

NACIONAL

Market

In its eleven year long history, Nacional has come to hold an important and firm position in the Croatian newspapers market. It has become one of the most influential newspapers in Croatia. However, it has to be mentioned that it is not easy to succeed in the Croatian market for two reasons. The first reason is that the market is limited due to a relatively small population and it is not possible to launch newspapers abroad due to language barriers (with a few exceptions). The second reason is that there have been some of changes on the market recently. Namely, numerous other printed media has appeared, especially magazines, which play a most important role for Nacional and its editor NCL Media Group. However, since Nacional appeared on the market relatively early and made a good reputation, it was easy for it to defeat competitors and it began to present a nucleus for the other publishing activities of the group. A significant number of competitive media that appeared in this segment were forced to stop publishing. However, the market is still very vivacious and it forces one to make constant innovations and keep quality levels high.

Achievements

In the first place, Nacional is a political weekly and its way of doing business is very different from the companies that produce other goods do business but also from many publishing companies outside the political sphere. Nacional's biggest achievement as a brand is that it has established a name for itself as an independent and influential newspaper with a broad politically and entrepreneurially influential readership. This is an important factor for its successful and firm position on the market, not only with readers but also with advertisers that consider it one of the most attractive communication channels.

History

Nacional was founded in the autumn of 1995 by a group of journalists who left the weekly Globus because of their dissatisfaction with the change of editorial policy in this political paper. The first issue of Nacional was published in November 1995. The founders wanted to have "their own paper", as they would say then. They wanted it to be independent and free at a time when freedom of the media was

dramatically reduced in independent Croatia.

Regardless of such a political and media climate, Nacional defined itself as an independent, political weekly, which was very critical of the government from the very beginning. Its main policy was the promotion of democracy and a multi-party system, moving closer to Europe and the world. From the very beginning, Nacional has disclosed different scandals from political and entrepreneurial life, not even sparing President Franjo Tuđman and his family and closest associates or members of the opposition who were involved in scandals. It also enabled leading Croatian politicians, entrepreneurs, intellectuals, journalists and artists who were critical of the regime and who did not have the possibility to say their mind in the media controlled by the government or owned by media magnates linked to the governing party, to express their views through their own articles or interviews. From the very beginning Nacional distinguished itself by different comments written by its authors and soon after it was first published, in the second half of the nineties, it became one of the "windows of democracy" in the Croatian media space and a very relevant political factor.

In the year 2000, after Tuđman's death, at the time of the change of government in Croatia, it was time for Nacional to change as well. Since Nacional was very critical of the members of the government, many said that Nacional, a newspaper with clear political views, printed on cheap paper and edited in a tabloid manner with huge bombastic headlines, would lose its edge with the change of government, that it had no future and would break apart. These dire predictions proved to be false because Nacional had the knowledge and strength to transform itself and to



adapt to the new social, political and primarily economic circumstances of the country whose formation it influenced strongly. In the autumn of 2000, Nacional changed its format and transformed from a weekly tabloid to a weekly magazine printed in colour. It did not disregard political content, but added new material, particularly of economic character; as well as culture and mass media, appropriate for the new luxurious printing techniques. Up to that point, Nacional's income largely came from its sales at news-stands, but then Nacional became, on top of other things, an important advertising channel. This

guaranteed financial and material stability in the following period. Nacional promoted many pioneering projects using new approaches, such as special thematic supplements connected to certain products or services that were the result of cooperation with partner advertisers. These became the new standards of advertising in Croatia. This coincided with the Austrian investment fund Vienna Capital Partners buying 25% of Nacional's equity share for the precise reason of improving Nacional's

business operations with its experience in the field.

The new Nacional continued disclosing dark sides of Croatian politics and society, still considering this to be the most significant part of its mission together with the affirmation of the positive facts in Croatian society and economy. A number of scandals were revealed - a lot of them were related to abuses of the previous government, but many were related to the new government's incapacity and lack of will to sanction former illegalities.

In the meantime, Nacional became the centre of a broader publishing activity so it began from time to time to put on the market some special editions and books. In the year 2003, the Extral weekly was published. At the beginning it covered show business and media, but later it evolved into a good quality peoples' magazine, followed in 2002 by a magazine for the gaming culture, Gameplay. In 2004, the biggest project of the NCL Media Group was launched - the free weekly News. Up until the end of 2006, News had nine regional editions and its print run reached 650,000 copies. It is the only newspaper distributed directly to home addresses in numerous Croatian cities and provinces. The weekly News is the newspaper with the largest press run in Croatia and the region, and according to a market research, it is read by more than two million people.

The launching of the new projects succeeded largely due to Nacional's political reputation and financial success. Nacional still remains the key product and brand of the entire NCL Media Group.

