

# Story

establish the magazine as the premier weekly source of information about national and international celebrities. After investing in the quality of fashion editorials, taping all interviews, perfecting the format, the magazine has profiled as a serious quality reporting celebrity magazine in the world of fashion and of the famous. The biggest indicator of Story's success is the party, Celebrities Only with which Story traditionally celebrates its birthday and is conceptually designed as a Vanity Fair party, catering for Croatia's 100-150 celebrities.

As the following step in the development of the magazine was the launching of Story's extension. In December 2009 it was launched Story's trimestral lifestyle edition StoryBook that in the first few days reached great success both in sales and in its unique concept.

## History

The concept of Story originated from the Hungarian publication of the same name. At the time, apart from Hungary, there was a magazine with a similar concept circulating in the Netherlands and Belgium. It was published as a magazine with 68 pages on sub standard quality paper and was not accepted on the Croatian market, although the Hungarian Story with the same concept achieved great success. By investing in a larger number of pages, paper quality and a simplified content as well as co-branding with the reality show Story SuperNova, with the editor Boris Trupčević, it was positioned on high place amongst the weeklies, amongst the weeklies. It became the second highest selling weekly for women and the highest selling celebrity magazine.

With the arrival of a new editor, Tonkica Kaluz, Story's concept became dearer and had a visible interest in the lives of A-list celebrities. The articles are written in an approachable manner using high quality photographs in cooperation with selected stylists and teams of professionals. Every member of the team adds to the issue in his or her own way, thus making it more holistic and personable. Story has gained recognition from advertisers who consider it to be a reporting brand, opinion maker

## Market

The first issue of the magazine Story was launched on to the Croatian market in April 2002. The original concept was to publish a weekly celebrity magazine about the private lives of celebrities and public personas. With its positioning and sale Story did not achieve expectations, which resulted in a re-launch in 2003. During this time the magazine had begun collaborating with the commercial television network Nova TV via the reality show Story SuperNova. Since then Story has established the role of a dynamic and pro-active celebrity magazine through which it aims to generate new trends and offer the true value to its reader.

## Achievements

Through the re-launch Story, in collaboration with the commercial TV station Nova TV, established the first reality show in Croatia. Achieving up to then unrecorded proportions between watch-ability and

readability, it became a pioneer in creating successful reality projects. By creating famous people, Story came into many homes and achieved great success which can be seen in the sale of 120,000 copies as well as in the number of readers between ages 7 and 77.

With the appearance of the first reality shows and Croatian soap operas, Story took up the leading role in creating celebrities of current and new TV faces as well as reporting about interesting aspects of their lives. At this time, Story was also a pioneer in some marketing strategies – first inserted CD (Christmas CD Story SuperNova); first gift DVD (films in co-operation with UCC), behind the scenes of the soap opera "Villa Maria", first music CD specifically recorded for Story magazine (Žarko Radić – love poetry). The magazine, also, was first one to make use of text messages in competition. Following the re-launch, and the success of the television show, the main priority for Story was to

and utilize the magazine as a quality source of product promotion. Each Wednesday through its 108 pages, Story aims to give the reader a moment of relaxation when they will forget about their own reality and take them into the world of stardom, glamour and the daily problems that celebrities are faced with. All this is experienced through the columns: Story Cafe, Fotostory, Life style Special and Story Cocktail.

As the ratio between photographs and articles in Story is 70:30 (investment is made into producing high quality photographs) the holistic impression that Story gives to the reader, is aesthetically attractive and easy to read – this concept creates dependency. The above also serves for communicating one of the two slogans; First slogan – “The First – Story. Creates Dependency” and the second slogan – “Wednesday The day for Story”.

Since the beginning, Story aimed to present fashion in a different way and is now considered to be one of the leaders in reporting about and promoting the fashion industry. Story's fashion editorials are one of the highest quality editorials in the world of printed media. The evidence for this is the numerous fashion events that link with Story's brand: Cro a Porter, Fashion.hr, Fashion week and the exhibitions of Story's fashion photographs: Cro a Porter (Zagrebački Velesajam 2003) and Fashion.hr (Arsenal 2008). However, the crowning glory of fashion is represented by the limited edition “Story book life style”, conceptualized from the best photographs from fashion and beauty editorials. For two years this edition represented a gift that was given to a certain group of famous people but now the “Story book life style” is a special edition aimed at the readers and it became an addition to the magazine Story.

