

NACIONAL

Market

Nacional magazine, since its first release thirteen years ago, has taken up a very strong and important position on the Croatian newsprint market, and has become one of the most influential medias in Croatia. Its success is even greater and more important when one takes under consideration a few of the following reasons. Namely, because the market itself is limited to a small population, and also for the reason it's almost impossible to sell abroad, with a few exceptions, because of the scarce amount of people that understand the Croatian language. The second reason is that in recent years a great amount of new printed media has emerged on the market, especially magazines; for which Nacional and its publishing house the NCL group, is most concerned with. But even so, by being one of the first magazines to appear on the market and secure a reputation, it wasn't difficult for Nacional to withstand the rising competition, and to extend the range of its publishing activities in even other segments of the group. Even though a great number of its competitors, which surfaced in the same segment, were forced to bail out; the market is still very lively, and demands constant innovation and quality.

Achievements

Nacional is a weekly periodical that mainly deals in themes concerned with politics, and for this reason does business and functions in a specific way. For this reason it greatly differs from other companies that aren't in the newsprint business - but also companies that are but don't print material concerned with politics. The company's greatest achievement as a market brand is the fact that it has been able to establish itself as an independent and influential magazine, whose readers fit a profile of influential individuals in politics and entrepreneurship. This represents one of the main factors for the magazine's success in asserting itself firmly on the market, towards not only its readers but also to advertisers that consider it one of the best ways to promote themselves.

History

Nacional was established in 1995 by a group of journalists, with their own means, that were unsatisfied with changes that occurred in the editorial policy of the weekly magazine where they were employed at the time. The first issue came out in November 1995, and the founders were on their way in fulfilling their vision, of what they like say "their very own magazine" - that would be fully independent and free, in a time when censorship was strong in the media.

Despite the political atmosphere at the time, Nacional had, from the very start, been able to assert itself as an



independent political weekly that was strongly critical of the government at the time. Its main commitment was to propagate democracy, a multiparty system and integration with Western Europe. From the very beginning the magazine's team was fast to uncover certain political and business affairs, of which they weren't shy to criticize even President Franjo Tudman and his family; his close collaborators - but also members of the oppositional parties that were involved in certain affairs. Nacional, through its articles and interviews, made it possible for certain Croatian politicians, entrepreneurs, intellectuals, journalists and artists to express their views and critique towards the regime, that weren't at liberty to do so in the media that was controlled by the government; and also those that were under the control of the government itself or were employed by certain individual magnates in the media business which were in some way connected with the party in power. From the very start, Nacional

was easily distinguishable for its noted comments of its authors, and very soon, shortly after its establishment, became one of only a few "windows of democracy" in the Croatian media, and a relevant and influential political factor in the country.

After the death of President Tudman and the change of regime in 2000, came also the time for Nacional to change as well. Many at the time

thought that with the change of regime, whose members Nacional strongly criticized, the function of the magazine, that started to look like the standard tabloid with bombastic headlines; was lost to the change of tide and that its future was in jeopardy.

Fortunately, those assumptions were wrong, for the magazine had the knowledge and strength to transform and adapt to new social, political and economic situations in the country, to whose development they respectfully also contributed. In autumn 2000, the periodical, which was formerly printed in standard newsprint format, changed to fit the profile of a real magazine, printed on fine paper in color. While retaining its original content that dealt mainly with political subjects, Nacional added new material that covered, not only things concerning the economy, but also started printing articles that dealt with cultural subjects and mass media; all using the latest printing technology. Nacional's team, whose budget at the time was mostly based on the amount of issues they sold, became an important source for other companies to advertise themselves and their products; which all brought financial stability and material asset to the company in the time to come. Many of the new projects that Nacional launched as a pioneer in new concepts, for instance; their unique articles devoted to certain products and service, all came to be through the company's collaboration with its partners that promoted themselves through Nacional - so setting a brand new standard of advertising in Croatia.

The newly transformed magazine still continued to issue articles that uncovered dark



secrets in politics and society; considering this, along with its affirmation of what is righteous and positive in Croatian society and the country's economy - to still be its main and most important mission. There followed numerous new scandals that were uncovered; many of which were concerned with the abuse of power and scandals in the previous government, but also the inability of the new government and its absence of will to sanction and reverse former unlawfulness that was still present in the government and the judicial system alike.

In the mean time, Nacional extended the range and diversity of its publication by launching other periodicals and occasionally books as well. In 2003 Nacional came out with a new publication called Extra, which at first dealt with subjects about celebrities and the media in general - only to later evolve into a high-quality magazine for women. Soon after followed Gameplay, a specialized magazine for video gamers, whose first issue hit the stands in 2002. In 2004 the NCL Media Group put in motion its biggest project yet; News, a new and free weekly - that by the end of 2007, started to flourish in twelve different regional issues, and achieved a quota of 650,000 copies, and became the only newsprint that was delivered to homes in numerous cities and counties in Croatia. The News weekly currently has the highest circulation quota of any newsprint in Croatia and the region, and research estimates that it is read by over two million readers. The launching of these new projects was greatly due to Nacional's political and financial prestige and success in general, which continues to be NCL Media Group's most valuable and key product and market brand.

