

EXTRA

Market

The first issue of the magazine Extra was released in 2002 and soon after that, it became the most read magazine for women in Croatia. The magazine is a publication of the NCL Media group and according to the readability poll of their publications it came in second.

This fact alone speaks of the magazine's success as there are various magazines aimed at the female audience, some of which have a long tradition and loyal readers. These types of magazines, according to their content are classified into two different groups. The first group consists of magazines, mostly weeklies that report on the careers and lives of well-known women and also men that female readers might be interested in. Their content consists of stories and news about these public persons. The second group consists of magazines that deal with topics such as fashion, cosmetics, interior design of homes and kitchens rather than the lives of public persons; therefore issues are about improving the lives of women and their families. The Extra magazine belongs to the first group but a part of its content covers topics that the second group deals with.

The magazines for women in Croatia are also differentiated by other criteria – that is their focus. Some of them are an authentic Croatian product and others are licensed Croatian publications of well-known international magazines. Extra is an authentic Croatian magazine.

Extra's editorial staff has invested a great deal of time and effort in order to gain a respectable place in the already overcrowded market of magazines for women. The magazine has achieved this with its quality and trustworthiness of its content – life stories of important people in Croatia's public eye, interviews with world stars of music and film and the covering of important Croatian and international events. Because of this Extra holds the position of being one of the most read magazines of its kind in Croatia.

Achievements

Through more than 370 issues of Extra, it adapted to the expectations of its female audience and became profiled as a magazine for the woman that wants to be informed where she can, for example, peep behind the scenes of glamorous domestic and international events and follow the latest trends. The journalists and editors of Extra always aim to give their readers exclusive information from the world of celebrities and present it in a decent way with high ethical criteria. With time, the editor's office managed to obtain and



social scene: it was the first to disclose that musician Hrvoje Rupčić getting back with his wife is not the end of his affair with actress Zrinka Cvitešić, who vowed her eternal love for him in a letter. At a time when they both denied having a relationship, Extra also

raised some of the best female authors in this very competitive category of journalism and this can be seen in the amount of exclusive reading material that Extra publishes from issue to issue. Extra is unique with its exclusive photographs of their photographers and by the modern graphic layout.

In this specific type of journalism, Extra is set apart week in and week out as it covers important events on a weekly basis and it is often first in uncovering intriguing stories when it comes to the world of celebrities. After last year's disclosing of secret love affairs, with the affair of tennis player Goran Ivanišević and TV presenter Vanja Halilović being one of them, in 2009 Extra greatly set the tempo on the home public scene: it was the first to discover and publish who the new love of our best handball player, Ivano Balić, was, and that during the world handball championships. When the public was wondering who our national football coach Slaven Bilić was in love with, Extra was the first to publish photographs of the coach in love, with his girlfriend Ivana Deklarić, on the eve of Valentine's Day. Extra brought to its readers the most correct information about two live triangles on the

revealed where and when actress Nataša Janjić and former TV host, Joško Lokas, were meeting up. Also, just before the finals of the reality show "Farma", Extra discovered the long-held secret about a terrible tragedy in the family of Marijo Minarić, the later winner of the show.

Although it divulges such intriguing issues, Extra will never make a cheap sensation of its revelations. Aware of this, many celebrities have confidence in the magazine's reporters, so they divulged both their boog and bad moments to Extra. It was with Extra that singer Tina Rupčić had her first interview about the crisis in her marriage with Hrvoje Rupčić. The winner of the show "Farma" told Extra all about his family tragedy, announcing that he would forgive his father for killing his mother. Married couple Anica and Robert Kovač gave Extra exclusive rights to photographs from the christening of their daughter Viktorija, and Ivana Nobilo Cetinski, the wife and manager of singer Tony Cetinski, told only Extra about her pregnancy and the birth of daughter Pija. Many stars have opened their doors to Extra; many people in the Croatian public eye shared with Extra their joy over the birth of a baby, from singers, to TV presenters and ministers. Many successful women, for example, the manageress of Agrokor, Iva Balent, revealed the secrets of their business and family successes for Extra; Extra has always supported and focused on the sensibility of the reading audience in cases of mishandled women, as was Magali Boers Čučić. Extra covered one of Croatia's ambassadors to UNICEF, Maja Vučić's humanitarian mission in the Central African Republic, and many sports stars, from Blianka Vlušić and Ana Jelušić to Dujo Draganja, Mario Ančić and Sanja Jovanović all spoke to Extra about their regular difficult road to success in sport. In the past year, Extra had a world-class exclusive: Croatia's national football player Eduardo Da Silva, in June 2008, got photographed only by Extra's photographers with his family in Rio de Janeiro and spoke about the course of his recovery from a leg





injury. The most renowned international newspapers relayed Extra's photographs of da Silva's family.

