



THE **PROGRESSIVE**
GROUP OF MAGAZINES

A group of B2B magazines for decision-makers in retail & FMCG in CEE



A group of B2B magazines for decision-makers in retail & FMCG in Central Eastern Europe

THE **PROGRESSIVE**
GROUP OF MAGAZINES



ROMANIA

www.magazinulprogressiv.ro



HUNGARY

www.progressziv.hu



CROATIA

www.progressive.com.hr



SERBIA

www.crier.rs



BULGARIA

www.progressive.bg

www.cmg-bg.com

How to reach over 300,000* top grocery professionals in the Central, Eastern and the South Eastern European Grocery Sector

A group of specialised B2B magazines dedicated to top decision-makers in the FMCG retail, manufacturing and distribution areas

All Progressive magazines publish up-to-date information on all aspects of the grocery market. Each one looks at the sector, not just from a local perspective, (within the relevant country), but also regionally (CEE and South Eastern Europe), as well as the rest of the world. Here are just some of the areas that each magazine covers. This is not an exhaustive list and the magazines also cover other sectors when necessary.

- ▶ Local, regional and international News
- ▶ New technology
- ▶ New products and promotions.
- ▶ Marketing statistics and analysis
- ▶ New business opportunities and much, much more.

OUR OBJECTIVES

- ✓ To create a professional communication channel between producers, distributors, wholesalers and retailers in the FMCG sector.
- ✓ To help the FMCG market in the regions to develop and become more professional and to bring together the very diverse areas of this dynamic sector.
- ✓ To help our readers overcome the problems they encounter within their businesses by publishing top quality news and information on: the grocery market worldwide, local and European laws, and regulations, evolutions and trends in the sector and much, much more.
- ✓ To conduct marketing and research studies that will help our readers and clients to get a better perspective of the market, not just from a local point of view - but regionally as well as worldwide.

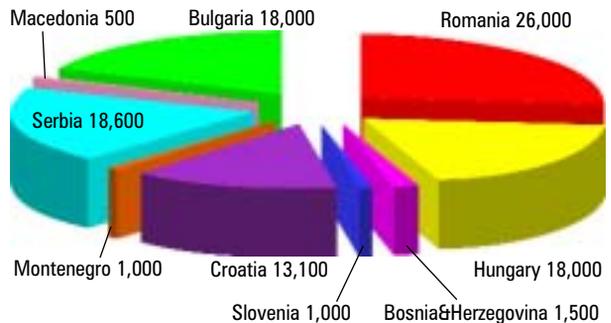
OUR MISSION STATEMENT

- ✓ To be the leading multimedia solutions company within the FMCG retail market.

OUR ADDED VALUE PRODUCTS

- ✓ Each magazine has various added value opportunities, like: conferences and business breakfasts/dinner, exhibitions, web-sites, business directories, research, database management, direct mail and many other marketing opportunities that we know will match your marketing requirements.

REGIONAL DISTRIBUTION IN CEE



* Every issue of the magazine is read by 2-3 additional persons except the recipient.

ROMANIA MAGAZINUL PROGRESIV

contact

Circulation	26,000
Launched in	1999
Published in	Bucharest, Romania
Language	Romanian
Audit by	BRAT since 2000
Issues/year	12

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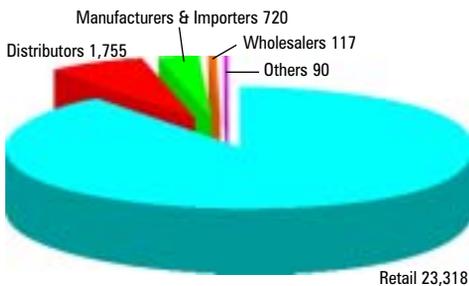
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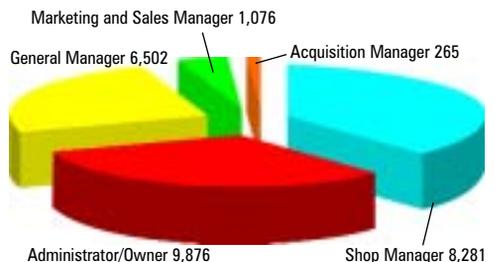


