

iskustvo, provjereno i primijenjeno u svakodnevnom dugogodišnjem radu s medijima te sa poslovnom, stručnom, specijalnom, internom i općom javnošću.

Method is a Sarajevo-based PR, consulting and advertising agency, which has been in business since 2007. Method is a collective of creative people, designers, copywriters, musicians, those with research and analytical skills and experts from the areas of business, politics and general social issues. For different projects it also periodically engages experts in various fields.

Method Media Monitoring offers the service of monitoring all electronic and print media, subsequent analysis and report generation on client-relevant topics.

Method has implemented a modern and effective method of TV programme and print media content collection, selection and processing. Clients receive monitoring results in the form of reports sent via e-mail, fax or mail. Services offered are always customized for individual clients' needs and activities.

Method is also a communication management agency, which includes strategic planning, defining communication strategies and preparation of integral communication plans. In the consulting domain Method offers advisory and marketing organization services, as well as information on events relevant to the client.

Method is an agency that offers better business solutions to clients through research, communication and personalization. Method has knowledge that translates into experience, tried, tested and applied over the many years of everyday work with media and business, expert, professional and general public audiences.

PRISTOP BH

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Pristop BH je osnovan 2000. godine u Sarajevu kao jedna od prvih agencija za menadžment i komunikacije u Bosni i Hercegovini. Trenutno Pristop BH tim ima 8 stalno uposlenih i 22 vanjska suradnika na čelu sa Samirom Korićem, kao direktorom agencije, i Sabinom



Duman, direktoricom projekata.

Pristop BH je dio mreže koja je osnovana od strane Pristop Ljubljana, vodeće kompanije u Sloveniji za komunikacije i savjetovanje koja pruža usluge veoma značajnim kompanijama kako lokalnim, regionalnim, globalnim, državnim, nevladinim i međunarodnim organizacijama već 15 godina. Ostale agencije Pristopove mreže su u Ljubljani, Briselu, Zagrebu, Beogradu, Podgorici i Skopju.

Povezivanjem sa vodećom hrvatskom komunikacijskom kompanijom, Digitel komunikacije, Pristop je 2005. godine kreirao stratešku komunikacijsku grupu sa širokim spektrom specijaliziranih kompanija.

U grupi je uposleno preko 500 visokostručnih savjetnika, koji su generirali prihod od preko 88 miliona eura u prvoj godini osnivanja. Gledajući na veličinu ostvarenog prihoda možemo zaključiti da je Pristop-Digitel Grupa jedna od najvećih komunikacijskih grupa u regiji od Beča do Atine.

Osnovne aktivnosti Pristopa uključuju strateško savjetovanje, planiranje projekata, implementaciju i evaluaciju na području odnosa s javnošću i komunikacijskog menadžmenta (korporativne i marketing komunikacije), oglašavanje, medijsko planiranje i zakup, new media, marketinški menadžment i poslovno savjetovanje, i medijski monitoring i analiza. Usluge ključnim klijentima uključuju i odnose sa

medijima na dnevnoj bazi kao dio pune komunikacijske usluge koju pruža agencija.

Pristop BH was established in the year 2000 in Sarajevo as one of the first management and communications agencies in Bosnia and Herzegovina. Currently Pristop BH has 8 permanent employees and 22 external partners all lead by Samir Korić, as the agency's director, and Sabina Duman as project director.

Pristop BH is part of a network which was established by Pristop Ljubljana, the leading communication and consulting company in Slovenia that has been providing services to notable local, regional, global, government, nongovernment companies, as well as international organizations for 15 years. Pristop's other agency networks are in Ljubljana, Brussels, Zagreb, Belgrade, Podgorica, and Skopje.

In association with the leading Croatian communications company, Digitel communications, Pristop created a strategic communications group in 2005 with a broad spectrum of specialized companies.

In the group there are more than 500 highly qualified consultants employed, who have generated an income of over 88 million Euros in the first year of establishment. Looking at the size of the generated income we can conclude that the Pristop-Digitel group is one of the largest communication groups in the region from Vienna to Athens.

