

JutarnjiLIST



**DO KRAJA
SVIJETA
I DALJE!**

Jutarnji2
Dnevni news magazin

Donosimo vam velike i ekskluzivne priče, reportaže, komentare i zanimljivosti uz koje ćete sa zadovoljstvom započinjati svaki novi radni dan. Sagledajte svijet iz nove perspektive i uživajte u tekstovima najboljih hrvatskih novinara.

Od ponedjeljka, 17. srpnja, svakog radnog dana u Jutarnjem listu!

JutarnjiLIST

Market

Every third reader on the Croatian daily newspaper market reads Jutarnji list, one of the Croatian newspapers with the highest circulation and also the most important product of Europapress Holding. With its reputation and credibility, Jutarnji list established itself on the market as the leading opinion maker in Croatian society and business circles.

Daily newspapers are read by 2.4 million people in Croatia, satisfying their demand for news on current local and foreign politics, celebrities, sports, culture and business. Every morning, Jutarnji list satisfies this demand of its 720,000 readers.

Jutarnji list market position is considerably determined by the most desirable reader structure - more than one half of the average Jutarnji list readers is made up of people under 50 years of age. A brief description of the average Jutarnji list reader would be: male, aged between 20 and 40, urban, employed and with higher than average income. It is this young and urban reader, open-minded and with diverse interests, demanding and critical, following trends but not imposed opinions on topics of interest which assures an increasing number of advertisers to Jutarnji list as an information-conveying medium!

On the Croatian market, where the struggle for each customer takes place at the point of sale itself,

EPH brand, has been one of the main forces in the Croatian publishing market, constantly enhancing professional standards and setting the foundations for further development.

Jutarnji list was in many things the initiator of market changes and of the radicalization in the approach to newspaper publishing. With its openness towards the most intriguing social topics, the uniqueness of its approach and the constant re-examination of the accuracy of the decisions of general social interest, Jutarnji list has in many ways started significant changes in the social and political scene.

A strong connection with the readership and its interests contributed to the credibility of the paper. The paper's image has been additionally reinforced through numerous activities that were also pioneering in the Croatian newspaper market. Jutarnji list was the first to start selling books with newspapers, which was a revolutionary and far-reaching decision for the market, initiating changes in book publishing in general, in the change of attitude towards books which soon became "in" for all age groups, whereas the record circulation results also had long-term financial consequences. Finally, by establishing high-circulation editions (with the number of copies printed ranging in the millions),



along with carefully chosen and marketed contents, value added to the newspaper contributes significantly both to the fidelity of the current readers and to drawing new ones. In this sense, Jutarnji list was a pioneering newspaper on the Croatian market, introducing interesting additions to the basic contents, from regular supplements printed on coated paper, to the sale of books and DVDs with the newspaper and gifts for readers.

Achievements

Since its foundation in 1998 to this day Jutarnji list, along with being the most important and the most influential

Jutarnji list enabled numerous smaller publishing systems to engage all their capacities and therefore conditioned the economic growth of an industry. The same model was successfully applied to DVDs with scientific, educational and popular contents.

In order to help further development of literature, in the first year of its existence the Jutarnji list founded the Jutarnji list Award for the best fiction, which was soon complemented by the Best Non-Fiction Award.

Jutarnji list is one of the greatest supporters of cultural and humanitarian projects in Croatia: in different ways, through direct financing or sponsoring, it has given more than some ten million kuna for these causes to date.

History

The first issue of Jutarnji list was published on 6 April, 1998, and became the first daily newspaper launched in the independent Republic of Croatia. Before Jutarnji list, not a single daily had appeared and survived in Croatia for forty years. Jutarnji list was, in addition, the first mass media that was also an initiator of democratic change in the country on all levels.

Fairly quickly, it established itself as the most influential daily newspaper, adopted by the younger generation of readers as well, and its launch promoted a significant changes in the editor-journalist relations in the media market, as well as in marketing standards.

Jutarnji list imposed its presence on the market through its development as a daily newspaper reflecting the position of a dynamic Croatia and a newspaper with considerable clout.

Product

In light of technological development and great availability of different types of information via different media, the position of Jutarnji list as one of the daily newspapers with the highest circulation on the market testifies to the high quality of its contents in its concept and approach.

When it comes to journalism and publishing, Jutarnji list is a complex product which, in the years of its existence, has introduced at all professional levels, from text structuring and editing to graphic design and the permanent desire to serve the widest public, a range of innovations in the Croatian media, innovations which are



Samo u Jutarnjem!
svaki dan
NAVIJAČKI DAR!

Od 5. lipnja vatrena stihija navijačkih rekvizita zahvaća Jutarnji list.
Čitaj Jutarnji i budi najjači navijač!

životnogometa
Jutarnji

today followed by most other publishers.

Since Jutarnji list has established itself as one of the highest-circulating and most influential written media in the country, many daily newspapers in Croatia have modified their publishing concepts and tried to adopt radically different design and overall change.

