

LIDER

NOVINE ZA AMBICIOZNE

LIDER PRESS

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Tvrtka Lider press d.d. izdavač je jednog od najuglednijih časopisa na hrvatskom tržištu, poslovnog tjednika LIDERA. Vrlo brzo nakon početka izlaza u oktobru 2005. godine, Lider je postao utjecajan i za poslovnu zajednicu vrlo važan izvor informacija i poslovnih savjeta. Danas se može naći u uredima svih važnih hrvatskih kompanija, državnih tijela, financijskih i savjetničkih institucija te u visokoobrazovnim ustanovama. Prepoznajući važnost velike ekspanzije Interneta i njegove upotrebe, tvrtka je na početku izlaza tiskanog izdanja pokrenula i internetski portal koji svaki dan donosi najnovije vijesti iz poslovnoga svijeta. Kvalitetne, pravodobne i beskompromisne informacije te zastupanje interesa biznisa u odnosu prema državi, Liderova su poslovna politika. Neprestan rast prodaje tjednika i posjeta internetskim stranicama pokazuju da je tvrtka Lider press postala nezaobilazan i prepoznatljiv brend na tržištu poslovnih informacija. O uspješnom poslovanju unatoč krizi i problemima sa kojima se susreće medijska industrija govori podatak da u 2009. godini Liderova prodajna naklada premašuje brojku od 9.000 primjeraka, od čega se 6.500 prodaje pretplatnom. Kad se tomu pribroji i više od 70.000 jedinstvenih posjetitelja na Liderovu web-portal, dobiju se impresivne brojke za specijaliziran poslovni časopis na hrvatskom tržištu koje dovoljno govore o Liderovu statusu među poslovnom zajednicom. Lider je 27. marta 2008. godine počeo izlaziti i na tržištu BiH, u nešto promijenjenom izdanju, ali sa aktualnim temama iz svijeta biznisa sa tog područja. Od novembra 2009. godine može se čitati i u digitalnom izdanju, što je dodatna vrijednost za njegove pretplatnike. Osim što je usluga za njih besplatna, aktualni broj Lidera sada mogu pročitati i prije nego što se u tiskanom izdanju pojavi na prodajnim mjestima. Brojne pohvale uza stalan rast



kvalitete proizvoda i usluga koje nudi Lider press pokazatelji su velike vrijednosti imena tvrtke. Nositelji vrijednosti Lider pressa d.d. svakako je poslovni tjednik Lider, što će, zasigurno, biti i u budućnosti. Jačanjem svojih dopunskih djelatnosti, izdavaštva i organiziranjem poslovnih skupova te specijalizacijom web-portala Lider press učvrstio je ugled i dobar položaj na domaćem tržištu.

The Lider Press Joint Stock Company is the publisher of one of the most renowned magazines on the Croatian market, the business weekly magazine LIDER. Soon after it was first published in October of 2005, Lider established itself as an influential and a very significant source of information and advice for the business community. Today, Lider can be found in offices of all important Croatian companies, government bodies, financial and consulting institutions, as well

as, at higher education institutions. Recognising the importance of the great expansion and use of the Internet, the company started a web site with daily news from the world of business as soon as the first printed issue was published. Quality, timely, uncompromising information and representing the interests of business in relation to the state is Lider's business policy. Continuous growth in sales of the Lider weekly magazine and in the number of visits to the web site indicate that Lider press became an unavoidable and recognisable brand on the business information market. Despite the current crisis and problems the media industry is facing, the fact that in 2009 Lider's sales exceed 9,000 copies, of which 6,500 are sold through subscription, speaks of its successful business. Adding to that the total of over 70,000 unique visitors on Lider's web site, we get impressive numbers for a specialized business magazine on the Croatian market that speak for themselves about the status of Lider in the business community. On 27 March 2008 Lider had its debut on the market of Bosnia-Herzegovina. The BH edition of Lider has only some changes in the edition, but still covers current topics of the business community in the Bosnian region. Since November 2009, the magazine can be read in digital form, which is an added value for its subscribers. Apart from the service being free of charge for subscribers, now they can read the current issue of Lider even before the magazine comes to the stands. The many commendations alongside the continuous growth of the product's quality and services that Lider Press has to offer are indicators of the company's name values. The Lider magazine is the most valuable product of Lider press d.d., and it will keep this role in the future as well. By strengthening its supplementary activities of publishing books, organising business gatherings, and specialising its web site, Lider press has affirmed its reputation and solid position on the domestic market.



