



## Market

"ÇELESI Media Group" operates in the Albanian market since 1998 and is the leading content provider of the practical information sector in Albania, covering its 5 main fields: C2C, B2C, B2B, art & culture events and tourism. Being the first and unique print-web-mobile integrated platform in Albania, "ÇELESI Media Group" provides 360 ° visibility for businesses and 360 ° access for the customers, as well as direct interaction between them in real time.

ÇELESI newspaper the unique classified advertisements newspaper in Albania, is ÇMG flagship Brand under their Big Umbrella. Their market shares prove that ÇELESI Newspaper is number one in the practical information media. The average sales go from 80 to 85% of its circulation and the web portal [www.gazetacelesi.al](http://www.gazetacelesi.al) has actually more than 22.000 unique visitors per day.

As a result of the high volume of economic transactions and its high interactivity, ÇELESI is actually the largest marketplace in the country. The market value of assets advertised in each print only by individuals is actually around euro 1.1 billion. Individuals can publish their ads by calling our back office, coming directly in our 14 offices all around Albania, sending e-mails, sending SMS through our dedicated short code 55513 or entering our web portal, launched from December 2011.

## Achievements

In 18 years ÇELESI Media Group grew into one of the most successful company in Albania, with a total of 8 main operations developed under its banner.

ÇELESI Media Group has always been acknowledged as one of the most creative and advanced company in Albania, by delivering full range of innovative services and products to their clients. On this regard ÇMG was awarded in 2015 by the Ministry of Economic Development, Trade and Entrepreneurship with the "Bleta e Artë" Prize, selected as the "Innovative Entrepreneurship of the Year".

## History

ÇELESI Media Group was founded in 1998 by the visionary founder and CEO, Mr. Ylli Sula. He saw an opportunity at that time, considering the lack of practical information in a market economy that was in a fast growing stage and trying to recover from the big hit of 1997. As we all know, the information is a "Key" factor in the nowadays society, that can open many doors for a successful business. With bearing this in mind and the experience & Know-how of other European countries, Mr. Sula wanted to establish a company with a team of professionals, eager to make a difference through innovative and creative services by using the latest technology and pioneering in the interactive media

solutions. The company adopted the name ÇELESI, which in Albanian means the Key, just to emphasize the purpose of their products. Under this philosophy were developed all the components of ÇMG that are briefly presented below.

After the establishment of the newspaper, the group expanded by launching new products in the market and offering new services in terms of facilitating the communication process between businesses and consumers.

In 2010 "Tirana Guide" Albania's first B2C tool was launched. An ideal advertising medium for Tirana's business community and also a unique reference for Albanian citizens and foreign visitors looking for practical information in the capital city. An important additional value is the on-line approach through our web portal: [www.yellowpagesalbania.com](http://www.yellowpagesalbania.com). The new portal launched in March 2012 offers the highest standards and technology in yellow pages portals, proposing for the first time in Albania not only all types of search areas, but also an interactive mapping of business locations.

In 2004, ÇMG started a series of publications under the umbrella "Practical guides", which begun with the "Albania coast" guide and followed with 11 other city guides. After that in 2011 they introduced the No.1 portal of hotel reservations dedicated to Albania [www.albatrip.com](http://www.albatrip.com). By 2013 ÇMG had accumulated a vast information on the tourism in Albania, its remarkable archeological sites, traditions and Hotels &



Accommodations options that gave life to the first tourist app for Albania: Explore Albania. It is downloadable for free both from Apple Store and Play Store, for iPhones, I pads and Androids. By enhancing their knowledge of the market, businesses and methods of client retention ÇMG has presented in Albania their fidelity card platform and network. This card, called Karta Extra links many points of sales, from a wide range of products, rewards its owner in every purchase and offers to the businesses itself the opportunity to maintain and expand their clients, by further developing their customer care operations. Incorporating under its umbrella all type of practical Information, ÇMG has introduced to the market the first and only cultural information magazine in Albania, InfoKult Magazine. The publication started in April 2003 and functions as a registrar and barometer for the cultural and artistic market in Albania, answering to all your questions on WHAT? WHO? WHEN? WHERE? HOW?. Starting from August 2012, Kult transferred the content and services into the first and unique interactive cultural information web portal in Albania [www.infokult.al](http://www.infokult.al), launching in the same time a Facebook profile.

