



COLOR  
PRESS  
GROUP

MAGAZINES WITH PASSION

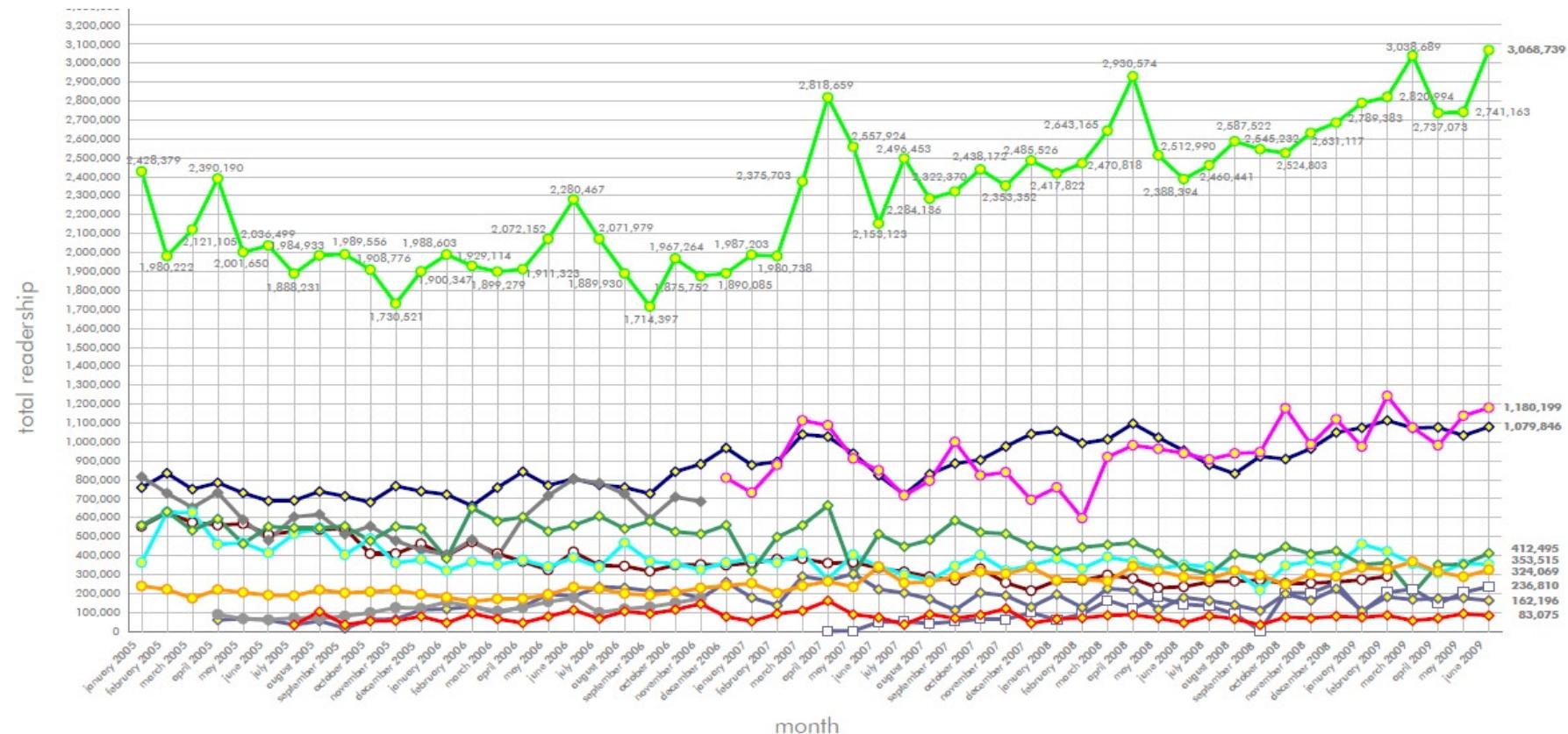


WEEKLY NEWSLETTER

# Čitanost magazina u Srbiji - 12 najvećih izdavača (SMMRI)

JANUAR '05 - JUN '09.

