

JutarnjiLIST

prave novine

Market

Already ten years now, has Jutarnji list been satisfying its over 700,000 readers in Croatia with the latest worldwide news on national and foreign politics, the economy, culture, sports, celebrities etc.

By publishing quality information that gives readers the real story and true picture on current events; has made Jutarnji list Europapress holding's number one asset and product, not to mention Croatia's number one opinion maker in the world of business and respectably society in general.

The market position Jutarnji list enjoys, is based upon the profile of its readers which are mostly young and open individuals, the better educated and professionals alike to whom it is difficult to sell news that isn't in their specific interest. More than 70% of their readers are of urban society, aged between twenty and 49, that have a broader view on things and are financially well to do.

Jutarnji list has become a leader on the Croatian newsprint market solely on its consumers loyalty to the brand, while satisfying their needs by constantly introducing new content like inside-mini-magazines, books and DVDs sold along with the newspaper - and on top of all this by, being an innovator when it comes to rewarding their readers.

Achievements

The first ten years were a sufficient amount of time for Jutarnji list to become the most important and influential brand of EPH, which is the leading force in the publishing industry in Croatia. Since its first issue printed on April 6th in 1998 to the present day, Jutarnji list has brought numerous innovations to the Croatian publishing market.

By being open towards the most provocative subjects in certain events in society and by showing firm critique based on the principles of modern journalism and political correctness - Jutarnji list has brought considerable change to the social and political scene in Croatia, and has made a name for itself as being a newspaper that's concerned with the improvement of life in society as a whole.

The image of the newspaper has also been strengthened by a number of new activities which were innovations on the Croatian news market. Jutarnji list was the first to sell books along with the newspaper, which for the market, was a revolutionary and far-reaching decision which brought changes in book publishing in general, and how books are perceived, which in turn quickly became accepted within all age groups, while record-breaking results in circulation had considerable financial effect. Furthermore, with the establishment of a tremendous library for millions of issues, Jutarnji list has enabled numerous smaller publishing houses to put all their capacities to use, and by doing so has contributed to the rise in this branch of the economy. This same modal was also used with DVDs of educational and entertaining contents.

With the intent of strengthening the literature scene in Croatia, Jutarnji list already in its first year organized an award for the best work in prose, and shortly after introduced an award for best published work in general.

Jutarnji list is one of the biggest supporters of culture and humanitarian activities in Croatia. It has in different ways donated hundreds of thousands of kunas to this cause by their direct contribution or by sponsor-funded events

History

Jutarnji list is the first newspaper to be established on the Croatian newsprint market in over forty years, and respectably the first after The Republic of Croatia achieved independence. From the very first days since its first issue hit the stands on April 6th 1998, Jutarnji list started becoming and establishing itself as the most influential newspaper in the country that even the younger generation liked, whose population greatly helped them stay on the market.

By respecting the truth under principles of modern journalism, Jutarnji list influenced freedom in the media, change in editorial and journalist policy, which then led to changes in

marketing standards on the Croatian publishing market.

It is precisely the dynamic thinking of the editorial staff and constant searching for new challenges - that make Jutarnji list one of the newspapers with the most demand on the Croatian market, and also one with which to identify with.

Product

The unavoidable reality of our time is conditioned by the fact that ever advancing technology is influencing also changes in the media. Aware of the fact that information today is available through many different forms of media, and that new standards are constantly being introduced; the editorial-journalist staff places high quality products on the market.

From the very start, Jutarnji list has imposed itself on being the most sought out and most influential printed media in Croatia, while novelties introduced to the market by Jutarnji list were immediately assimilated by other daily newspapers in the country.

The important assets and characteristics of Jutarnji list are its quality editorial team and journalists, which with its content and design, based on the most modern principles in contemporary journalism addresses their readers; and their network of prestigious journalists from important intellectual circles whose opinions are respected. Correspondents abroad also greatly contribute and add influence through their reports, while showing true meaning and importance in current main events.



OD PONEDELJKA SAMO UZ JUTARNJI LIST 4 DANA PLESNE ŠKOLE S IŠTVANOM VARGOM

through hundreds of thousands of kunas. Tennis and basketball, two sports that Croatia is known for, enjoy constant sponsorship by Jutarnji list.