Product

Nacional addresses two groups: the readers and the advertisers, so its editorship strives to make a product that would fulfil the needs and desires of both groups. The task is easier the closer the two groups are since the increase in the number of readers increases the number of advertisers and vice versa. This is why Nacional's editors are trying to create a magazine that will be maximally informative and interesting, that will cover relevant social matters in an interesting and smart way, and disclose unknown facts. In this way they are trying to attract readers, especially sophisticated, educated, influential and well-off people, that is, profiles interesting for the advertisers. Reader profile research shows that the editors succeeded, since Nacional holds the top position among the Croatian printed media in terms of readers' education, business positions and financial status, which is of greatest interest for advertisers, together with the fact that through other NCL Media Group publications and the Nacional online edition, advertisers can cover a very broad and diverse, but yet defined, segment of readers.

Recent Developments

In terms of its contents, Nacional has been gradually changing and dedicating more

space to the economy and to all those topics that pull Croatia closer to Europe.

Furthermore, it wants to offer advertisers more than other printed media do, so it publishes special supplements on some propulsive economic segments such as Cars, Banks, Real Estate, Hi-Tech and so on. There are also two separate magazines published and sold together with Nacional: A Healthy Life, dedicated to health and quality of life, and Nstyle, a guide to style, fashion and way of life of successful modern men. On top of this, Nacional follows multimedia development trends and regularly publishes CDs, popular both with readers and advertisers, a kind of interactive yellow pages for cars, boats and real estate sales or for interior decoration. Its internet pages have also become an important online extension of the brand but are also a product in their own right as well, with daily contents that will soon to become a real Internet portal, primarily orientated to political and economic issues, but will also have exclusive film and other entertainment contents such as photo-galleries, columns, and so on.

Promotion

Nacional uses different promotional methods. As in the majority of publishing houses, intensive promotion is done through different editions of NCL Media Group, as well as Nacional promotes other products of the Group. The free weekly News, with its largest readership, offers promotion in almost every household in Croatia. Other media channels are used as well; Nacional is promoted on the day it is published at prime time on all national, as well as some local, TV stations. Radio stations are also used for promotion by announcing the main topics of specific issues. Being a weekly, Nacional has a difficult task to keep its position, because each week it is a somewhat different product. However, by promoting

consistent values and views, it has successfully created a recognizable brand. Nacional's journalists are frequent guests on television and radio shows, as well as in other public debates, which largely contributes to a stable brand positioning. Very early did NCL Media Group understand the value of socially responsible

way of doing business. The responsibility of a company is even greater when the company is a media house that plays an important role in terms of creating a Croatian society. In 2001, Nacional launched a project "Top scholarship for top students". Through this project it grants top scholarship to Croatian students together with its partners, the biggest Croatian companies such as Podravka, Ina,



Ingra, Diners Club, VIPnet and Croatian Television (HRT), and in cooperation with the Ministry of Science, Education and Sports and other governmental institutions.

Brand Values

Nacional tries to present to the Croatian public in a direct, authentic and independent way all relevant facts and comments of political, economic, social and cultural events in Croatia and worldwide. In this way it builds its reputation and attracts new readers on a very dynamic Croatian printed media market. It tries to encourage positive political and social processes in Croatia in order to strengthen democracy, develop entrepreneurship and culture, and spread European values, with the aim of joining the EU soon.

www.nacional.hr

THINGS YOU DIDN'T KNOW ABOUT...

Nacional

- Nacional was founded in 1995 by eight journalists who used their own money to ensure 300,000 Euro for venture capital. Although in the meantime changes in terms of ownership structure occurred, and the company's value has multiplied, 75% of the company's shares are still owned by six journalists, while 25% is in the hands of the Austrian investment fund Vienna Capital Partners.
- The magazine has made its reputation by constantly publishing numerous exclusive contents. The greatest sensation was the interview with a Hague renegade, the retired general Ante Gotovina, in 2003, at a secret location abroad, conducted by the president of the NCL Group management board and Nacional's editor-in-chief, Mr. Ivo Pukanić. This was one of Nacional's issues that reached a record print run and sales.
- Nacional's 500th issue was published on 15th June 2006 as a special issue with a supplement 10 Brave Years. On the same day the anniversary was celebrated at the Croatian National Theatre in Zagreb with many distinguished guests such as the President, many ministers and government officials, diplomats, journalists from other media houses and many others.
- Up until 2006, in five years of the project "Top scholarship for top students", 115 scholarships were granted to students of 37 different universities in Croatia and more than 4.5 million kunas were invested. The President and the Prime Minister, along with many Ministers and other state officials, support the action every year and attend the ceremony. In 2006, the Croatian government abolished scholarship taxation, owing to Nacional's initiative and the project "Top scholarship for top students".

TOP stipendija za TOP studente

NA INICIJATIVU NACIONALNA koji svake godine dodjeljuje Top stipendije Vlada je u petak 25. kolovoza donijela veliku odluku

Sanaderova vlada ukinula je porez na stipendije

Pet godina Top stipendije

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