Basic activities of Pristop include strategic consulting, planning projects, implementation and evaluation in the public relations area and communication management (corporate and marketing communications), advertising, media planning and buying, new media, marketing management and business consulting, and media monitoring and analysis.

Services for key clientele include relationships with the media on a daily basis as a part of a full communications service that the agency offers.

READER'S DIGEST

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Reader's
Digest

Od 1. travnja 2006., izdavačka kuća Mozaik knjiga d.o.o. u suradnji sa američkom tvrtkom Reader's Digest



objavljuje hrvatsko izdanje vodećeg svjetskog obiteljskog mjesečnika. Reader's Digest jedinstveni je časopis: malog je formata, a velike naklade - njegova čitalačka publika broji više od 100 milijuna ljudi u više od 60 zemalja. Tijekom više od 80 godina objavljivanja, časopis je stekao svjetski ugled objavljivanjem priča koje nadahnjuju ljude.

Osnivači, De Witt i Lila Wallace, Reader's Digest su počeli objavljivati 1922. godine. Njihova je zamisao bila kako bi ljudima modernoga doba dobro došao časopis koji bi im pomogao da idu u korak s promjenama. U godinama koje su uslijedile, pojavila su se izdanja u svim dijelovima svijeta. Danas časopis izlazi u 50 izdanja na 21 jeziku, pa i na hrvatskom.

Uspjeh ovog časopisa na globalnoj ljestvici iskazuje posebnu ravnotežu između globalne jakosti i nacionalne stručnosti. Urednici u svakoj zemlji čine dio RD mreže, što znači da imaju mogućnost objavljivati priče iz ostalih dijelova svijeta. Rezultat je časopis lokalnih, ali i međunarodnih karakteristika koji sadrži priloge o ljudskim dramama, medicini, znanosti, prirodi, humoru, putovanjima, zanimljive životne priče, samo-pomoć, biografije i avanturističke priloge.

Hrvatsko izdanje, čija je naklada 80.000 primjeraka sa više od četvrt milijuna čitatelja mjesečno, prepoznatljivo je po britkim kolumnama i zanimljivim temama. Urednik Reader's Digest Hrvatska je Goran Miletić, a redakciju čine brojni novinari i suradnici među kojima se nalaze Mirjana Hrga, Helena Puljiz, Robert Zuber, Zorislav Antun Petrović, Dražen Ilinčić i drugi.

Since April 1, 2006 Mozaik knjiga d.o.o., in cooperation with the US-based Reader's Digest, has been publishing the Croatian edition of the world's leading family monthly. Reader's Digest is a unique magazine thanks to its small format and its large circulation. Its readership numbers more than 100 million in more than 60 countries. Over the past 80 plus years it has earned a global reputation, publishing stories that inspire people.

The founders, De Witt i Lila Wallace, started the publication of Reader's Digest in 1922. Their idea was that modern age people would welcome a magazine which would help them keep in step with changes. Over the years to follow local editions have appeared in all parts of the world. Today the magazine has 50 editions in 21 languages including Croatian.

The success of this magazine on a global scale reflects a special balance between global strength and national expertise. Editors in every country are part of

the RD network, which means they can publish stories from other parts of the world. The result is a magazine of local and international features with articles from the fields of medicine, science, nature, human drama, humour, travel, interesting life stories, self-help, biography and adventure.

The Croatian edition, which circulates in 80 000 copies and has more than a quarter million monthly readers, is recognizable by its incisive columns and interesting topics. The editor-in-chief of Reader's Digest Croatia is Goran Miletić and the team consists of numerous journalists and collaborators such as Mirjana Hrga, Helena Puljiz, Robert Zuber, Zorislav Antun Petrović and Dražen Ilinčić.

UNEX GRUPA

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unexgroup

Unex Grupa agencija je za integrirane tržišne komunikacije. Čine je Unex MPG, specijalizirana agencija za zakup i planiranje medija, Unex Euro RSCG Zagreb, kreativni odjel Unex Grupe te Unex Communications, odjel za odnose s javnošću.

