether it comes to minor everyday wrongs or the issues of social justice on a larger, societal scale. It remains the only daily newspaper in Croatia to have effected a legislative change: by supporting the Udruga anđeli (The Angels' Association) 24sata contributed to the abolition of unfair legislation which left parents of gravely ill children without the government's financial support once their children reached the age of 7. Nowadays the parents enjoy official caretaker status and are paid by the government to provide their sick kids with the care they need and deserve.

## Recent Developments

24sata accomplished its major feat of 2007 with the launch of its new web portal, which soon became one of the most visited news sites in the country. The unique concept, created by the 24sata team and based on the most recent global experiences in the most renowned and most successful media companies, took no time to shoot to the top of the Croatian web.

A tasteful blend of interesting quality content, rich photo and video galleries and a unique



„no-scroll“ concept allowed www.24sata.hr to quadruple the numbers of visitors and page views on the site in the course of 2007.

The new portal received international recognition in being declared one of the five most successful print news portal redesigns in 2006/07 by the World Editor Forum of the World Association of Newspapers.

The mid 2007 saw 24sata embark on a number of successful book, DVD and CD projects. In the latter half of the year they launched some twenty quality products on the market, mostly successful book and DVD series whose favourable prices put them within reach of a broad spectrum of 24sata readers.

## Promotion

Like the product itself the basic publicity concept conforms to the demands of modern living and information – brevity, clarity and simplicity.

The initial stage of marketing communication was marked by a strong and clear marketing campaign. The campaign targeted the entire population, but particularly the younger demographic under 30, especially those who previously did not choose newspapers as their preferred news source. This demographic is a very discerning audience which demands clear and timely information and wants to know what goes on behind the scenes. For this reason 24sata positioned its initial market presence to stand out from the rest with the slogan „Cijela istina. Pola cijene.“ ( „The whole truth. Half the price.“)

As the market and the audiences developed the marketing communication expanded its focus on the entire market. The effort in of the mid 2007 campaign resulted in the new 24sata catch phrase To je to što me zanima! (That's just what interests me!). The phrase sums up the advantages offered by 24sata content: interesting information delivered in an interesting fashion.

Due to its market presence 24sata is nowadays one of the best media and marketing partners for sports events (The Snow Queen Trophy on Sjeme), concerts (the Zagreb leg of 50cent's European tour) and media happenings (Big Brother TV reality show). 24sata is a strong, stable and reliable advertising partner to all major domestic and foreign advertisers, who recognize the value in 24sata communication and successfully use the platform as part of their marketing campaigns and business improvement strategies.

## Brand Values

Readers maintain a very specific and a much more personal relationship with their daily newspapers and the associated brands than with most consumer goods. The newspaper is something the reader almost identifies with, and to which they often

remain loyal; it is frequently an important every day ritual and many readers have „their paper“.

For this very reason dependable quality, meeting the reader's expectations and offering added value are critically important.

24sata's success is built on the very precept of meeting their readers' expectations daily. A representative reader survey has found that one in three daily newspaper readers find 24sata the best daily in Croatia. 24sata has also earned higher general impression marks than any other daily and 24sata readers are also more likely than other publications' readers to recommend "their paper" to their friends.

Finally, in another confirmation of the 24sata brand value and their credibility and relevance on the Croatian print media landscape stands the fact that 24sata readers focus on commercial and advertising content more than those of other newspapers.

## www.24sata.hr



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

### 24sata

- > 24sata sold more than 118 million copies in the three years between March 2, 2005 and March 2, 2008.
- > January 18<sup>th</sup> 2008 witnessed a record for daily copies sold: 250,409.
- > The 24sata publicity campaign has featured Miroslav Škoro, Oliver Dragojević, Mladen Bodalec, Jasenko Houra, Željko Pervan, Ana Jelušić, Čiro Blažević, Renata Sopek, Dubravko Šimenc, Miodrag Sajatović, Zlatan Zuhrić Zuhra, Milan Bandić, Ante Rukavina, Slaven Bilić, Ana Begić i Maja Šuput, all Croatian show business stars and sports greats.

**Brzi su i prodorni! Kad bi postojalo novinarsko prvenstvo, sigurno bi bili prvaci!**

**To je to što me zanima!**

**24 S A T A**

**HRVATSKE NOVINE BROJ 1**