

privredni vjesnik



Market

Established in 1953, Privredni vjesnik is first and the only newspaper in the region dedicated to business and finance. It remains the most sold and a leading publication in the business and finance market segment, despite a changing environment in a turbulent market with a growing supply of business publications.

The paper is not available at kiosks or newsstands, it is limited to subscription sales only. It is delivered weekly those in the top ranks of Croatian business. Privredni vjesnik circulates in decision-making circles of Croatia, thereby becoming a synonym for business press.

Despite the growing number of press publications with similar content and shrinking sales of print media due to rapid speed of electronic information exchange, Privredni vjesnik has successfully defended its number one position.

Readers have recognized the quality of Privredni vjesnik in its aim to provide objective information rather than sensationalist coverage. This is why it remains, despite trends and dynamics of the media market, the most read business newspaper in Croatia.

Achievements

Privredni vjesnik is the oldest, the greatest and

the most influential weekly paper covering business and finance in Croatia. It enjoys the status of the most important business newspaper. It became a stage on which all business players are acting an important role, but it is also a mirror that reflects the way they are or want to be. Privredni vjesnik is "the medium of business, but also the voice of businesspeople".

For 12 years now it has been the only newspaper to conduct surveys of both the business cycle and investment climate in Croatia, and to provide highly relevant information for a variety of institutions in the country and abroad. It is in a position to be the basic barometer of corporate sentiment – the surveys conducted by Privredni

History

Established in 1953 as the medium of business in the former Yugoslavia, Privredni vjesnik commanded high readership and respect among the businesspeople.

Over the years it has held on to its reputation of a relevant source of business information's and as such it is frequently quoted by business section journalists not only in Croatia but in the whole region.

The year of 2006 was a turning point for Privredni vjesnik's operations. The Croatian Chamber of Economy (CCE), eager to support the publication it established in 1953, acquired a majority stake. In step with economic development and information industry technologies the newspaper underwent modernizing changes. It remained traditional, but became better prepared to face the

challenges of present day business journalism with a rejuvenated yet experienced newsroom staff, information transmission methods and a contemporary style.

In 2008 the paper was redesigned with a smaller format due to clear trends on the business newspapers market and the fact that not the format but the content, authors and texts make a quality paper.

With a more accessible style and supported by the internet portal it has claimed a new, younger generation of businesspeople.

Product

Privredni vjesnik stands apart from similar business papers through its content and the array of quality information. The journalists and editors feel the importance of bringing accurate, complete and useful information to an increasingly demanding readership. The pages of Privredni vjesnik are a forum for discussion of business in all its forms and specifics for analysis, additional advice, a vehicle to express opinions, views, advertise tenders, goods and services.

In addition to regular weekly issues Privredni vjesnik is known for its special editions and supplements. Supplements appear several times a year and cover current events from an industry or segment, special editions are annual publications that

Novi naslovi u PV prodaji!



PV POVEĆALO



vjesnik on the problems, opportunities and expectations of organisations are the pulse of Croatian businesspeople.

Privredni vjesnik has been and will continue to be the communication lever of the Croatian economy, a witness to its challenges, successes, trends and innovations. It is a businessman's helping hand ready to point the way through the thicket of constantly changing laws, rules and regulations.



feature an overview of a single business sector's performance in the past year and have the most relevant source of Croatian business information since they started appearing.

Special issues and supplements

"400 najvećih i najuspješnijih hrvatskih tvrtki" ("Croatia's top 400 companies") is a special issue which contains the basic data from the companies' annual financial statements for the past year, as furnished by the Financial Agency. This most widely read special edition of *Privredni vjesnik* provides the balance sheet statements, capitalisation, cash reserve, revenue and profit figures as well as employee numbers in the largest Croatian businesses. Since 2007 the special edition features breakdowns and rankings by county, sector and activity. An important fact is the presence of renowned businessman and analysts that bring their comments on the economic

half of Croatian GDP.