- ✓ Magazinul Progresiv is the COMPLETE COMMUNICATION PACKAGE for retailers and FMCG suppliers from Romania and beyond.
- ✓ 79% of the readers are highly influenced or partly influenced by the information written in the magazine when making daily activities. Those who are the most influenced come from the food and mixed stores.*
- ✓ On average, Magazinul Progresiv is read by 2-3 additional persons except the recipient. In modern retail the average is slightly higher, at 3.3 persons. On average, 60% of our readers spend between 30-120 minutes reading an issue of the magazine.
- ✓ Almost all the Magazinul Progresiv readers (92%) are interested in the advertising in the magazine. More than a third of the readers consider advertising as very useful. Mixed store representatives showed an even higher interest with almost half of them saying that the ads are very useful.
- ✓ The readers consider Magazinul Progresiv supplements, either very useful, or useful. Among them, "Store Equipment" is the best known, being mentioned by more than a third of mixed and food stores readers.
- ✓ Magazinul Progresiv is the first retail business events organiser - Progressive Conference - Retail Network, Trade Round Table and special business breakfast/dinner, awards. The magazine also exhibits at major trade fairs such as Anuga, Sial, Foodapest, Indagra Food&Drink/All pack.

BUSINESS TYPE BREAKDOWN



JOB FUNCTION BREAKDOWN



Others include: Professional Organizations, Media & Advertising Agencies, Market Research Companies, FMCG Consultancy Companies, Chambers of Commerce, PR Agencies

HUNGARY PROGRESSZIV MAGAZIN



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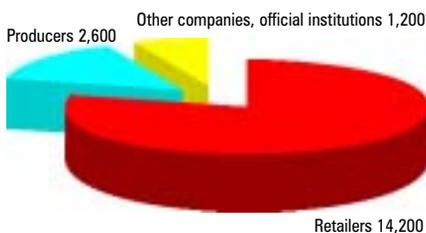
www.progressziv.hu
www.strmagazin.hu

	Progressziv	STR
Circulation	18,000	6,500
Launched in	1992	2007
Published in	Budapest, Hungary	
Language	Hungarian	
Audit by	MATESZ since 1994	since 2007
Issues/year	10	2

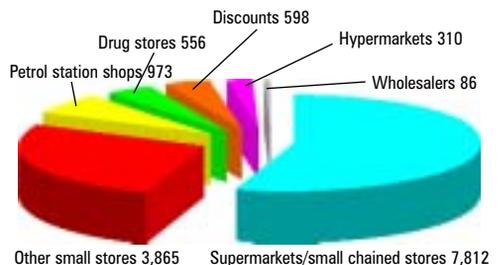


- ✓ Progresszív is the best read magazine in the Hungarian FMCG sector where it has been active for over 15 years. 65% choosing Progresszív ahead of its nearest rival who achieved 57%.*
- ✓ 76% of the readers are totally satisfied or satisfied with the quality of the magazine. This is very much higher than the average among its competitors.*
- ✓ Over 65% of copies are read by between 2-5 persons.*
- ✓ 71% of the readers are highly influenced or somewhat influenced by the information written in the magazine when they take decisions in their daily operational activities.*
- ✓ More than 70% of all Progresszív Magazin readers always look through the advertisements published in the magazine. More than 60% consider advertisements as very useful in their work.*
- ✓ The magazine and its activities are enhanced by the events organised by CMG Hungary - the sector awards, business dinners, the producers round table meetings, etc. Progresszív magazine is proud to be the co-organiser and professional media partner of the Coop rally - an event promoting, quality Hungarian products.
- ✓ The magazine has a strong online presence based on progressziv.hu and also the weekly newsletter.
- ✓ Publishing supplements that focus on special topics each month, with attractive advertising packages, allows companies with lower budgets to actively promote their products and services to our wide and enthusiastic reader audience.

BUSINESS TYPE BREAKDOWN



RETAIL CHAIN BREAKDOWN



- ✓ The very first magazine dedicated to the major strategic and technological issues that FMCG producers and large retailers have to face.
- ✓ Provides beneficial solutions on how to improve equipment, production, packaging, storage and distribution methods while also focusing on companies' social and environmental responsibility and HR problems.
- ✓ Goes directly to key decision makers in the production and retail sector.