Color Press Group



# “Svet”, “Scandal” i “Hello!” oborili rekorde u prodaji i rejtingu!

Tri selebri magazina koje izdaje Color Press Grupa - “Svet”, “Scandal” i “Hello!” zabeležila su **rekordnu prodaju i rejtinge u proteklih mesec dana**. Tako su, prema istraživanjima “Strategic marketinga”, u avgustu mesecu “Svet” čitala u proseku 412.752 građanina Srbije između 12 i 65 godina, rejting magazina “Scandal” bio je 368.638 a “Hello!”-a 93.427 čitalaca.

**Ukupni rejting sva tri selebri magazina CPG iznosi 875.049** dok je ukupni rejting preostala tri selebri magazina na srpskom tržištu (“Gloria”: 265.104, “Story”: 205.758 i “Puls”: 122.593) - 583.455.

Podaci o rejtingu prate i odlične podatke iz distribucije štampe pa su tako poslednji razduženi brojevi selebri magazina CPG ostvarili **rekordno visoku prodaju**: “Svet” br. 635 - 90.366 primeraka, “Scandal” br. 274 - 66.263 primerka i “Hello!” br. 87 - 26.348 primeraka.

Ovo su, naravno, podaci samo za Srbiju a sva tri magazina ostvaruju značajnu prodaju u regionu dok “Svet” ima posebna izdanja za dijasporu, Crnu Goru, Bosnu i Hercegovinu i Makedoniju.

Zanimljiv je i podatak da od **6 magazina sa najvećim rejtingom u avgustu mesecu čak 4 izdaje CPG**: “Lepota i zdravlje”, “Svet”, “Scandal” i “Bravo” dok su preostala dva - “Blic žena” i “Hrana i vino”.



[www.svet.rs](http://www.svet.rs)

[www.scandal.rs](http://www.scandal.rs)

[www.hellomagazin.rs](http://www.hellomagazin.rs)

Average readership by copies

Magazin	Rating(.000)	Rating(%)	Males Profile:	Females Rating(%)
1 Blic Žena	820.845	15,2	4,8	25,5
2 Lepota&Zdravlje (CPG)	423.931	7,9	2,2	13,5
3 Svet (CPG)	412.752	7,7	6,4	8,9
4 Scandal (CPG)	368.638	6,8	5,7	7,9
5 Hrana i vino	318.870	5,9	3,0	8,8
6 Bravo (CPG)	285.742	5,3	2,2	8,3

Izvor: SMMRI PrintAdex - 1.-31. avgust 2009



Hello! koji je čitalo 145.238 građana

## "HELLO!" PO REJTINGU PRETEKAO "PULS" I PРИБЛИŽИО SE MAGАЗИНУ "STORY"!

Nedeljnik "Hello!" je prema poslednjim podacima "Strategic Marketinga" u nedelji 07. 9. - 13. 9. čitalo 145.238 građana Srbije, što je rekord ovog magazina otkad je pokrenut na našem tržištu.

U pomenutoj nedelji **"Hello!" je pretekao magazin "Puls"** (140.141) približivši se svom najbližem konkurentu, magazinu "Story" (194.313).

Druga dva celebrity nedeljnika kompanije "Color Press Group" - "Svet" (357.482) i "Scandal" (316.146) i dalje **prvo i drugo mesto u ovoj kategoriji** dok je "Gloria" treća (228.449). Crne Gore.



[www.hellomagazin.rs](http://www.hellomagazin.rs)

# PREKO 5.000 ONLINE ČITALACA NEDELJNO PROČITA BESPLATNO ONLINE IZDANJE HELLO!-A

# Lekovito Bilje

"Lekovito bilje", magazin koji na jednostavan i pristupačan način upoznaje čitaoce sa lekovitim dejstvom i primenom lekovitog bilja u svakodnevnom životu, u oktobarskom broju donosi mnoštvo praktičnih saveta i recepata pomoću kojih mogu da se ublaže depresija i srčane tegobe, otkriva koje biljke "tope" kamen u žučnoj kesi i kako sprečiti opadanje kose.