The communicational activities of Jutarnji list don't skip even "the most unimportant most important" thing in the world - football. Proof of this is Jutarnji list's close cooperation with Croatia national team's coach, Slaven Bilić, during EURO 2008, whose rock band's single was sponsored and made possible through Jutarnji list, and brought the music to the public - music that critics today say will be a hit in even ten years time.

The value of such promotional activities is evident in the numerous acknowledgements and awards given to Jutarnji list by the competent public.

The key marketing communication implemented by the magazine is done through TV and radio stations, by building relation with the readers through valuable programs and awards, strengthening the image of their sponsorships and also through humanitarian aid.

Brand Values

Readers recognize the value of Jutarnji list for its ability to change according to their needs and appeal, technological progress and social circumstances with which affirmation connected with life style is achieved, concerns, interests, values and the beliefs of readers.

By successfully working on giving and offering better value, Jutarnji list has become a leader in innovation - a fact that distinguishes it from other newspapers.

The integrity and credibility of content monitored by the newest world marketing and publishing standards comprise the basic value of Jutarnji list as a market brand.

www.jutarnji.hr



THINGS YOU DIDN'T KNOW ABOUT...

Jutarnji list

- ▶ That on the day of April 6th 1998 when Jutarnji list was founded: 115 children were born, whose growth the magazine constantly monitors through celebrating their birthday every year.
- ▶ That the redesign of Jutarnji list, that is in tune with the most sophisticated graphic standards, was done by the Spanish company, Cases (redesigned around 50 daily newspapers worldwide: the Italian Corriere della Sera, and British, The Independent and Daily Mirror).
- ▶ That the prestigious awards given by Jutarnji list, like the "Award for Best Prose Work" and "The Best Published Work" are given yearly and that some of the winners are journalists from Jutarnji list.
- ▶ That the song "Vatreno Ludilo", that critics say will be popular even in ten years time, is the product of successful cooperation between the manager of Croatia's national team, Slaven Bilić during EURO 2008, and Jutarnji list.

Even though from the very beginning certain insinuations have been trying to place Jutarnji list on one side of the political spectrum of the other; the brand has always been exclusively true to its own policy and opinion - encouraging human rights, the freedom and the good of every individual and society as a whole. It is the newspaper's policy to be a strong European newspaper without the demagoguery and popularization, one that is actively interacting, while at the same time not being afraid to show their true opinion that looks to see improvement for the good of society.

Recent Developments

The challenging media market, demands of individual medias today, better quality of their news programs and the information they emit in general. The lunge on the market has to concentrate on the reader and not the buyer - the commercial value must be replaced by true value. The reader is the real judge here, and if the content doesn't agree and conform with the description,

the verdict is: "guilty!"

In 2005 a first step was made in connecting and understanding the readers demands and needs when the internet site www.jutarnji.hr was launched, and the trend continued in 2006, when the attachment Jutarnji 2 was added, which opened new areas of content and interest.

Over the years, many new attachments have been added that cover a wide specter of interests in readers; from cars, money, careers, gastronomy, real estate to traveling and health, and also Gloria IN for women.

The year 2007 brings a new approach towards information and the design of Jutarnji list. Quality has also been increased by adding more information in general, but also anecdotes and other interesting facts; while Magazin has claimed a high rating in academic circles.

The lunge in step with technological trend has been redesigning Jutarnji list, which has been greeted by readers as a positive and fresh change. The paper is cleaner, more practical, more modern - the stories more interesting - the photographs practically art.

By introducing Flash Paper to the manufacturing, it is evident that Jutarnji list is in tune with technology and society alike - which separates them rest.

Promotion

Its leading position as a market brand, which Jutarnji list is very proud and one that is respected, has been earned by building excellent communication with the general public. It is exactly by monitoring the media market and understanding consumer demand, that define direction of how a company is to develop and further on promote its product.

Jutarnji list today is the most popular partner in promotional activities on the media market. Through a diverse array of communicational channels, Jutarnji list builds relationship with different focus groups, promotes all kinds of products and is compliment to its readers and sponsors alike.

Since its establishment, Jutarnji list has been a supporter of humanitarian aid in Croatia for helping children, foundations, restitutions, the weak and others; whose partnership and cooperation is invaluable. Through promotional and financial help, Jutarnji list announces all sorts of events like: cultural manifestations, concerts, festivals and art exhibits - actualized