

EXTRA

Market

The first issue of the magazine Extra was released in 2002 and soon after that, it became the most read magazine for women in Croatia. The magazine is a publication of the NCL Media group and according to the readability poll of their publications it came in second. This fact alone speaks of the magazine's success as there are various magazines aimed at the female audience, some of which have a long tradition and loyal readers. These types of magazines, according to their content are classified into two different groups. The first group consists of magazines, mostly weeklies that report on the careers and lives of well-known women and also men that female readers might be interested in. Their content consists of stories and news about these public persons. The second group consists of magazines that deal with topics such as fashion, cosmetics, interior design of homes and kitchens rather than live of public persons; therefore the themes are about improving the lives of women and their families. The Extra magazine belongs to the first group but a part of its content covers topics that the second group deals with. The magazines for women in Croatia are also differentiated by other criteria—that is how they are orientated. Some of them are an authentic Croatian product and others are licensed Croatian publications of well-known international magazines. Extra is an authentic Croatian magazine (publication). Extra's editorial staff has invested a great deal of time and effort in order to gain a respectable place in the already overcrowded market of magazines for women. The magazine has achieved this with its quality and trustworthiness of its content—life stories of important people in Croatia's public eye, interviews with world stars of music and film and the covering of important Croatian and international events. Because of this Extra holds the position of being one of the most read magazines of its kind in Croatia.

Achievements

Through more than 300 issues of Extra, it adapted to the expectations of its female audience and profiled as a magazine for the woman that wants to be informed; where she can, for example, peep behind the scenes of the glamorous domestic and international events and follow the latest trends. The journalists and editors of Extra always aim to give their readers exclusive information from the world of celebrity and present it in a decent way with ethical criteria. With time, the



editor's office managed to obtain and raise some of the best female authors in this very competitive category of journalism and this can be seen in the amount of exclusive reading material that Extra publishes from issue to issue. Extra is unique with its exclusive photographs of their photographers and by the contemporary content. In this specific type of journalism, Extra is unique in the Croatian printed media as it covers the important events on a weekly basis and it is often first in uncovering intriguing stories when it comes to the world of celebrity. That is how Extra was, for example, the first to publish the shocking interview with Adrijana Budimir, the girlfriend of the tragically deceased singer Toše Proeski. The magazine was also the first to uncover, with photographs the adulterous behaviour of the tennis player Goran Ivanšević. It was also the first to publish photographs of Mirela Rupić, the mother of Goran Višnjić (the actor) child out of wedlock. Although the magazine uncovers such intriguing stories, Extra will never make a cheap sensation out of them. Aware of this fact, many famous people have confidence in the journalists of the magazine and therefore have shared with them their

beautiful as well as difficult moments. This is how, the young TV presenter, Iva Bačić told the magazine about her dramatic fight with a tumour and her brave victory over it. The singers, Paola Valić, Ivana Kovač and the rapper Marin Ivanović Stoka, spoke about their fight and victory over addictions. Many stars have opened their doors to Extra; for example in London and Dortmund, the soccer players; Eduardo da Silva and Mladen Petrić, gladly did so. Many famous mothers, singers, TV presenters even ministers have shared their happiness of having a baby with the readers. Many successful women have revealed secrets to success in their careers and families. For example, the manageress of Agrokor, Iva Balent admitted that only her children make her truly happy. Andrea Čermak, the manageress of Escada and wife of businessman Hrvoje Čermak shared with Extra her secret to happiness as did Marija Cvitanović a famous stylist, business woman and wife of the ex-soccer player, Igor Cvitanović. Extra has always supported and focused on the sensibility of the reading audience in cases of mishandled women, as was Magali Boers Čučić, Blanka Vlašić, Ana Jelušić, Dujo Draganja, Mario Ančić and Sanja Jovanović all spoke to Extra



about their regular difficult road to success in sport.

History

Extra had frequent changes in its six years of existence. In the beginning Extra was a TV show with a rich content but later it turned attention towards the female audience and with that the content, design, format, columns and the approach to themes changed. Experienced journalists, editors and foreign collaborators under the leadership of the editor, Zrinka Ferina, made these changes.

Product

In a subtle and unique way, Extra brings a collage of warm, human life stories from the red carpet and the world of glamour to the Croatian market. Young urban women that want to stay in contact with the latest trends in fashion, cosmetics, careers and cooking read Extra. They want to be informed of the events happening in the world of the famous as well as about the socio-economic reality that surrounds us.

