



NATIONAL GEOGRAPHIC HRVATSKA

Market

National Geographic Croatia (NGC) is published by the Adria Media Zagreb Company and is the 25th worldwide edition of the most accepted and well known popular-scientific magazine in the world, whose yellow cover frame is one of the most recognizable trademarks on the globe. There are almost 50 million registered readers of the English version of the National Geographic Magazine (NGM), while 29 non-American editions have approximately 10 million fans.

There are two groups of National Geographic Croatia readers. The first group is made up of the student population, from the 7th grade in elementary schools to college students, and they use the magazine for education purposes, as teachers often rely on it in the classroom. The second group consists of members of both sexes, and they are standard educated and situated people with different professional careers, who wish to expand their knowledge, learn something new and keep up with trends. At the same time, National Geographic is a major promoter of new technologies, which are displayed through achievements of a global and national economy, and as a catalyst of introducing a friendship to people of the world.

Achievements

National Geographic Croatia became the most well known popular-scientific name in Croatia, the most read monthly magazine and an institution in educational, cultural, and expert-scientific domains of Croatia. Its activities complement the National Geographic Society's global mission which has funded over 7,000 expeditions, donated over 100 million dollars for education, and 80 million dollars financial support. National Geographic was the first to show a picture in color; the first 3D picture, the first underwater picture, the first picture taken with a night camera. The National Geographic financed one of the first expeditions to the North pole under the leadership of Robert Peary, the uncovering of the lost Inca city Machu Picchu that was lead by Hiram Bingham, underwater exploration with Jacques-Yves Cousteau, in discovering the ship wrecks of the Titanic, Bismarck, Lusitania and Yorktown, discovering the earliest ancestor of the human species by Louis and Mary Leakey, exploring primates with Jane Goodall, Dian Foosey and Birute Galdikas, discovering



"The gospel of Judas", the exploration of the Mujina cave behind Kastela, and of the brown bear in Croatia.

History

In 1888, the National Geographic Society association was founded in the USA and today it is one of the biggest non-profit, popular-scientific and research establishments in the world. The association started its own newsletter as soon as it was founded - it was the National Geographic Magazine. As early as 1908, it had an article about Croatia - "In Quaint, Curious Croatia". That was a time when the Kingdom of Croatia was one of many countries under the Austro-Hungarian crown and not too many people, especially not those on the other side of the Atlantic, had ever heard of it. However, National Geographic Society recognized its uniqueness.

The magazine quickly became popular and it acquired readers from all over the world, and today it is read on every continent. Following the demands of the market, NGM opened itself to the world, so in 1995 the first non-

US issue was printed. Today, there are 35 releases.

In 2003 the 25th edition of NGM was published - the Croatian one! Under the sponsorship of Croatia's President, Mr. Stjepan Mesić, and with the support from the Ministries of Culture, Education, Science and Technology, Tourism and Environmental Protection, National Geographic Croatia rapidly took over the Croatian market, set new records with the number of members/subscribers, and won over readers throughout Croatia by setting high standards in the popular-scientific and educational material domain.

Product

National Geographic Croatia is a monthly magazine that presents many popular-scientific topics and material with pictures from all areas of human creativity and knowledge. NGC is not an expert-scientific magazine intended just for highly educated intellectuals, it is instead a popular-scientific magazine which uses everyday language that is easy to understand, supreme photography that is the magazine's trademark, and with stories about everything that surrounds us. National Geographic Croatia covers various topics: geography, zoology, botany, ecology, astronomy, history, archaeology, ethnology, chemistry, physics, modern technology and travel phenomena from the entire world and from Croatia! Croatia puts a lot of effort into preserving the Croatian language and also in creating new expert terminology. On top of that, the magazine is open to cooperation and communication with its members/readers. A special value of the magazine is the showcase of Croatian beautiful landscapes and national treasures that are often unknown. Another special value is an active role in the fight to preserve the natural and cultural heritage of our beautiful homeland. That is in the active prevention to the problem of excessive fishing in the Adriatic Sea, maintaining Plitvica Lakes and other national parks, problems with unfit care for technological trash, of acute dangers for global warming, the dangers of forest fires, the necessity to protect the plant and animal kingdoms. A prime example editorial and journalism engagement is the award "The Velebit ginger", prestigious recognition from Croatian journalists' society for the best work by a journalist in protecting the domain of the surroundings which Ivona Lerman received, the co-chief editor of NGC, for the excellent report on "The Adriatic



Sea under net attack! It is common for production of domestic subjects in internal evaluations of international editions of National Geographic the Croatian edition was given recognition for the best pieces in several categories, proving the quality of work on National Geographic Croatia will have a foundation for further development.