MITA GROUP

MITA GROUP

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MITA Group je jedna od najstarijih poslijeratnih oglašivačkih agencija i nalazi se u samom vrhu oglašivačkog tržišta Bosne i Hercegovine. Posljednjih osam godina pripada najvećoj oglašivačkoj grupaciji u Evropi i četvrtoj po veličini u svijetu - Publicis Groupe SA.

U Bosni i Hercegovini MITA Group zastupa agencije Publicis, Saatchi&Saatchi, ZenithOptimedia i Publicis Dialog. Agencija je osnovana 1996. godine, a danas ima 70 stalno uposlenih i stotinu saradnika te više od osamdeset klijenata iz različitih poslovnih područja.

MITA Group pruža sve usluge iz oblasti oglašavanja, brandinga, odnosa s javnošću, zakupa medija, digitalnog marketinga, organizacije evenata i promocija i druge. Dobitnik je mnogih priznanja, a nedavno je osvojila četiri zlatne i dvije srebrene nagrade na NO Limit Sarajevo Advertising festivalu. Agencija MITA Group Publicis osvojila je zlato u kategorijama Usluga, Korporativnog oglašavanja i Medijskih sadržaja. Ova agencija srebrnu je nagradu osvojila u skupini Inovativnih oblika komuniciranja, kao i u skupini Cjelovitih oglašivačkih kampanja.

Generalni menadžer MITA Group Ejub Kučuk ove je godine primio i prestižno međunarodno priznanje - Najmenadžer BiH jugoistočne i srednje Evrope 2009. godine, u kategoriji marketinških agencija. Nagrada se dodjeljuje 16 godina i priznata je kao mjerilo uspjeha menadžera i njihovih kompanija. Ove godine priznanje Najmenadžer po prvi je put dodijeljeno i u kategoriji marketinške agencije.

Na nedavnom prvom domaćem izboru za najbolje web stranice u 2009. godini, marketinška agencija MITA Group dobila je nagradu za najbolju



korporativnu stranicu - www.mita.ba. Projekt WebAward namijenjen je popularizaciji naprednih Internet tehnologija, a nagraduju se internet stranice s domenom .ba. U narednom periodu MITA Group će nastaviti sa promocijom digitalnog i direktnog marketinga kao odličnog oruđa za povezivanje kupaca, prodaju proizvoda i usluga, kao i općenito olakšavanje bilo koje vrste poslovanja.

MITA Group is one of the oldest post-war advertising agencies, and it is positioned at the very top of the advertising market in Bosnia and Herzegovina. For the last eight years it has been a

member of the largest advertising group in Europe and the fourth in size worldwide - Publicis Groupe SA.

In Bosnia and Herzegovina MITA Group represents agencies Publicis, Saatchi&Saatchi, ZenithOptimedia and Publicis Dialog. The agency was founded in 1996, and today it has 70 full-time employees and a hundred associates, as well as eighty clients from various business fields.

MITA Group provides all services in the field of advertising, branding, public relations, purchase of media space, digital marketing, organisation of events and promotions etc. It is a recipient of numerous awards, and recently it won four gold and two silver medals at the NO Limit Sarajevo Advertising Festival. MITA Group Publicis agency won the gold in categories of Services, Corporate Advertising and Media Content. The agency won the silver medal in the category of Innovative Forms of Communication and Integrated Advertising Campaigns.

This year the General Manager of MITA Group Ejub Kučuk received the prestigious international award - the Best BiH Manager in Southeast and Central Europe in 2009, in the category of advertising agencies. The prize has been awarded for 16 years and it is acknowledged as a measure of success of managers and their companies. This year, the Best Manager award was granted for the first time in the category of marketing agencies.

At the recently held first local competition for the best websites in 2009, marketing agency MITA Group received the award for the best corporate website - www.mita.ba. The WebAward project is aimed at popularisation of advanced Internet technologies, awarding Internet pages with the domain .ba. In the period ahead MITA Group will continue promoting digital and direct marketing as an excellent tool for connecting buyers, sale of products and services, as well as general facilitation of any kind of business.

