

IN STORE

INSTORE MAGAZINE

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InStore magazine je osnovan 2008. godine sa ciljem obrade tema o industriji roba široke potrošnje (FMCG). Agencija Altermedia d.o.o. izdavač je ovog jedinog trade magazina u Bosni i Hercegovini.

Magazin izlazi mjesečno i obrađuje aktuelne teme na FMCG tržištu, a distribuira se direktno na prodajna mjesta, tj. na ime i adresu čitatelja - decision maker-a. Izdava se kao jedinstven, sveobuhvatan i pouzdan izvor najvažnijih i najaktuelnijih informacija iz sektora trgovine robama široke potrošnje na domaćoj trgovačkoj sceni, u okruženju i svijetu.

Tiraž u BiH je 7.000 komada, od čega se 5.000

besplatno distribuira poštom na 41.500 adresa nezavisnih trgovaca, trgovačkih lanaca, veleprodaja, proizvođača, specijalizovanih radnji, kao i ministarstava, akademskih institucija i agencija u BiH, Sloveniji, Hrvatskoj, Srbiji i Crnoj Gori. Tiraž od 41.500 primjeraka omogućava da poruke klijenata vidi 110.000 najeminentnijih pojedinaca iz sektora maloprodaje u cijeloj Adriatic regiji.

InStore magazine was founded in 2008, with the aim to publish articles covering the Fast Moving Consumer Goods (FMCG) industry in Bosnia and Herzegovina. The Altermedia d.o.o. Agency is the publisher of this one-of-a-kind trade magazine in Bosnia and Herzegovina.

It is a monthly magazine offering news from the FMCG market, and it is distributed directly to sales locations, e.g. addresses of its readers – decision makers. It is a unique, comprehensive, and reliable source of the most important information and news from the FMCG sector in the country, the region, and worldwide.

Circulation in B&H is 7,000 copies, 5,000 of which are distributed to retail stores of client networks of the most prominent distributors in the country, and 2,000 copies are delivered to the current market

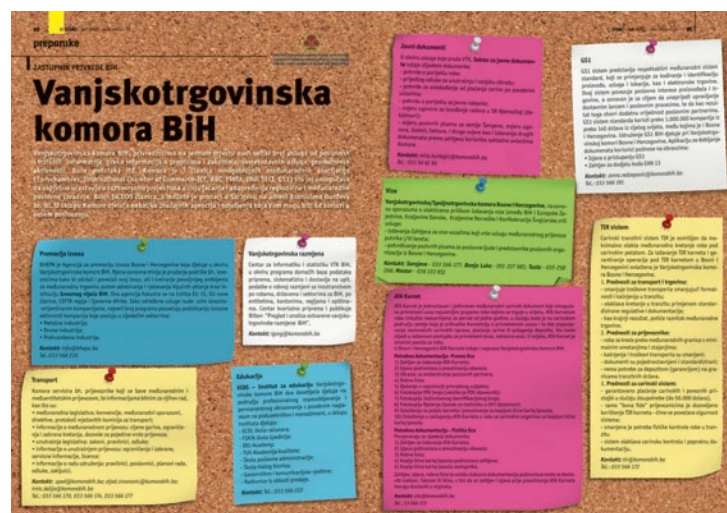
participants (manufacturers, distributors, principals, marketing agencies, market research agencies, banks,

insurance companies, etc.).

Each issue provides research by leading market research agencies, with detailed analyses of products, brands, and other hot topics. InStore magazine has established a successful cooperation with local and multinational companies in Bosnia and Herzegovina and became a distinguished domestic brand.

The webpage www.instore.ba offers electronic version of the magazine with the latest news from the country, region, and the world.

In January 2012, the InStore magazine became a regional magazine by opening offices in Slovenia, Croatia, and Serbia. The plans are to expand to Macedonia, Kosovo, and Albania. InStore Adriatic is distributed by mail, free of charge, to 41,500 addresses of independent merchandisers, chain stores, wholesale businesses, manufacturers, specialized shops, as well as to ministries, academic institutions, and agencies in BiH, Slovenia, Croatia, Serbia, and Montenegro. The circulation of 41,500 copies makes clients' messages visible to 110,000 most prominent retail professionals of the Adriatic Region.



primjeraka distribuira u maloprodajne objekte iz vlastite baze kupaca, kreirane od strane vodećih distributera u našoj zemlji, a 2.000 primjeraka na ruke aktuelnih aktera na tržištu (proizvođači, distributeri, principi, marketinške agencije, agencije za istraživanje tržišta, banke, osiguravajuća društva, itd.).