Recent Developments

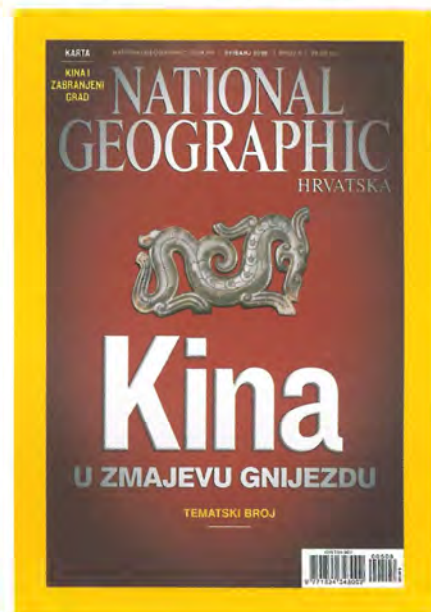
From the fifth anniversary National Geographic Magazine on the Croatian market marks its beginning of new, equally remarkable magazines in the yellow frame. From May of

adventure, in 1999 the magazine was changed to National Geographic Adventure, a magazine for active and physically ready travelers who are eager to meet the wildness of our planet and like a real picturesque enjoying in the dangers of the unknown, with civilizations from unchanged ends. With detailed instructions, to inform about dangers and warnings, with exciting and to equip necessarily for the desired adventure, with maps and guides, the Adventure is the best provocative informer about the accessible wild. As the top tourist destination, Croatia is undoubtedly worthy of its own edition of the best tourist-adventure magazine,

Croatia, and to the world, as the most attractive manifestation with that kind of message.

Brand Values

National Geographic Croatia has consistently been following a 120 year long tradition of the magazine with the yellow frame. The yellow frame symbolizes tested and accurate information, scientifically accurate and popular approach, top-notch professionalism and the highest level of quality. Their photographers and text writers are always the best ones within their respective domains, and the



2008 the Croatian editorial scene became richer with the National Geographic Traveler/Adventure of Croatia.

By claiming all of the continents with its popular science magazine in the yellow frame, the Society of National Geographic decided in 1984 to launch National Geographic Traveler, answering the demands of many readers who wanted to personally, as a tourist, taste the beauty of the places they read about. They sought information about destinations, travels, hotels, gastronomy, wineries, events, people, references for tour guides, advice, and trusted experience. And Traveler offered them exactly that – ideas, instructions, plenty of information about traveling: How to plan, where to stay and what to eat, what to see and do and how to arrive at a destination. All of this in the trusted way of NG – the best photographs, thorough and confident text, maps. NG Traveler gives inspiration to travel and is a competent guide, the last four years NG Traveler regularly receives recognition as “The best magazine for travelling”. For some of the past few decades forces growth in the adrenalin of tourism, which is less turned to utopian tourism a more of a recreation-

and Adria Media decided to offer to the public just that, two magazines in one – National Geographic Traveler/Adventure Croatia.

Promotion

According to independent market research, National Geographic Croatia is the most widely read monthly magazine and of the five or six most widely read magazines overall. The national ministries recommend it as additional literature for educational purposes at schools and universities, and the broad age and education reader spectrum confirm its extreme popularity and influence. The special value of the National Geographic Society is its involvement to point out the problems of mankind and the necessity to protect the living earth and to care for our surroundings. As a NGC activity arranged from the 1st to the 10th of March 2008 on the square of Ban Josip Jelačić in Zagreb was placed an ice cube measuring 1,5x1,5x1,5 metres and a mass of three tons, symbolizing world and local problems have come into existence because of global warming, bringing great attention to the residents of

most famous experts and scientists verify every article, therefore making National Geographic the world's biggest encyclopaedia which is continuously expanded with photographs and texts about everlasting and current questions from the broad spectrum of science and technology. NGC presents its readers with innovative, interesting, various and accurate information, stories, and photography on a monthly basis and in doing so it provides a base for personal development and education, and also for increasing the educational level of society as a whole. There is no better and more authentic popular scientific medium than National Geographic.

www.nationalgeographic.com.hr



THING YOU DIDN'T KNOW ABOUT...

National Geographic

- The sponsor of NGC is Mr Stjepan Mesić, the president of the Republic of Croatia.
- If the worst prognosis of global warming happens the world's sea level can raise up to 70 meters.
- The National Geographic Society is pursuing the largest genetic research about the origin of man – genographic project – which will after five years give an exact indicator of genetic history of man.
- National Geographic Croatia is a sponsor of the red pandas in the Zagreb city zoo and a donor to the action of saving dolphins in the Adriatic Sea.

