

GLOBUS



Market

The leading political weekly/lifestyle magazine Globus was founded by a group of recognized Croatian journalists in 1990 when the country found itself at the beginning of one of the most turbulent periods in the last fifty years. The fall of the Berlin wall was a catalyst for the collapse of communist bastions in Central and Eastern Europe. Croatia, one of the countries governed by socialism, was particularly affected by this collapse as there had been an undercurrent of dissatisfaction and violence towards the totalitarian regime, ultimately culminating in war. The main intention of this group of media visionaries was to create an independent and commercial newspaper and at this time promotion was needed, not only for the

freedom of press and speech but also a new democratic way of life in general. The arrival of Globus on the strictly controlled market was a complete and positive novelty as it valued the power of information, divulged social truths and actively encouraged the political elite to be responsible for the new changes in Croatia and its citizens.

Globus as the result of Europapress holding, one of the biggest and straight forward publishers in the wider region today, contributed to the development of private publishers in Croatia and to the development of the media market as well as the general market. Globus has not lost the position of most important reporting political/lifestyle magazine of the fifteen years. Compared to its competition, Globus constantly

achieves the number one position as it dominates the market through the sales of over 100 million copies in its category. If compared to its competitors Globus can say that on average it has 17% market share. From this stand-point one in eight people in Croatia reads Globus.

Achievements

During Croatia's transitional period, Globus changed its format from a serious, investigative and trustworthy newspaper to a multi-thematic lifestyle magazine. The magazine has not lost its integrity and still tackles political issues and sculpts public opinion whilst simultaneously recognising the popularity of lighter entertainment. Globus does not shy away from detecting and analyzing social truths no matter how uncomfortable they are or who may stand behind them. Founded on imperative truthfulness and led by criteria for top journalistic professionalism, from the beginning Globus has attracted a selection of authors, editors, journalists, columnists and analysts different in age and viewpoints to comment on the current social reality. The ability, recognition and courage to think differently at all times and situations are not only the foundations of the magazine's ideology, it also encourages its readers to be determined, take pride in and persevere in their endeavours, which is mirrored by increasingly democratic, economically and socially developed society.

History

The maiden issue of the first independent weekly, whose editor's office intended to occupy itself with relevant and important global themes, was released on the 14th of December 1990. This was in the format of a daily newspaper in three colour print with a publication of 150,000 copies. After a few issues its format was halved and a movement towards domestic issues occurred as a direct result of the imminent war between Croatia and its nearest neighbours. By the end of 1991, the first year of the war, Globus became



the most published political weekly in the newly born Republic of Croatia. Globus also became the intellectual core of Croatian journalism from which a regional media house, Europapress Holding (EPH) would be developed in 1994. One of the most important Globus changes occurred in April 1997, when colour printing and change in format (which it maintains up to today) was implemented. Globus' editorial office has housed many of Croatia's leading writers. The founders included Ninoslav Pavić (today the Managing Director of EPH), Denis Kuljiš, Ratko Bošković, Nenad Polimca, Rene Bakalović and Zdravko Jurak. Participating in magazine's debut and development were Marko Grčić and Mladen Klemenčić and soon after they were joined by Tanja Torbarina and Davor Butković.

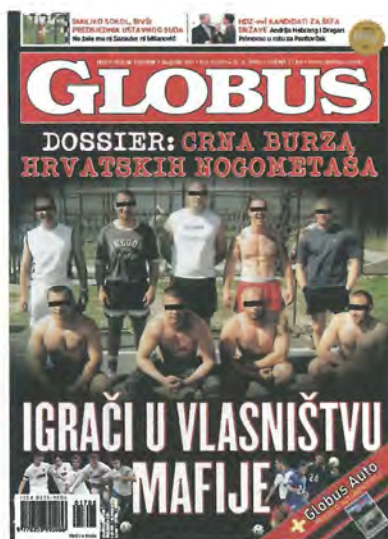
Globus' current highly professional, youthful and equally enthusiastic team is lead by the editor in chief, Igor Alborghetti.