ÇELESİ Communication Agency was founded in 1998, anticipating the needs of the new Albanian business of post-communist era, in customer-based advertising and communication services [www.celesicomcommunication.al](http://www.celesicomcommunication.al). By using their expertise and know-how in business intelligence the agency has expanded their services and provide full range of advertising products and services. ÇELESİ Communication deliver through innovative services unique database of business contacts as well as insight information on the Albanian Market and its trends. One significant part of the Agency is also the Mapping & Direct Mailing Sector. First structure of this kind in Albania the Mapping & Direct Mailing Sector has created a unique database, experience and expertise

### Products

Çelesİ Newspaper  
Yellow Pages Albania  
Karta Extra – Fidelity Card  
Çelesİ Communication Agency  
iMedia – Online Marekting  
Albatrip – Hotel Reservations Platform  
Infokult Magazine  
Explore Albania Mobile Application

### Recent Developments

ÇMG, profound experience in the Albanian market was finalized, in what they call a dream come true, all the needed information in your pocket, every time you need it. Albania Yellow Pages app from ÇMG is the first B2B / B2C application (the first Albanian app registered in Apple Store and Google Play). Combined with Explore Albania Mobile Application, ÇMG offers to the customer full range of practical information and increase your business visibility as your contacts data will appear to



anyone who is looking for a specific type of company, accommodations and locations, services or every type of services.

iMedia is the last novelty of the agency that provides Interactive media & web marketing solutions, focused on online marketing (Google ads, Social media, Banner campaigns, e-mail campaigns). Through iMedia and their team of experts they apply strategic media planning, search engine optimization, web design and mobile APPS development [www.imedial.al](http://www.imedial.al).

ÇMG platform is in constantly programmed change. The latest project of ÇMG that is about to be implemented in the upcoming year will revolutionize the practical information sector in Albania by upgrading their database, reconfiguring their web portals and the Mobile APPS will be combined. Such developments will offer a unique insight and a unique performance to assure better performance for all the clients.

### Promotion

Being in continuous contact with its clients, both Institutional and individual costumers, has helped ÇMG to establish a direct relationship with them by creating a unique database and offering in turn services with unique features and has created for them indispensable working tools. The direct communication with their clients as a promotional strategy as well has enhanced their capacity of understanding clients need and evolving the optimal solutions for them. ÇMG through their most followed web portals and applications offers a perfect opportunity for increasing your business visibility and also enables each one of individual customers to find valuable information, in accordance with their fields of interests.

Since its beginning, in 2005 ÇMG is proudly committed to fully support the Kult Academy in organizing the annual national KULT Awards ceremony. Each year 12 artist are awarded from more than 48 nominees in 12 arts and cultural categories. Furthermore ÇMG has offered their support for many other social and cultural activities that promotes values in arts, social responsibilities and special programs like Junior Achievement of Albania, etc.

### Brand Value

Being aware of their specific position, on one hand in between the Albanian consumer, and Albanian business; on the other hand in between the opening Albanian market and foreign investor interests, ÇMG focuses in the practical and objective information products and services, developing the sense of a tangible "ubiquity" or a double and simultaneous presence:

Knowing from inside while observing from outside

Providing local know-how while using global standards and values

Enlarging the range of products and services while mastering each of them

Achieving business outcomes while enhancing consumer satisfaction

Touching the future while optimizing the present

These perceptions represent ÇMG commitment to their clients and consumers.

### THINGS YOU DIDN'T KNOW ABOUT

#### ÇELESİ

ÇMG logo is designed in the shape of a compass, symbolizing the necessary guidance and orientation provided for businesses in order to achieve their goals. ÇMG your compass for everything!

ÇELESİ Newspaper has approximately 1.500.000 copies of sold newspapers per year. Not to mention that one newspaper is read by an average of 8 people, since it is passed from one reader to another, to continue their search.

The Mapping & Direct Mailing Sector offers in addition to the traditional services: Quantitative & Qualitative Mapping, Market Segmentation, Catchment Studies and all types of direct mailing: Door to Door, Face to Face, promotional distribution, distribution in the crossroads areas as well as on the stopped vehicles.