

## is the leader in 12 out of 20 magazine market sectors

## PUBLISHERS / number of market sectors they lead in

1.	<b>COLOR PRESS GROUP 1</b>	2
2.	RINGIER	1
3.	WAZ	1
4.	ITP PHARAOS	1
5.	SMALL PUBLISHERS	4
6	ADRIA MEDIA	4

### 1. CELEBRITY MAGAZINES



HELLO: PENELOPE CRUZ. JAVIER BARDEM

LADY DIAMA

MARKET

JAMES AND THE TOTAL THE TOTAL

launched in july 2007

### 2. WOMENS MONTHLY MAGAZINES





### 3. MENS MONTHLY MAGAZINES





### 4. TEENAGE MAGAZINES





\* No. 2 is magazine "OK", publisher EPH

# 5. HAIR MAGAZINES 100 MONTH FILLER 100 MONTH F





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Skandi Humor Humor Skandinavke UKASTERICE OSMOSMERKE CRII HUMOR KARIKATURE SANAGRAMI REBUSI VICEVI

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CIKANOZAMA
CLUSSON ZVER
PORTULALU
CHOCHELIAU

Roprocurso

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### 11. PC, GAMES & GADGET MAGAZINES

2.



3.



\* No. 1 is "Svet kompjutera", publisher Politika N&M (WAZ)

### 12. AUTO MAGAZINES

3.



\* No. 1 is "Sat", small local publisher

### 13. NEWS MAGAZINES



\* No. 1 is "Nedeljni telegraf", publisher "ITP Pharaos"

### 14. WOMENS WEEKLY



No. 1 is "Blic zena", publisher "Blic Press" (Ringier Publishing)

### 15. SPORT MAGAZINES



\* No. 1 is "Sport plus", small local publisher

### 16. KITCHEN MAGAZINES

2.



\* No. 1 is "Debeli ali srecni", small local publisher

### 17. HOME & GARDEN MAGAZINES

2.



\* No. 1 is "Moja lepa basta", publisher "Adria Media"

### 18. REAL LIFE MAGAZINES





### 19. MUSIC MAGAZINES



\* No. 1 is "Grand revija", small local publisher

### **20.** ASTROLOGY & ESOTHERIA



2.



3.





In 12 market sectors

- 1st place

In 2 market sectors

- 2nd place

In 1 market sector

- 3rd place

In 1 market sector

- 5th place

In 4 market sectors

– no title