No, Unex Grupu čini i više od 60 stalnih klijenata, kojima je na svim područjima djelovanja agencije svakodnevno na raspolaganju gotovo 80 visokostručnih djelatnika.

Unex Grupa osnovana je 1992. godine i vrlo brzo postaje jedan od tržišnih lidera.

U siječnju 2000. godine pridružuje se Euro RSCG Worldwide drugoj po veličini europskoj i petoj svjetskoj agencijskoj mreži za tržišno komuniciranje.

Godine 2002. postaje dio i druge Havasove divizije - MPG-a, međunarodne specijalizirane agencije u području zakupa i planiranja medija, istraživanja tržišta i strateškog planiranja. Izlazak na međunarodnu scenu za Unex označava nove standarde u poslovanju s jedne strane, a s druge dostupnost ekspertnog znanja, koncentriranog u moćnoj grupaciji, koja kreira i realizira najveće marketinške kampanje za globalno značajne klijente.

Brojne kreativno isplanirane i efikasne kampanje Unex Grupe svakodnevno se pojavljuju u svim medijima na području Hrvatske, Bosne i Hercegovine, Srbije, Slovenije i ostalih zemalja regije, a postojećim najznačajnijim klijentima agencije poput Agrokora sa svim njegovim akvizicijama, te PBZ Grupe, Citroena Hrvatska, Generali osiguranja, Dukata, Podravke, Belupa, PZ Auta, Benettona, i ostalih, kontinuirano se pridružuju novi klijenti koji jačaju snagu Unex Grupe i, uz visokoprofesionalan angažman agencije, jačaju značaj iste na medijskom tržištu regije.

Priča o Unex Grupi ne bi bila potpuna bez projekta Noć gutača reklama. Projekt koji je postavio nove standarde u poimanju oglašivačke struke i postao društveni događaj godine u Hrvatskoj, ove se godine održava već sedmi put. Krajem mjeseca rujna u Zagrebu i po prvi puta, na još jednoj lokaciji, Noć gutača reklama predstaviti će nove trendovi u oglašavanju, obogatiti

svojim programima društveno-zabavnu scenu Hrvatske i na mjestima održavanja okupiti sve poštovatelje i konzumente reklama te kolege koji zajedno s Unex Grupom, stvaraju medijsku sliku Hrvatske i regije.

The Unex Group is an agency for integrated market communication. Its divisions are Unex MPG, a specialized agency for media buying and planning, the Unex Group's creative department Unex Euro RSCG Zagreb and the public relations department Unex Communications. Unex Group also has more than 60 regular clients, who have at their disposal almost 80 expert employees in all areas of the agency's activities. The Unex Group was established in 1992 and soon became one of the market leaders. In January 2000 it joined Euro RSCG Worldwide, the second largest European and fifth largest global agency network for market communication.

In 2002 it became part of another Havas division - MPG, an international agency specialized for media buying and planning, market research and strategic planning. Entering the global scene for Unex means new business standards on one hand, and on the other the availability of expert knowledge concentrated in a powerful group that creates major campaigns for globally significant clients.

The Unex Group's many creatively planned and efficient campaigns are present daily in all media in Croatia, Bosnia and Herzegovina, Serbia, Slovenia and other countries in the region. Next to the agency's most important clients, such as Agrokor and all its branches, PBZ Group, Citroën Croatia, Generali Insurance, Dukat, Podravka, Belupo, PZ Auto, Benetton and others, new clients join every day, which strengthens the Unex Group, and together with the agency's endeavours increases its importance on the region's media market.

The story of the Unex Group would not be complete without mentioning the Night of the Adeaters project. The project that has set new standards in the advertising business and became the social event of the year in Croatia, will be taking place for the seventh time near the end of September this year. For the first time on a new location in Zagreb, the Night of the Adeaters will present new trends in advertising, enrich the Croatian social entertainment scene with its programs and gather in one place all admirers and consumers of ads, as well as the professionals who together with the Unex Group form the media image of Croatia and the region.