Recent Developments

Guided by the wishes of Extra's readers, the magazine continues to adapt its content. In 2008, a new addition – "Inspiration" became the central part of the magazine. Inspiration is a richly illustrated guide for shopping that gives the women a useful outlay of fashion, shoes, jewellery and cosmetics as well as the latest (information, equipment) in medicine, technology, the world of cars and cooking, every week. Recently, the editorial staff of Extra has been working on a web page for the magazine. The web page has been conceptualized as a page that will convey the news from the printed issue, but will also have its own rich interactive content with daily news, exclusive photographs from various domestic and international events, forums, chat rooms and other content suitable for the internet generation.

Promotion

Extra, as one of the magazines for women in Croatia, every week advertises current topics/themes from national broadcasters. The most interesting themes/stories are also advertised on some national and local radio stations. The front page of each new issue of Extra is advertised in all the NCL Media group publications and in some daily newspapers and weekly publications. With its actuality and exclusive stories, Extra draws attention from other media and is therefore quoted in daily newspapers and other web sites. A special authors project of the magazine is "The Extra Hairdresser of the year", which is promoting the hair styling business.



Other media, television, radio stations, web sites and local and national newspapers regularly cover this event. Extra is the media sponsor for many events such as; Croatian street of the famous, fashion shows – Fashion.hr and Zagreb Fashion Week as well as for many concerts of well-known singing stars and the musical festival "Tribute to Jazz". Extra is often the sponsor of music festivals; international DJ's in Croatia, Miss Croatia and many other events. Extra also represents various humanitarian projects and through its columns promotes young talents that want to affirm themselves as scientists, artists or even as politicians. For example, this is how the young hope of Croatia appeared on the front page for Extra's celebration of the 300th issue and the 5th birthday – actors, singers, sportsmen and sportswomen, editors and photographers of which the editorial staff of Extra believed, could become stars. The readers could also vote for them on the web site.

e-mail or mail are appreciated and recognized. In April 2008 in celebration of Extra's 300th issue and 5th birthday, Extra held a party that various stars from the world of film, theatre, music, journalism, directors of TV stations and sportsmen and sportswomen attended. The party had media coverage via television, radio and web sites.

Brand Values

In just a few years Extra became one of the best selling and most read magazine for young urbanised women. The richness and quality of the content grew over the years and Extra achieved their goal of having loyal and satisfied readers. Up-to-date, informative and inspirational content on approximately a 100 pages, the tradition of gifts, competitions as well as recognizable attractive projects are the trademark of the magazine Extra.

www.extra.com.hr

THING YOU DIDN'T KNOW ABOUT...

Extra

- Extra originated from the TV magazine of the weekly magazine National which was called TV Extra, and the first year – from 2002 to 2003, it was also released as an individual edition in the National magazine. The first independent issue was completely re-designed with more pages and richer content. Extra was released in May 2003.
- In October 2005, Extra created a precedent when it came to shows for women. With its 171st issue, as a gift to readers, Extra gave a booklet with intriguing nude art photographs of singer Luka Nižetić, taken by Ivana Runjić. At the time Luka Nižetić had a hit song called "Proljeće" ("Spring") which he performed at Dora. By doing this, the singer and the magazine wanted to show that they are always a few steps ahead of their time and their competition.
- In February 2008, Extra agitated the Croatian public by publishing photographs and the video tape that proved the existence of the negated love relationship between Goran Ivanišević and Vanja Halilović. This discovery was the main topic in the media in Croatia and internationally for a number of weeks.
- Extra organised an auction of the magazine's portrait photographs of famous people taken by Extra's photographers. Extra collected 114 600,00 Kuna for aiding in the founding of the fund for oncology education.
- Extra organised its birthday party in April 2008, in an unusual way. All the celebrity guests had to wear a T-Shirt with a title or a word and in this way would divulge who they really are or what they would like to be. The singer Severina was a "virgin", the actor Enis Bešliagić a "housewife", the actor Amar Buković "Barbie", the presenter Nevena Rendeli "wacko", the presenter Saša Kopljarić "scandal", the actor Zijad Gračić "calm", and the actress and producer Sanja Vejnović "fish".



In collaboration with business partners, Extra regularly gives its readers gifts such as cell phones, cosmetic treatments, books, music CD's, movie tickets, concerts and theatre show tickets, bicycles and scooters. The editorial and marketing staff of Extra are in contact with their female readers, therefore their suggestion via