U okviru tema kojima se časopis bavi mogu da se predstave različiti vidovi fitoterapije i prirodni preparati: čajne mešavine, biljni melemi, kapi, kreme i dodaci ishrani.

Budite i vi član našeg tima



ROK ZA PRIJAVU OGLASA **10. OKTOBAR**

# LEPOTA & ZDRAVLJE

ROK ZA PRIJAVU OGLASA 2. OKTOBAR

## Lepši ste nego što mislite!

Za dostizanje cilja - apsolutne lepote - ključna su četiri faktora: unutrašnja lepota, zdravlje, spoljašnja lepota i okruženje. L&Z eksperti otkrivaju kako da izvučete maksimum iz svakog od njih

### Razmišljajte seksi

Sve je u vašoj glavi! Misli zaista mogu da ugase, ali i da rasplamsaju vatu strasti. L&Z vas savetuje kako da vaš način razmišljanja postane seksi kao nikada dosad

### Kakve su vaše mere?

Da li ste znali da vaša visina utiče na zdravlje? L&Z eksperti objasniće vam na koji način to saznanje može da vam poboljša određene aspekte života...

### Hrana za dobro raspoloženje

Hrana može da izazove osećaj krivice, nervoze ili pospanosti. S druge strane, neke namirnice izazivaju mnogo priјatniji efekat: smirenost i sreću

### Budite deo L&Z tima!



## Novi broj časopisa "Top zdravlje" je u pripremi!

"Top Zdravlje", časopis koji se bavi zdravstvenim temama - tegobama i bolestima savremenog čoveka, u oktobarskom broju otkriva koji su najbolji načini da se zaštite od gripa, kako da u samo tri nedelje smanjite rizik od pojave srčanog udara, koji se simptomi u menopauzi ne smeju zanemariti i kako se leči multiplna skleroza.

U sklopu tema kojima se magazin bavi mogu se predstaviti ordinacije, metode lečenja, dijagnostičke metode, kao i medikamenti i uređaji koji pomažu poboljšanju kvaliteta svakodnevnog života.



**top**  
**Zdravlje**

ROK ZA PRIJAVU OGLASA **25. SEPTEMBAR**



# Wine & Cheese Party

Spektakularnom žurkom na splavu „Ambis“ magazin „Hello!“ proslavio je dvogodišnjicu izlaženja na srpskom tržištu. Goste je dočekivao tim ljudi koji već dve godine uspešno kreira magazin a obratio im se glavni i odgovorni urednik Saša Tošić napomenuvši da je tiraž magazina udvostručen u poslednja dva meseca.

Tome je doprinelo snižavanje cene ali i promena koncepta. U raznovrsnoj ponudi vina i sireva uživale su brojne poznate ličnosti iz sveta muzike, filma, medija i sporta. Magazin „Hello!“ obradovao je i nekoliko svojih čitalaca koji su glasali za najbolji par sa naslovne strane tako što ih je pozvao na zabavu povodom jubileja, gde su upoznali svoje idole. Za dobru atmosferu pobrinuo se bend „Extra orkestra“ ubedljivim nastupom, vinarija Skovin ukusnim vinima a čokolaterija „San Marina“ mamilila je posetioce da probaju voće iz čokoladne fontane.

Prilika da razmeni utiske o letu koje je za nama ukazala se i britanskom ambasadoru Stivenu Vordsfordu koji je najviše vremena proveo u razgovoru sa predsednikom CPG Robertom Čobanom.