History

Extra had frequent changes in its seven years of existence. In the beginning Extra was a TV review with a rich content but later it turned attention towards the female audience and with that the content, design, format, columns and the approach to themes changed. Experienced journalists, editors and foreign collaborators under the leadership of the editor, Zrinka Ferina, made these changes.



Product

In a subtle and unique way, Extra brings a collage of warm, human life stories and glamour from the red carpet. Young urban women that want to stay in contact with the latest trends in fashion, cosmetics, careers and cooking read Extra. They want to be informed of the events happening in the world of the famous as well as about the socio-economic reality that surrounds us.

Recent Developments

Guided by the wishes of Extra's readers primarily, the magazine continues to adapt its content. In 2008, a new addition – "Inspiration" became the central part of the magazine. Inspiration is a richly illustrated guide for shopping that gives the women a useful outlay of fashion, shoes, jewellery and cosmetics as well as the latest novelties in medicine, technology, the world of cars and cooking, every week. Recently, the editorial staff of Extra has been intensively developing its web

site within the Extra Zone on the web portal of the NCL Media Group. In 2009, apart from musician and former model Anđa Merić, Extra got another columnist: the widow of the late musician Dino Dvornik, Danijela Dvornik, was happy to accept a request to write a column for us.

Promotion

Extra as one of the magazines for women in Croatia, every week advertises current topics from its current issue on national and several regional TV stations. The most interesting stories are also advertised on some national and local radio stations. The front page of each

new issue of Extra is advertised in all the NCL Media Group publications and

in some daily newspapers and weekly publications, as well as news sites. With its actuality and exclusive stories, Extra often draws attention from

other media and is quoted in daily newspapers and other web sites. A special authorship project of the magazine is "The Extra hairdresser of the year", which is a contest that gathers hair salons across the country. They present their skills and a grand finale of the selection of the best Croatian hairdresser is held in Opatija every year. Other media, television, radio stations, web sites and local and national newspapers regularly cover this event. Extra is the media sponsor for many events such as: Croatian street of the famous, fashion shows – fashion.hr and Zagreb Fashion Week as well as for many concerts of well-known singing stars and music events. Extra present various humanitarian projects on its web pages, and with its columns promotes young talents that want to affirm themselves as scientists, artists or even as politicians.

In collaboration with business partners, Extra regularly gives its readers gifts such as cell phones, cosmetic treatments, books, music CD's, movie tickets, concerts and theatre show tickets, bicycles and

scooters. The editorial and marketing staff of Extra are in contact with their female readers, therefore their suggestions via e-mail or mail are appreciated and recognised.

Brand Values

In just a few years Extra has become one of the best selling and most read magazines for young urban women. The richness and quality of the content grew over the years and Extra achieved their goal of having loyal and satisfied readers. Up-to-date, truthful, informative and inspirational content on approximately 100 pages, the tradition of gifts and rewards to readers, competitions, as well as recognisable attractive projects are the trademark of the magazine Extra.

www.extra.com.hr

THINGS YOU DIDN'T KNOW ABOUT...

Extra

- > Extra originated from the TV magazine of the weekly magazine National which was called TV Extra, and the first year – from 2002 to 2003, it was also released as an individual edition in the National magazine. The first independent issue was completely re-designed with more pages and richer content. Extra was released in May 2003.
- > In October 2005, Extra created a precedent when it came to shows for women. With its 171st issue, as a gift to readers, Extra gave a booklet with intriguing nude art photographs of singer Luka Nžetić, taken by Ivana Rianjić. At the time Luka Nžetić had a hit song called "Proleće" ("Spring") which he performed at Dora. By doing this, the singer and the magazine, wanted to show that they are always a few steps ahead of their time and their competition.
- > Extra organised its birthday party in April 2008 in an unusual way. All the celebrity guests had to wear a T-Shirt with a title or a word and in this way would divulge who they really are or what they would like to be. The singer Severina was a "virgin", the actor Enis Bešlić a "housewife", the actor Amar Buković "Barbie", the presenter Nevena Rendeli "wacko", the presenter Saša Kopljar "scandal", the actor Zijad Gračić "calm", and the actress and producer Sanja Vejnović "fish".
- > Extra organised an auction of the magazine's portrait photographs of famous people taken by Extra's photographers. Extra collected 114 600,00 Kuna for aiding in the founding of the fund for oncology education.
- > Extra, as the entire NCL Media Group, lost its founder, Chairman of the Board, and still grieved over supervisor, Ivo Pukanić, in a horrific assassination on 23 October 2008. The last words he said to the Extra staff just several hours prior to his death, were: "Girls, you're the best in the country, please, you're women, you have emotions, you've got it in you. Put it all in the magazine. Give the people a story that will move them, don't be rough, but be realistic. Just tell the story with a lot of emotions". In the next three days, the Extra editorial staff made the most emotional and most difficult issue of Extra ever. The one in which they said goodbye to their Puki. And they create every issue bearing in mind his last piece of advice.