Jutarnji list quickly established itself as the most influential daily newspaper thanks to its outstanding team of editors and journalists shaping the paper contents and preparing numerous extensions reinforcing the brand, never forgetting the underrepresented interest groups. The country's most renowned columnists and a network of the most highly esteemed correspondents are just another of the paper's important characteristics.

When it comes to Jutarnji list political orientation, it is based only on the principle of promotion of human rights and individual freedoms, condemning any extremism, even if the position may be unpopular at a given time.

Recent developments

It could be said that market development was marked by a significant segmentation boost upon the introduction of free-of-charge daily editions, which is why the competitiveness of the paper is achieved not only by profiling towards a single newspaper, as was the case at the time of its foundation, but by manifold competitive relations. Thus began a period in which "added value" shifts from the commercial sphere to the contents, with Jutarnji list focusing on readers instead of on buyers.

The essential base of this orientation was set in 2005 with the launch of an Internet portal, and continued in 2006 with the launch of the daily supplement Jutarnji 2, creating a platform for an important step forward in the years to come, with the purpose of making a distinction between a clear journalistic format, news service and opening up new thematic areas.

Jutarnji 2 is more than news and statement or opinions and commentary, it is a supplement that brings long stories, explains phenomena and events shaping the world around us. The launch of the daily supplement was accompanied by significant changes in the organization and presentation of the entire paper, thereby distinguishing from the very beginning the character of Jutarnji 2 from all previous supplements. It is to be expected that the launch of Jutarnji 2 is the beginning of an era of the introduction of significant quality novelties in the entire Jutarnji list.

Since Jutarnji list, focused on the requirements of a dynamic and demanding reader, perceives its own affirmation through carrying out a name for itself, throughout the years it launched several other supplements with the goal of reader satisfaction, covering a wide range of readers' interests (cars, money, careers, cuisine, real estate, travel, health and, the most



prominent, women's Jutarnji list supplement, Gloria IN).

Promotion

As one of the market leaders, Jutarnji list enjoys great prominence and is, as such, a highly desirable partner. Jutarnji list established the leading position of an enjoyable and respected brand by carefully constructed communication with the widest general public.

Daily paper promotion followed the development of the media market and the speed of information flow. Daily promotion activities in other media were, until recently, sufficient to prompt people to purchase newspapers and become attached to a single paper; but insufficiently identified readership groups induced new forms of promotion directed towards different segments.

As years go by, the promotion of Jutarnji list is becoming increasingly consistent and sophisticated. As the market evolves so do readers' habits, and promotional activities can offer the product to different target groups, to each in its own communication channel, thereby changing the manner and methods of advertising. Jutarnji list is the leader in this area as well.

Jutarnji list receives tens of sponsorship proposals every day, more than any other newspaper. In its early days, the Jutarnji list gained in value by associating itself to different events, and now it is the other way around: by associating themselves to Jutarnji list, events gain additional value and credibility.

For years, Jutarnji list, as part of EPH, was the main sponsor of the biggest humanitarian projects in the country, providing direct aid to certain groups (children, senior citizens...). Through direct financing or donations in the advertising segment, Jutarnji list played an important role in promotion and support of (the survival of) many cultural events, festivals, expositions and concerts. As a sponsor, Jutarnji list supports two of Croatia's strongest sports - tennis and skiing.

Almost all Jutarnji list campaigns for the launch of a new newspaper product were very well received by the general public, and highly acclaimed and approved by professionals, which was confirmed by numerous awards.

The crucial marketing strategies include promotion of the paper's content via TV and radio advertisement, developing relations with the readership through loyalty programmes and sweepstakes, reinforcement of the image through sponsorship and humanitarian projects.

Brand values

The long-term values of Jutarnji list brand have been recognized by readers who understand that Jutarnji list changes and develops in accordance with their attitudes, technological advancement and social circumstances. This also provides affirmation to the readers in keeping with their lifestyles, concerns, interests, values and beliefs.

Apart from setting the standards for journalistic reporting, Jutarnji list holds the leading position in innovation through strict brand differentiation, development of brand extensions and stepping out into other media. Jutarnji list readers list among its main brand values credibility and integrity of its contents.

www.jutarnji.hr



THINGS YOU DIDN'T KNOW ABOUT...

Jutarnji list

- In 2002 Miroslav Ćiro Blažević was the exclusive Jutarnji list commentator at the World Football Championship in Japan, and the set of "Ćirohito" TV clips featuring Blažević won the Zlatno zvono (Golden Bell) award at the prestigious Croatian Festo festival of advertisement.
- In the spring of 2004 the entire circulation of Jutarnji list, 150,000 copies, sold out in less than two hours because each paper was accompanied by a free copy of Umberto Eco's "The Name of the Rose", the first book in the edition that was initially sold alongside the newspaper.
- Three of Jutarnji list staff columnists are renowned and award-winning Croatian authors.