As the magazine aims to offer more value to each reader, the additions often provides gifts such as Shoes and Handbags, Shopping centre, summer love stories etc.

Story prides itself as a celebrity magazine which steps as forefront in the celebrity arena and as a friend of the stars. The magazine often divulges celebrities' most private moments such as the engagement and wedding of Dikan Radeljak and Vlatka Pokos, wedding of Nina Badrić as well as Goran Višnjić's child out of wedlock. Story has also reported on the divorce of Dikan Radeljak and Vlatka Pokos as well as issuing the first photos of celebrity mothers and their newly born babies; Nives Celzijus Dripić, Bojana Gregorić-Vejzović and Lana Klingor.

### Recent Developments

As a part of its growth and strategy, Story can isolate the Celebrities Only party as a true reflection of its concept. This party traditionally takes place in the Museum Mimara and symbolizes its acceptance by the famous and the public personas of Croatia. Its



**TEO PERIĆ**  
majica - 13. 8.

**A'MARIE**  
torba - 29. 7.

**IVICA KLARIĆ**  
suknja / majica  
6. 8.

**ROBERT SEVER**  
trp - 22. 7.

status is also symbolically affirmed with the handing out of maroon invitations with the embossed names of the guests which says: “You are famous”. The concept behind the occasion is the glamorous celebration of Story's birthday and includes a red carpet, limousines, splendidly decorated interior and exterior, carefully selected delicatessens and beverages that are served as well as a bag of gifts on the celebrity's departure.

All media follow the occasion with an exclusive live coverage by RTL television, which it broadcasts at prime time. Story's designer's month is a project that was launched with the vision to promote national designers within a limited edition publication. The designer's team consists of well know Croatian designers: Robert Sever, A'marie, Ivica Klarić and Teo Perić. In the designers package the readers can buy a designers' product.

In 2008 Story's web site was launched, reporting about the world of the famous on a daily basis. From 2010 Story.hr starts the existing web page privatesafe.com on its portal and will offer its customers the purchase of top brands at best price.

At the end of 2009 it was launched the extension StoryBook. With its great success in sales, StoryBook has put a new, different concept of a magazine on the market. This lifestyle magazine has a volume of 340 pages and celebrity columnists who write for the magazine.

### Promotion

Every week the magazine advertises the latest issue on the market in a short television advertisement. Advertising is also often done through the printed media, radio and internet banners.

Story often orientates itself towards the so called (BLT) “below the line” and alternative ways of advertising that are not used often enough: Story SuperNova show (branding of CD's, posters, specials, concerts, stickers); branding of events – Miss Croatia, film premiers, concerts, painted Story logo on a roller blade track at Jarun, Story Cafe, Story tram, Story taxi, Story shade nets for car windows. Story aims to give to its readers true value, therefore, through its actions aim to uphold high

quality, from the specials as gifts to readers, to the products that are often inserted in the magazine.

Story's traditional sale is represented by its birthday price – every birthday is celebrated with a birthday price (example 3rd birthday – Story for 3 kunas). The “Birthday month” starts with this sale. The whole month of May is dedicated to the handing out of gifts to the readers where in each issue there is a gift or a sweepstakes. The Story shopping week was also a part of last birthday month where 20% less vouchers were given in specific stores that were partnering with Story (more than a 100 stores throughout of Croatia).

### Brand Values

Thanks to the magazine's usage of this formula and business strategy, Story has become a recognisable brand on the market of Croatian celebrity magazines and also took up the leading role in this category.

It is perceived as a symbol of quality and an information channel in reporting from the world of the famous. It has also been noted that other media use Story as a source of information. The regular users are: the daily newspaper 24sata, TV stations – RTL Television, and Nova TV, websites such as Index.hr, javno.hr and Tportal.hr.

[www.story.hr](http://www.story.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Story

- In collaboration with the commercial TV station Nova it created the first reality show in Croatia – Story SuperNova.
- Every year the magazine organises the most glamorous event in celebration of its birthday where it gathers a 150 top famous people – Celebrities Only.
- Story was the first in Croatia to initiate the designer's month for which Croatian designers create clothes and accessories in order to give a designer label to readers.
- As its extension Story launched a trimestral edition StoryBook of 340 pages, and for this magazine write more than 10 celebrity columnists – Jelena Veljača, Lana Biondić, Danijela Trbović, Aleksandar Stanković and others.