

# LIDER

## Market

Business weekly Lider, one of the most prominent magazines on the Croatian market, reached the set goals and became the leader on the Croatian multimedia market of business information. In the moments of turbulence in the world of business scene, the approaching entrance of Croatia into the European Union and increasing of competition aided approaching globalization it is necessary to bring rational and logical decisions, which will contribute to survival and growth of firms. The leaders are seeking for

country and the world. The business events are conducted with such a speed, not just in the global but also the domestic scene, making it possible to compile and present short, clear, precise information to help business people keep step with the most important happenings which can influence on their business world.

## Achievements

The unstoppable growth in sales of Lider weekly and visits on the web page show that Lider has become the

an inevitable multimedia centre of the most important business information and knowledge.

## History

The first edition of Lider was printed on 7 October 2005. The publisher, Lider press Ltd, was established in the beginning of May 2005. The architects and creators of the company are experienced business journalists Miroslav Šajtović and Željko Wakešić, who started their long successful cooperation as editors and journalists of several



quality and tested information with which they can set good and possible goals and decide the direction with which they will reach sustainable development and increase the value of the managed company. The markets, both domestic and global, are full with informations. The problem is how to identify and classified good one from bad ones, important ones from meaningless ones. Recognizing the needs of the market, the business policy of Lider is directed toward bringing quality, at the right time and uncompromised information, and to represent the interest of business in relations towards the state.

For its public, Lider screens the most important, incorporating information with actual events at business, in social and political scenes, for the readers Lider is discovering the background and meaning of business events where the power lies. It offers advice and knowledge which can help them to adapt and find the most use from current and future business trends. Thanks to the business policy Lider, today, can be found in offices of all-important Croatian firms, state bodies, financial and consultant institutions and at establishments for higher education.

To actuate a quick change in the business world, but realizing the importance and presence of the digital world, at the same time as the first edition came out, the web site was also started, which daily reports about the most important business and political events in the

inevitable brand on the market for business information. Very quickly, after it's beginning of publication, Lider was established as a powerful and for business community very important source of information and business advises. In a short time Lider became the most circulated, best selling, and most influential business magazine, putting up new standard for business journalism. A successful business despite the crisis in the media industry is proven by the fact that the circulation of Lider exceeds 9,000 copies, of which 6,500 copies are sold by prescription. When we add the total of over 70,000 single visitors on Lider's web site, those impressive numbers for a specialized business magazine in the Croatian market are saying enough about the status of Lider among business community.

Significantly, the important marketing segment of the magazine is its readers which are exceptionally influential, they create and make decisions, disperse funds and decide how to invest it. This is the main reason why, with a high quality paper, marketing experts recognized Lider as one of the highest quality and inevitable media for launching and promoting of new products, services and other marketing campaigns, when they want to catch the attention of those with above average revenues and an expendable budget.

By reaching this status Lider became a channel for expanding trade, organization of business groups and seminars and publishing business books, and with the use of the website it round off the project of building

business magazines, in which some of them are still on the market. A lot of experience and conviction that a high quality business magazine was necessary on the market, motivated them to start a business enterprise, which has demonstrated as very successful business project. They established the firm with the support of Concern Agram, whose members are also shareholders.

Publishing its first book "How to drive a career" at the first half of 2006. Lider press expanded their fundamental trade on book publishing. By the end of 2009 Lider issued 12 books among which some of the titles are world bestsellers.

With organizing the conference "Public firms adjustments to standards of the European union" at the beginning of March 2007, Lider press announced a very successful expansion of business, in organization of business groups and seminars. In 2009 it organised six big business meetings, some of which are a continuation of successful conferences organised in the previous years: like "Corporate safety" and "Business Forum".

Since Lider is supporting the importance of export for the development of Croatian economy, on 27 March 2008 it was issued also in Bosnia and Herzegovina, in a slightly altered version, but with current topics from the local business world, keeping its quality standards and visual identity as in Croatia.

## Product

Lider is a weekly magazine aimed for business people, companies, managers, decision makers, opinion leaders, investors, and students.

It is printed on fine (WC: 60-gram paper and released





every Friday on the market, 52 times a year. Every week it offers readers the latest news from local and global economies, deeply analyzes economic figures from relevant experts and analysts and the newest business trends.

