

Market

From the beginning of 1989, when the first issue of Oglasnik was printed, up until today the market for media specialized in classifieds has been exceptionally turbulent. The appearance of new technologies such as Internet further intensified the competitiveness of the market.

Through the years, there has been only one winner-Oglasnik! Oglasnik is unquestionable market leader in all categories measured for such type of media: quality and quantity of the ads, circulation, number of readers and advertising revenue and what is the most important, by recognition of the brand.

The market of classifieds media today is divided in print editions and Internet pages, and within those two main categories there is the division on general and specialized classifieds. Market research on sample of 1,508 attendees, which represents the Croatian population older than 15 years, shows that classifieds media are used by more than half of the population. The same population uses classifieds equally for selling and buying products and services. (Source: Puls market field research, 2008).

Achievements

The company began its work with only one product, the Oglasnik, a little less than 20 years ago. In the period from 2004 to 2008 expanded into a corporation which tripled the number of employees, doubled income and has launched 11 new products. With that alone, according to independent researches and analysis, the Oglasnik corporation belongs into the TOP 500 companies in Croatia according to newly created values (Source: ZAPI/ Lider, 2005-2007). During the past 3 years it has been proclaimed a Gazelle, one of the fastest growing companies. The company, other than by organic growth, has expanded through acquisitions for the purpose of strengthening its position in the market. Two successful acquisitions, of the web page *posao.hr* at the end of 2006 and the company *Infamedia d.o.o.* from Rijeka in the spring of 2008, undoubtedly contributed to the preservation of the company's leader position. By observing the year 2007, the Oglasnik corporation in comparison with all other newspaper publishers, holds the first position in the category of RoS (return of sales) and is among the top three for efficiency and among the top 5 for newly created value.

The strength of the company lays in an impressive number of 380,000 readers/unique visitors weekly, whose satisfaction and trust over the years have resulted



in exceptionally high brand recognition on the national level.

Oglasnik corporation has the leader position on the market with more than 60% share on the classifieds market in Croatia, according to the advertising incomes and sales of publications. It is very important to emphasize the leader position in income shares of online business among traditional publications, which exceed 10%.

Oglasnik corporation, today offers the largest number of channels for collecting advertisements, such as text messages, web, e-mail, fax and phone messages, which are all available 24 hours a day and 365 day a year. What makes Oglasnik corporation different from the competition on the market is its telephone contact centre with 30 employees. Kind and exceptionally educated employees are at the disposal of clients from entire Croatia as well as from abroad. Through their advisory techniques they suggest to the clients the most efficient way of advertising. On average day they receive 4,000 phone calls with an average duration time of 90 seconds which insures fast flow of calls, but ensures the quality of the service.

More than 150 employees of the Oglasnik corporation are responsible for the above mentioned accomplishments and further intensive business development is based on the employment of new highly qualified and motivated employees.

History

The first edition was printed on February 22, 1989 on 16 pages. That was the first private newspaper, not only in the Croatia, but also in Eastern Europe. In the very

beginning, ads were submitted on coupons in the shape of small triangles at the top of newspapers, and with a double coupon ad was framed, which additionally accented it. In the shopping mall NAMA boxes were located for submitting advertisements and were emptied daily. A large number of advertisers came to submit their advertisements personally, in the office located in the house of one of the owners. Oglasnik was issued once a week, and due to great interest soon additional edition was introduced through which the beginning and the end of the week were covered, and soon after the third edition was launched in 1995. That same year, the company moved to a new location in the Zaprepčanka building. On the same location an ad placement office was opened for submitting advertisements, which in April 2008 moved to Avenue of City Vukovar, close to the Trešnjevka market.

The collection/ placement of classifieds via telephone began in the middle of 1990, and 5 years later the website *oglasnik.hr* was started, which is one of the first web sites in Croatia.

The company is, also, a pioneer in SMS advertising, which began in 1998. In the spring of 2006 the company moved to today's location, Avenue of Večeslav Holjevac, 40, where it also opened an additional ad placement office. In April of 2007 the first regional sales location was opened, in Rijeka which increased the presence of the Oglasnik in the region and provided support to first regional edition of Oglasnik - Oglasnik Istra-Kvarner-Lika.

From July of 2004 Trader Media East company, the leading company in free and commercial advertisement in Central and Eastern Europe acquired major share of Oglasnik corporation which was separated of Trader Classified Media corporation since November of 2005. The Trader Media East in its portfolio has 229 publications with a total of 5 million readers weekly, and 20 Internet pages with 6,7 million single visitors monthly. Since April 2007 TME is in the majority ownership of the Hurriyet, the leading news-publishing house in Turkey, Russia and Eastern Europe.

Product

Oglasnik corporation in the past 20 years has developed into a brand name which characterizes persistence, tradition, and above everything quality of business with the goal to improve and successfully satisfy the needs of its users. Oglasnik newspapers, with print run larger than 3,500,000 copies and with 4,000,000 published advertisements yearly, and as the only classified paper





being issued three times a week (Monday, Wednesday, and Friday), represents an unquestionable leader on the market. On 28th of June 2007 Oglasnik corporation issued its regional edition under the name *Oglasnik Istra-Kvarner-Lika*.