Product

Despite the changes and constant adaptations to the needs and wishes of its readers, the magazine's primary concept is a calculated ratio and synthesis of so called clean politics; (with coverage of Croatia's institutions, leading figures and influence on the business sector) and the so called public superficial evidence which one never approaches indifferently. Globus in a straight forward, often provocative, manner analyses Croatian politics, cultural and economic reality. It does this not just according to the available information but also by researching backgrounds and real truths about people, processes and occurrences. As the stabilization of the political and economical situation in Croatia progresses and life in the country becomes more compatible with modern global criteria, Globus conveys to its readers the current global trends. It now offers contents and themes of personal interests connected to what is defined as life style. This is media wise, the most interesting and the most read topic in stable, rich Western democracies. In as much as it is sharp, uncompromising and brave, as a political weekly, it is also current, adaptive and open to all the different social standings in the community in the life style segment. During the last seventeen years Globus has never been dogmatic or elitist in its viewpoint and is still recognised as having its finger on the pulse of Croatia's societal issues.

Recent Developments

Moving towards non-political themes. Globus began a series of special additions one year ago. They are entirely autonomic, thematically harmonized and were a novelty in the domestic media. The reason for initiating these special additions was the magazine's wish to offer to all its readers (even the youngest ones) a



content filled, visually attractive, trustworthy and practical guide on what is available on the market and throughout Croatia. Through these additions, organised by genres such as; Lifestyle, Gastro, Tourism, Info, Automobiles, Building, Interiors..., readers receive news and answers to daily questions they might have. These articles address such questions as how to obtain credit, build or sell a house, buy an apartment or car, which cell phone, monitor or television set to purchase, where to go on holiday, entertainment and restaurants, how to look good, avoid stress, remain healthy, in which sport to take part, what is quality and what is not, what to invest in and what to avoid. As the crowning glory of the magazine's research in business (content and topics) Globus, annually, in December publishes a special edition; Business Report in which, with trustworthiness and backed by concrete financial indicators, major companies, undertakings and participants in the Croatian business scene are evaluated.

Promotion

With its high number of published issues (on average 500 000 readers a week) and the influence the magazine created, Globus constantly elevates the standard of informing its readers, not only with content but also with the concept of market promotion. Confirming its position as the carrier and instigator of important advanced social initiatives, Globus propelled "IDEA", a competition for business projects on a national level. The competition drew the attention of the most prominent business partners and sponsors.



(Adris, HRT, Podravka, Siemens, T-mobile, Zagrebačka Banka...) and also created a new enthusiasm and optimism within the wider public. The primary aim of IDEA, which received government support, was not just to introduce and promote the existing, potentially most creative and unusual business in the country, but also to offer them tangible assistance and logistics in moving and realising their valuable ideas and projects.

Brand Values

Since the beginning the weekly magazine, which emphasized socio-political conscience and responsibility, has been accepted by the Croatian public as a sharp, brave and uncompromised fighter for the truth and also a determined protector of law and justice. The magazine, through which the modern Croatian public originated and developed; independent of the present hierarchy and/or the relationship between politics, business, culture or social establishment, has numerous times proven the above with its imperative journalistic trustworthiness. For these reasons it also placed on the market new critics and standards. Globus holds the position of being the most influential domestic opinion maker, a brand that the citizens experience as authentic and true to its slogan: Globus, pulse of a nation.

www.globus.hr

Dobar kao kruh

Željko Mštrvić, poduzetnik, zaštitno lice humanitarne akcije "Ovisari o nama", u konist liječenih narkomana, lenja završava sljedeći utrak koncertom i donatorskom večerom

Uz pomoć 100 ljubitelja glazbe i muzičara, Mštrvić će se predstaviti u koncertnoj izvedbi u Zagrebu, a potom u Splitu, Rijeci i Dubrovniku. U skladu s njegovim nastupom, koncert će biti organiziran u suradnji s lokalnim vlastima i donatorskim društvima. Mštrvić će se predstaviti u koncertnoj izvedbi u Zagrebu, a potom u Splitu, Rijeci i Dubrovniku. U skladu s njegovim nastupom, koncert će biti organiziran u suradnji s lokalnim vlastima i donatorskim društvima.

THINGS YOU DIDN'T KNOW ABOUT...

Globus

- One of the longest running Globus columns, sketch of the week; with forthrightness is written by Denis Kuljiš, a unique poet and infant terrible of the Croatian media world who was amongst the founders of this magazine in 1990.
- Amongst the winners of IDEA, the magazine's competition for the best business projects, was the young veterinarian Krešimir Bašić, the first Croatian cow pedicurist with a European licence.
- The Globus offices have moved several times over the past seventeen years and have since settled in Koranska 2, in one of the best equipped, functional and beautiful business offices in a newly built business area in Zagreb.
- The art director of the magazine's lifestyle section, a creative, visually impressive and artistically free, is the academic painter Saša Šekoranja; to the wider public better know as the most original Croatian florist.