Teško je nabrojati sve poznate ličnosti koje su bile na partiju: Seka Aleksić u društvu dečka Veljka, Suzana Mančić, Biljana Ristić, Marijana Mateus sa čerkama, Biljana Cincarević, Adrijana Čortan, Zvonko Marković, Mladen Baron, Suzana Zlatanović, Tanja Vojtehovski, Svetlana Šarić, Goga Sekulić, Nenad Radujević, Ana Kokić sa svojim mužem Nikolom Rađenom, ekipa „Ecotopije“ na čelu sa Srđom Popovićem, bračni par Lidija i Miodrag Piroški...

Žurku su posetili i gosti iz Hrvatske, ekipa kultne emsije „Red Carpet“ na Novoj TV sa novinarima Fani Stipković i Nenadom Hervatinom te modnim stilistom Markom Grubnićem... Posebnu pažnju privukla je portparolka Demokratske stranke Jelene Marković kojoj je ovo bilo prvo pojavljivanje u javnosti nakon nemilog incidenta sa psima lutalicama.

U siru i vinu je uživao i veliki broj vlasnika i menadžera marketinških, advertijizing i PR agencija poput Ivana Stankovića, Marina Šimurine, Bore Miljanovića, Mirjane Vladislavljević, Damira Miladina i drugih.



# Color Press Group na Wikipediji!

**Wikipedia** je višejezična enciklopedija raznovrsnog sadržaja, zasnovana na Webu. Prefiks "wiki" podrazumeva da se podaci o ličnostima i pojmovima unose u saradnji s brojnim volonterima, što znači da većinu tekstova može menjati svako ko ima pristup Internetu i odgovarajući web pretraživač.

Sopstvena stranica na najpoznatijoj internet enciklopediji, koja zauzima sedmo mesto po broju posetilaca na celom Internetu i ima preko 60 miliona poseta mesečno, znak je prestiža, a informacije o našoj kompaniji možete dobiti na:

[http://en.wikipedia.org/wiki/Color\\_Press\\_Group](http://en.wikipedia.org/wiki/Color_Press_Group)

LINK:

[http://en.wikipedia.org/wiki/Color\\_Press\\_Group](http://en.wikipedia.org/wiki/Color_Press_Group)



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Color Press Group

From Wikipedia, the free encyclopedia

**Color Press Group** (CPL) is a Serbian media company based in Novi Sad and registered as a limited liability company (LLC). CPL publishes printed print media (fanzines, weekly newslets, glossy publications, etc.) with offices in Serbia, Slovenia, Croatia, Bosnia-Herzegovina, Montenegro, and Macedonia, as well as over a million copies of the various publications sold each month and an annual revenue stream of over 40 million, it is among the biggest media companies in South-Eastern Europe. CPL currently publishes 84 periodicals, including its enterprise publications - weekly tabloid *Svet* and health magazine *Lekari* (doctors). The company is owned by Veselin Đurić (50%) and Robert Čolarić (50%).

Type: [Corporation](#)

Founded: 1991

Headquarters: Novi Sad, Serbia

Key people: [Veselin Đurić](#), [Robert Čolarić](#), [Milan Bošić](#), [Branislav Đurić](#), [Slobodan Vučić](#), [Slobodan Đurić](#), [Dejan Đurić](#)

Industry: Media

Products: [Magazines](#)

Revenue: [\\$40 million \(2009\)](#)

Employees: [100 permanent](#), [100 temporary](#)

Website: [CPL](#)

History

The company's roots are found back in April 1991, when Robert Čolarić and Veselin Đurić, two friends from the University of Novi Sad started publishing a University student paper called *Svet*. After many initial hardships of political and financial nature, the paper grew into a bi-monthly current events/political magazine called *Svet* that eventually became a tabloid in 1996. Simultaneously, a company called *Svet Press* owned by Čolarić and Đurić was created to oversee the formal just immediate dividends as ownership grew quickly. Little by little, the company started adding other publications, light reading periodicals such as *Zona*, *Maga*, *Topla*, *Mga čarobna*, and *Foto Story*. By the early part of 1998 they continued expanding with *Štampani listovi* (printed leaflets) and *Štamper* as well as selling book *Tajni klic* and *Jedna liga* (both not currently in print).