Oglasnik on the Internet, *oglasnik.hr*, in 2008 counts a constant number of 100,000 ads, and has more than 250,000 unique monthly visitors – UMV which classify it as a stable TOP 10 on Croatian web. (Source: GemiusAudience, 2008)

During 2006 specialized magazine, which cover two of the largest groups of advertisements, which are moveable property and real estate, were launched. *Oglasnik automoto* is the only weekly magazine specialized for vehicles, old-timers, motorcycles, boats, trucks, work and farming machines and spare parts. *Oglasnik nekretnine* is the leading specialized bi-weekly magazine for real estate with the largest offer of real estate across Croatia.

Both magazines started in spring of 2006 as individual

products, and as of October 2007 introduced a novelty bringing a handful of articles, interesting advices, and news in addition to photo-ads of private and professional advertisers.

The potential of Croatian tourism, especially private accommodation, was recognized and on the 18th of April 2007 began *Turizam* (Tourism), a specialized addition to the Oglasnik Wednesdays with accent on renters all over Croatia. The same is seasonally reactivated so that can be quality media for connecting renters with lessors across Croatia.

Recent Developments

In the year 2008 due to expansion of the company Oglasnik d.o.o., usage of "Oglasnik grupacija" in communication has started, to differentiate one of the products from which all started. Besides mentioned products carrying recognizable logotype, newer members of the corporation are: *Posao.hr* a specialized web page for employment with more than 4,300 ads, being a part of the corporation since December of 2006. In 2008 it became second by a

number of single visitors, as much as 120,000, and entered into the TOP 25 web pages on the Internet scene in Croatia. In 2008 it is the fastest growing page in its category, as it offers the entire and effective solution of all conscripted needs for employers, and offering employees an entirely updated look for open opportunities in employment.

Auti.hr is a specialized Internet page for vehicles, equipment and spare parts which from its very beginning in September of 2006 with 6,000 ads and about 90,000 single users keeps the leading position in its segment.

The page notes more than 16,500 ads and about 140,000 single visitors to confirm the position among the TOP 20 Croatian pages.

Nekretnine.net is a specialized page for the area of real estate which from its very beginning in November of 2006 with 6,000 ads from all over Croatia grew to more than 25,000 ads of apartments, houses, business locations and land, as well tourist facilities. Although narrow specialized, the page entered into the TOP 35 web pages in the year of 2008. (all Internet data based on source: GemiusAudience, 2008)

The first specialized and altogether largest Croatian Internet portal for education, *Edukacija.hr*, combines an offer of educational institutions and centres for addition education. It offers to users all the necessary information about existing types of educational programs.

By the acquisition of the company which operated on the strongest regional market of real estate, the areas of Istria and Kvarner, the Oglasnik corporation acquired two specialized print medias *InfoNekretnine* and *CREM* and related web pages. *CREM* is the only four languages (English, German, Russian and Croatian) magazine specialized for the offer of luxury real estate, which at the same time brings an array of lifestyle themes from different segments.

Promotion

The company was awarded for its promotional activities, with the award Outward 2005 for Oglasnik billboard campaign "1.52 m² newly modeled ad space", and the Outward 2006 for Oglasnik *automoto* and Oglasnik *nekretnine* billboard campaign "Photo ad – for the complete picture". Two slogans that best describe the Oglasnik are: "The best things in life are free", "A good ad is heard far away!". Additionally, slogan "Ads from your neighborhood" is used in promotional activities of Oglasnik *Istra-Kvarner-Lika*.

Except for its own promotional activities, the



Oglasnik Automoto
Zbirke slika više od 3.200 fotografija
za potpunu sliku.

oglasnik
automoto

Oglasnik as the company supports a large humanitarian projects such as the one in November 2007, when Oglasnik corporation donated 1 kuna from every sold copy of Oglasnik to the Ana Rukavina foundation. More than 200,000 kuna were donated from this action.

Brand Values

The name Oglasnik is a synonym for all the products which deal with classifieds. Although all the indicators show that the Oglasnik is already for 20 years the undisputed market leader, and with that being the single national advertiser, research done in the summer of 2008 surpassed all expectations. It showed that the recognition of the brand was unbelievable: 65% spontaneous and 84% prompted brand awareness on the level of Croatia, while in Zagreb and surroundings it measured 87% spontaneous and 97% prompted awareness of the brand.

The Oglasnik corporation is characterized by persistence, tradition, and above all the quality of business with the goal to improve and more successfully satisfy the needs of the users.

www.oglasnik.hr



THINGS YOU DIDN'T KNOW ABOUT...

Oglasnik

- The Oglasnik was established in 1989 in Zagreb, as the first private newspaper, not only in Croatia, but also in Eastern Europe.
- In Zagreb and surrounding area 87% spontaneous and 97% prompted brand awareness was measured.
- 82% of Croats in advance know which media to use in the case of need for classifieds, and their loyalty confirms the statement that 50% of surveyed in any case were not interested in some other product as substitute (in Zagreb and surrounding the number totals almost 60%).
- The contact centre a year receives more than 1,000,000 calls for submitting ads, and altogether through all channels 4,000,000 ads are received a year.

Oglasnik grupacija veći promogovnik u svijetu i najbogatiji od 380.000 članova svjetsko krugovno društvo i internet stranice. 15 godina uspješna i razvijena Oglasnik grupacija i zadovoljni naših poslovnih partnera i korisnika koristeći, naša je prava referenca.

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