U svakom broju se mogu naći istraživanja vodećih agencija za istraživanje tržišta, sa detaljnim analizama proizvoda, brendova i drugih aktuelnih tema na tržištu. InStore magazin je uspostavio uspješnu saradnju sa lokalnim i multinacionalnim kompanijama u Bosni i Hercegovini i postao prepoznatljiv domaći brend.

Na portalu www.instore.ba možete naći elektronsku verziju magazina sa najnovijim vijestima iz zemlje, regije i svijeta.

InStore magazin je u januaru 2012. godine postao regionalni magazin sa redakcijama u Sloveniji, Hrvatskoj i Srbiji i planovima za širenje u Makedoniju, Kosovo i Albaniju. InStore Adriatic se





METROMEDIA

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Postavljanje visokih ciljeva, posvećenost potrazi za originalnošću i perfekcijom, neposredan pristup klijentima, brojne inovativne usluge itd., samo su neki od elemenata zbog kojih je Metromedia jedna od vodećih kompanija za vanjsko oglašavanje u Bosni i Hercegovini.

Od osnivanja 1998. godine, konstantno radi na kvalitetu i potrebama svojih klijenata, a uporedo i na sebi i razvijanju sopstvenih snaga. Danas je to moderno organizovana kompanija sa dvije kancelarije u Sarajevu i Banja Luci, sa preko 40 zaposlenih.

Mreža Metromedie broji preko 2.000 kvalitetnih i savremeno dizajniranih objekata ravnomjerno raspoređenih na najfrekventnijim lokacijama na cijeloj teritoriji Bosne i Hercegovine. Pokriva sve glavne saobraćajne pravce, magistralne i lokalne puteve, kao i pozicije u centrima gradova sa gradskim i prigradskim zonama.

Kvalitet usluga i visoku profesionalnost potvrđuje velik broj marketing agencija, brojni domaći i inostrani klijenti koji svakog dana ukazuju svoje povjerenje i realizuju uspješne outdoor kampanje na mreži Metromedie.

Kompanija koja u potpunosti prepoznaje značaj i neophodnost društveno odgovornog ponašanja dokazala se i kroz podršku brojnim, humanitarnim akcijama, sponzorstvima, sa željom da se pruži pomoć i podrška raznovrsnim djelatnostima društvenog života: kulturi, sportu, umjetnosti, zdravlju. Ukupnom etikom svog poslovanja uživa poziciju poštovanog člana društvene zajednice kojoj pripada.

Stalni napredak i ulaganja u širenje i jačanje mreže, u razvoj i unapređenje zaposlenih kao i



razvijanje partnerskih odnosa sa klijentima dio su poslovne strategije koji obezbjeđuje kontinuiran rast i povećanje ukupnog učešća na tržištu.

Setting high goals, commitment to seeking originality and perfection, direct approach to clients, numerous innovative services – these are just some of the elements that make Metromedia one of the leading companies for outdoor advertising in Bosnia and Herzegovina.

Since its establishment in 1998, the company has constantly been focusing on the quality and needs of its clients, working at the same time on developing and improving its own resources and strengths. Today it is a modern organised company with two offices, in Sarajevo and Banja Luka, with more than 40 employees.

Metromedia network includes more than 2000 high-quality facilities of contemporary design, distributed evenly at most frequent locations across the territory of Bosnia and Herzegovina. It covers all the main traffic routes, motorways and local roads, as well as locations in town centres, including town zones and wider surrounding town areas.

The quality of service and high level of professionalism are confirmed by many marketing agencies, numerous local and international clients who demonstrate their confidence on daily basis and implement successful outdoor campaigns through Metromedia's network.

A company that fully acknowledges the importance and necessity of socially responsible behaviour,

it has further affirmed itself by supporting numerous humanitarian actions, offering sponsorships, willingness to provide assistance and support for various activities in the social sphere: culture, sport, art, and healthcare. With the overall



ethic of its operations, the company enjoys a reputation of a renowned and respected member of the community to which it belongs.

Continuous progress and investment into extending and strengthening its network, development and promotion of employees as well as developing partnership relations with clients, are all segments of the business strategy that ensures constant company growth and increase of its total market share.