Product

Nacional focuses its business on two things: its readers and those that promote themselves through Nacional, and for this reason its editorial staff is greatly concerned with satisfying both. This task is made easier due to the fact that both groups are intrinsically connected - for the simple reason that; more readers equals more advertisers, and vice versa. Because of this, the editorial staff means to keep its publication interesting, while offering the maximum amount of information to its readers, that deals with relevant and important social subjects in an interesting and professional way. It is exactly in this way that the magazine aims to increase the number of its readers, especially those: sophisticated, professional, influential and those of higher financial status - all of which are the main focus groups that advertisers look for. All this is proof of Nacional's success, when one takes under consideration that it is exactly these focus reader groups that are the most important and interesting to those that promote and advertise themselves in this way. It is also of exceptional interest to them that they can use other publications of NCL Media Group and the on-line version of Nacional to their benefit, by enveloping a wide and diverse, yet defined, range of readers to the scope of their promotion.

Recent Developments

Currently the magazine has started to change, in the sense that it has begun devoting its articles more and more to subjects dealing with the economy and Croatia's acceptance into the European Union. Along with this, Nacional wishes to offer its clients more than the competition, and for this reason issues special articles, that are concerned with specific propulsive segments of the economy like: *Auto, Banka, Nekretnine (Real Estate), Hi-Tech* etc. Along with Nacional magazine, two additional magazines are sold: *Zdrav život* (a

top » stipendija za top studente 2008

healthy life), focused on health and lifestyle; and *Mstyle*, an ultimate guide to fashion and way of life for the successful and modern man. In 2008, Nacional issued *Fstyle*, a magazine intended for the modern businesswoman keen on being informed with the latest trends in business, society and lifestyle. Nacional is also up to date on the latest developments in multimedia, and according to this, often issues an interactive CD that features info on the newest cars, marine vehicles, real estate, interior design etc. - popular amongst readers and advertisers alike. Their website is also becoming an important on-line extension to the brand itself, which is soon to become a true on-line site; that covers subjects on, not only politics and the economy, but also movies and other entertainment such as photo galleries, special articles and more.

Promotion

Nacional implements and uses a wide range of methods to promote its brand name. Agile promotion, as is with most publishing houses, is done through NCL Media Group; and in this promotes not only itself but other products of the group. Along with this, the free News weekly with its numerous readers, offers excellent room for promotion in almost every home in Croatia. Furthermore, the magazine uses other media channels like local television programs to promote upcoming issues at prime time.

Nacional informs its readers on every upcoming issue - on its contents, articles and subjects via radio stations. As a weekly, Nacional has the difficult task of positioning itself due to the fact that every week it is practically a different product in itself. But nevertheless, while constantly sustaining a genuine quality and keeping to its beliefs and attitude, it has created and ensured itself as a recognizable brand name. The magazine's professionalism and quality can be seen through the fact that its journalists and authors are often guests and co-commentators on television and radio shows, and are actual also in other public discussions - which greatly contributes to defining Nacional as a brand name that knows what it's doing and that has a firm grip on the media market. Not long after its establishment, the NCL Media Group came to understand the importance of social responsibility when it comes to doing business. Their responsibility is ever the greater, when it comes to being a publishing house - that has a respectable, important and influential role in defining Croatian society. In accordance to this, in 2001 Nacional launched the project called "Top Scholarships for Top Students," which



with partners such as *Podravka, INA, Ingre, Diners Club, VIPnet, HRT*, and collaboration with The Ministry of Science, Education and Sport - grants the highest scholarships to students in Croatia.

Brand Values

Nacional aims to present and comment on relevant facts about current subjects in politics, the economy, society and culture to the Croatian public in a direct, independent, honest and truthful way - and by doing so; builds on its reputation and attracts new readers on the country's dynamic newsprint media market. The Nacional team, with their unique perspective, hopes to encourage positive political and social change in Croatia, in order to strengthen; democracy, the development of entrepreneurship, culture and European values - all as to ensure and hasten Croatia's acceptance in the European Union.

www.nacional.hr

THING YOU DIDN'T KNOW ABOUT...

Nacional

- ▶ Nacional was founded in 1995 by eight journalists with their very own capital of 300,000 Euros.
- ▶ The magazine built its prestige by printing exclusive material, which it does to this day. The most sensational story was printed in 2003, when they issued an exclusive article and interview, at an unknown location, with retired and runaway Croatian general Ante Gotovina, which was led by NCL group editor, Ivo Pukanic.
- ▶ Nacional's headquarters are stationed in the very center of Zagreb; in a modern building, which in 2006 was completely renovated and equipped for the new era of development in the NCL Media Group as a multimedia company.
- ▶ The 500th issue of Nacional was published in June 2006 as a special anniversary issue with a section celebrating their ten bold years. That same day the jubilee was celebrated in HNK (Croatian National Theater) in Zagreb, at which many distinguished guests were present, including; President Mesić, head government officials, diplomats, journalists and others.
- ▶ That during a seven year period since *Top Scholarship* was launched, to 2008, 179 scholarships were granted to students that study at 40 different universities in Croatia, while seven million kunas was invested in the project. The president and many other government officials support the scholarship fund and are always present at the formal announcement of the winners. In 2006, under the initiative of Nacional and *Top Scholarship*, the Croatian government abated taxation on scholarships.