The business weekly *Lider* is divided into the following contents: detailed analysis of the most important subject of the previous week with at least one open important topic in which reader can comment about weeks later; an interview of the week with a local or foreign person or politician; analysis of a figure and achievement of a not well known business player on the scene; a number of the most common subjects immediately useful in business life (business knowledge, marketing, new business tools in the world) or details, encyclopaedia analysis of domestic relations and instances; opponents from branches; business events of small and average entrepreneurs; *Lider's* range-list that are kept in the entrepreneurs archive for a long time; business knowledge from marketing, management, rights, accounting etc.; world and regional events; a column Opinion Maker which every week has a guest from some of the best experts in the land: Ljubo Juršić, Željko Perić, Damir Novotny, Žarko Primorac, Ante Žigman, Sanja Crnković-Požaić, Đuro Njivo, Kresimir Sever, etc. Every edition follows inevitable columns: "Ekonomalje" from the Editor-in-Chief of *Lider* Miodrag Šajatović, "Political section" by Višnja Starešina, "Life Coach" by advisor for different careers Tatjana Divjak and "Justice for All", by *Lider's* journalist Mica Grčić.

Every week, with fundamental editions of *Lider*, can be found high quality and useful special supplements which deal with specific subjects and business branches that deserve to receive more than a few pages of text. The success of individual insertion and satisfaction of the readers in presenting information, which they often keep as valuable source of knowledge, resulted in that some of them became constant additions of magazine. They are printed as monthly, quarterly, yearly or occasional supplements.

The most important supplements: Small and medium enterprises, Media market, Agency pubs, Brands, HoReCa, Carrier, Information technology, Healthy and active, Leader trend, etc.

## Recent Developments

Following world trends in journalism and adaptations to



worldly standards and the needs of the consumers, not just by content but also visually, has always been a part of developing the policy of *Lider*, with the intent to create for the reader's added value to be of great help on their business path.

From the 175<sup>th</sup> issue of 6 February 2009 *Lider* has a new visual identity and new topics. The new *Lider* and its new visual identity unified its analytical characteristics and the attractive design.

The unique new in business journalism are special additions which come in coordination with organizers of valuable business events after conferences and consultations. *Lider's* team follows these types of gatherings and in the shortest time, often in two days, creates an addition on 24 or more pages which stay as a lasting document of held events. In that way for those that couldn't attend, and for a big part of business community, special addition presents many quality information of before and after events, and the organizer has got valuable media partner for presenting goals and topics of the conference.

From November 2009 *Lider* can be read also in its digital version, which is an additional value for its subscribers. The service is free of charge for the subscribers, and they can read the new issue even before it is being sold on points of sale.

## Promotion

The promotion of a firm is thinly tied to promotions of the most important product of the firm business weekly *Lider*. With the concern of the market, with its greatest part of business and promoters, is pointing to that segment of the market.

A great part of promotion is taken with a direct approach for potential clients by telephone, e-mail and sending promotion editions of *Lider* free to addresses where the potential clients can be introduced to the content and the way the information is presented. With

that type of promotion, in which *Lider* best promotes itself, created a habit of reading and recommendation of this weekly magazine as a high-quality and non-compromised carrier of the most important business information.

The important form of promotion is absolutely the appearance of *Lider* as media sponsor to all important business groups in Croatia.

Special projects like awards for the best Stock share and Fund of the year, issuing the first official results of business firms for last year in cooperation with FINA in publication "The 1000 greatest ones", and with successful organization one of the biggest business events in Croatia with popular business people from world and international business, are the last but not the least important form of promotions of the brand *Lider*.

## Brand Values

Popularity of the name *Lider* among business groups, students and in regions, and a number of compliments with lasting increase of quality and services which are offered by the *Lider* press, shows a great value in the name of the company. The contributor of value to *Lider* press Ltd. absolutely is the business weekly *Lider*, and surely it will still be in the future. Even though it is a small and young editorial board, with visionary ideas tied with a great enthusiasm, innovativeness and a desire for creating information to a high degree of efficiency for business community, by following and analyzing global, regional, and local events in the business scene, connecting with leaders from the business and academic world and constantly learning, it had created a sustainable press publishing business project with a goal to maximize gains for domestic economy and its consumers. Numerous offers for media sponsorships of important business events are still one more indicator of a great reputation which *Lider* enjoys in the Croatian business scene.

[www.liderpress.hr](http://www.liderpress.hr)

THINGS YOU DIDN'T KNOW ABOUT...

## Lider

- *Lider's* Editor-in-Chief *Lider* Miodrag Šajatović received an award for the best column in Croatia of 2006.
- *Lider* press d.d., the publishing company of the business weekly *Lider* by expanding its activities in the organization of business groups and seminars, organized in 2007 the largest business group in Croatia with more than 1,800 attending for the entire region. The main guest was Jack Welch, most famous world manager. It successfully continued the organization in 2009 when in the full concert hall Vatroslav Lisinski the main speaker was Michael Porter, world renowned authority in the field of competitiveness and strategies.