"Hrvatska i Europska unija" (Croatia and the EU) informs businesspeople of the trends and legal and other changes in the region and provides information on likely business conditions to come. The success of accession talks depends as much on the public being informed in a timely manner, as it does on the expertise of the negotiating team and the implementation of reforms. This supplement provides a series of interviews with domestic and foreign negotiators to keep the public abreast of the current status of negotiations and anticipate the changes that are to come in individual sectors and industries. Deadlines, the extent of changes, Croatian legal adjustments to the laws of the *acquis communautaire* - everything is discussed in detail with those in charge of negotiation and implementation.

"Izborni hrvatsko i Hrvatska kvaliteta" (Authentically Croatian and Croatian quality) is published annually before the prestigious Zlatna kruna (Golden Kruna) awards are presented. It is a co-operative effort between *Privredni vjesnik* and the CCE's Centre for Quality. The supplement features the products and manufacturers labelled "authentically

Croatian" and "Croatian quality". The Croatian quality label is awarded to quality products created in Croatia. It is an acknowledgment of both the product and the manufacturer and guarantees to the consumer that the product meets the highest, world-class quality standards. The label is displayed at major trade shows, such as that in Bruxelles.

Recent Developments

For its 55th anniversary *Privredni vjesnik* launched another group of projects intended for its business user segment. It created a radio show - *PV Povećalo* ("The PV Magnifier") - broadcast by the most listened to national radio station, Narodni radio.

In 2007 PV made another step towards the business book market by establishing the PV+ library to issue a range books by prominent Croatian business experts and economists.

PV international is the weekly electronic edition in English. Its audience is comprised mostly of foreign journalists and entrepreneurs with Croatian business ties, as well as foreign diplomatic representatives in Croatia, and Croatian diplomatic and trade missions abroad.

Each issue brings analysis of industries and sectors, business overviews, interviews and reportage with renowned business specialists, as well as business news from the region.

Promotion

Privredni vjesnik's publicity and promotion strategy differs significantly from publishers' standard

promotional activities. However, the goal remains: a strong market position through a branded product. Its specific distribution patterns has conditioned the form and dynamics of publicity campaigns; *Privredni vjesnik* is advertised through image ads and subscription drives in electronic media and print campaigns. Even then the most powerful communication form of the *Privredni vjesnik* business brand is PR: PR itself and its spin-off products - the radio show, *PV business experts' and specialists' guest appearances on TV and sponsorship of major national, regional and international conventions.*

Brand Values

For a number of years PV has been the most important business newspaper in Croatia. The secret of its success lies in unbiased reporting and independence. Current events are covered in a plain open and objective manner. Readers are offered a variety of views expressed by the standard-bearers of economic and social development in Croatia. This is how it earned the respect and confirmed the confidence of its readers time and again. These are the staying qualities that will help *Privredni vjesnik* to hold on the number one spot in the business newspaper market.

www.privredni.hr



THINGS YOU DIDN'T KNOW ABOUT...

Privredni vjesnik

- The first issue of *Privredni Vjesnik* saw the light of day on 1 May 1953.
- In 2006 with some 100,000 copies printed and distributed *Privredni vjesnik* is the most widely circulated Croatian and regional newspaper covering business and finance.
- *Privredni vjesnik* is printed on environmentally friendly paper.
- For its 55th anniversary *Privredni vjesnik* reissued its first number.



situation or certain sectors. "Financijska industrija" (The Finance

Industry) present the latest rankings of Croatian banks, investment funds, insurances and capital lease providers, based on their results for the previous year. This comprehensive overview of the financial industry in Croatia is of interest to executives and business people in Croatia and abroad. The analyses are authored by renowned finance experts supported by the data gathered directly from the financial institutions, the Croatian National Bank and the Croatian Financial Services Supervisory Agency. The foremost finance and business analysts and top CEOs are surveyed to present the Croatian finance industry, broken into four thematic groups.

"Poslovna očekivanja" (Business Projections) is a traditional supplement of *Privredni vjesnik* that features plans and projected operations in the following year, accompanied by a business sentiment survey of Croatian companies. Business Projections offers the Croatian business community well grounded clues on the future paths of its main protagonists, and thus provides a measure of the economic climate in Croatia. If there is such a measure, it is in the estimates of the CEOs we poll, who manage companies accounting for more than a