In August 1998, *Svet Press* expanded outside of Serbia for the first time into a daughter company called *Svet Print* active in Germany under *Republike Srbije*. By the end of the year another smaller company called *Mreža* (Mreža) was active in Prishtina, Kosovo. The same year saw *Svet Press* make its first foreign licensing deal - getting the rights to publish a Serbian edition of British children's magazine *Junior* - something that would become the company's business strategy over the coming years.

1991 – 1993

*Svet* (The World) became broadsheet newspaper and was focused mainly on politics, war in the region (Balkans and Croatian and ethnic growth in Serbia). The circulation ranged from 50,000 to 100,000 copies and the magazine was first printed by printing house Forum in Novi Sad.

1994 – 1999

By being transferred to the printing house Rečnik in Belgrade, the magazine changed its format to tabloid (specifically was in better format) and there was a gradual shift in concept as well. Since it became a magazine focused on entertainment, celebrity interviews, publishing who some of the first paparazzi photographs in the history of Serbian publishing. In the following years, as part of the publishing house *Svet Press* (*The World Press*), the following editions have been published: *Zona* (The Zone), *Maga* (My Secret), *Mga čarobna* (My Adventures), *Mga crna* (My Heart) and also *Tajni klic*, the first magazine which was printed abroad (*Naši prijati*, Bulgaria) on glossy paper. In December 1998, in cooperation with the Open Society Fund, a special edition of *Svet* was published, dedicated to the crime growth in Serbia and the police torture victims in Serbia.

At the beginning of 1999 bombing, the magazine was not issued only for a few days, and in April issue of the complete production was continued, however with a reduced number of pages and instantly adapted to the new circumstances. The first five ergonomic magazines were started at the time – *Brandi* (pet and lifestyle), *Topla* (Topless), in the months following half of bombing, culture magazine *Tajni klic* (Hidden Secrets) and *Društvo* (Društvo) were also started. However, until the rest of the magazines listed to far, they are no longer being published.

In August 1999, *Svet Press* (*The World Press*) established the first daughter company in the region called *Svet print* (*The World Print* in Bulgaria). Four months later, another company was established in Austria (*Mreža*). In 1999, at Frankfurt book fair, *Svet Press* (*The World Press*) concluded its first license contract and started the publishing of the British children's magazine *Junior*, which is still being published today.

2000 – 2003

At the beginning of the new millennium, *Svet press* (*The World Press*) started several of its own brands such as monthly magazine *Lepota i Zdravlje* (Health and Beauty) (monthly glossy magazine with the highest circulation in Serbia up to today), *Vila nova* (My Home) and the great series of ergonomic magazines and book series. A company in Sarajevo was also established. In their publications, *Svet* (*The World*) magazine and a bi-monthly newspaper increased the number of issues per month and introduced glossy covers which reached in the number not in circulation a few years earlier. From December 2000 was published an ergonomic magazine. By the end of the year, European issue of *Svet* (*The World*) magazine was started and the company *Svet Vizija* with headquarters in Belgrade was established.

2003 – 2005

Is the summer of last, negotiations with the German company *Markus Media AG* (from Hamburg) were started, which at the end of the year resulted in the publishing of *Educa*, teenage lifestyle magazine with the highest circulation in Serbia up to today, *Vila nova* (My Home) and the great series of ergonomic magazines and book series. A company in Sarajevo was also established. In their publications, *Svet* (*The World*) magazine and a bi-monthly newspaper increased the number of issues per month and introduced glossy covers which reached in the number not in circulation a few years earlier. *Educa* magazine is not being published anymore.

During 2005, the first female magazine in Serbia, *CARIS*, was started, also in cooperation with *Markus Media AG*, as well as *Drivo Girl*, a monthly magazine for teenage girls. The publication of *Cariss* comic book, *Alma Fand* was also released by our company. An additional license from Italian company *Mars Editions* (Comics) in Macao and Croatia were also obtained. A small company

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