CROATIA PROGRESSIVE MAGAZIN

contact

Circulation **13,100 in Croatia**
1,500 in Bosnia and Herzegovina
1,000 in Slovenia

Launched in **2002**

Published in **Zagreb, Croatia**

Language **Croatian**

Issues/year **11**

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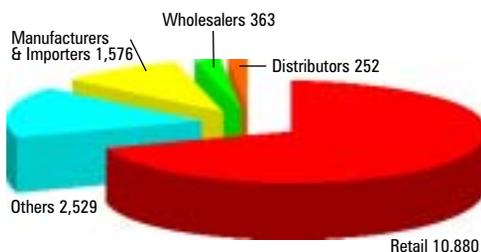
www.progressive.com.hr



PROGRESSIVE

- ✓ The first specialised grocery retail magazine in Croatia, Slovenia, Bosnia and Herzegovina and for the seventh consecutive year, it holds the title of the leading Croatian trade magazine for the FMCG sector.
- ✓ Dedicated to all professionals within the FMCG market - retailers, producers, distributors and all other decision-makers.
- ✓ Progressive Magazin is a compulsory reading for decision makers responsible for over 95% of trade in the FMCG market.
- ✓ The magazine publishes objective and quality information from the Croatian market, as well as the European and world markets.
- ✓ Market analysis, trends, educational articles written by experts are crucial in helping all grocers who need to keep up with everyday changes in the sector and who want to learn how to improve their own businesses.
- ✓ Progressive Croatia is the first retail business event organiser of the Roundtable conferences and is working on new publishing projects, as well as keeping in tune with the constant changes in the local retail market.
- ✓ Progressive Croatia monitors market trends in the region and therefore in 2009 will develop a STR supplement dedicated to the major strategic and technological issues that FMCG producers and large retailers have to face. (based on the Hungarian magazine)

BUSINESS TYPE BREAKDOWN



JOB FUNCTION BREAKDOWN



SERBIA PROGRESSIVE MAGAZIN

Circulation **18,600 in Serbia**
1,000 in Montenegro
500 in Macedonia

Launched in **May 2004**

Published in **Belgrade, Serbia**

Language **Serbian**

Audit by **ABC Serbia since 2007**

Issues/year **12**

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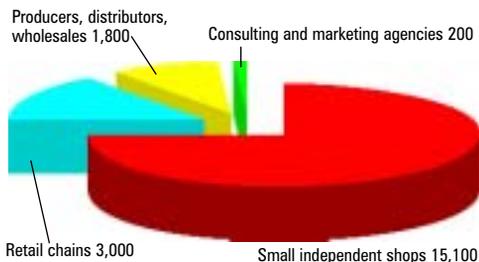
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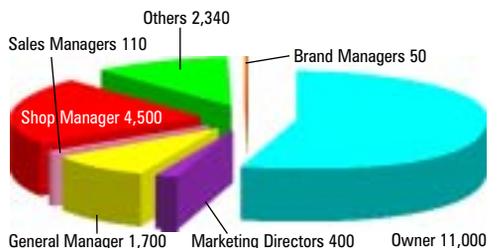
PROGRESSIVE

- ✓ Progressive Magazin Serbia is a major grocery magazine for Serbia as well as Montenegro and the Macedonian grocery sector.
- ✓ The magazine is dedicated to retailers and senior executives in the grocery sector who want to be kept fully informed, on a monthly basis, on all aspects of the FMCG sector.
- ✓ Progressive Magazin is the “must read” publication in the industry. Its strengths are the magazine's interesting informative and useful articles that help influence the day-to-day decision making of our readers.
- ✓ The magazine publishes professional research and marketing analysis as well as educational articles, all written by known experts in their field. Progressive Magazin anticipates and presents the changing evolution and trends in the retail sector of Serbia, Montenegro and Macedonia.
- ✓ Circulated to major supermarket chains, small independent grocers and major producers and wholesaler. The magazine is also distributed to other organizations and professionals who contribute to the day-to-day running of the Serbian grocery market.
- ✓ The target readership is independent retailers, supermarket chains, wholesalers, distributors and special non-food outlets.

BUSINESS TYPE BREAKDOWN



JOB FUNCTION BREAKDOWN



BULGARIA
PROGRESSIVE MAGAZINE

contact

Circulation **18,000**
Launched in **2007**
Published in **Sofia, Bulgaria**
Language **Bulgarian**
Issues/year **10**

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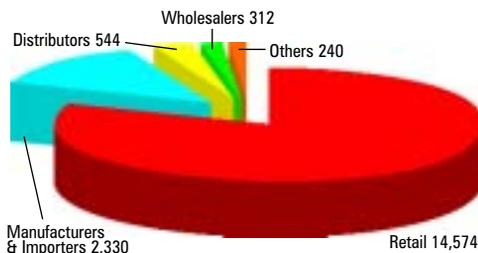
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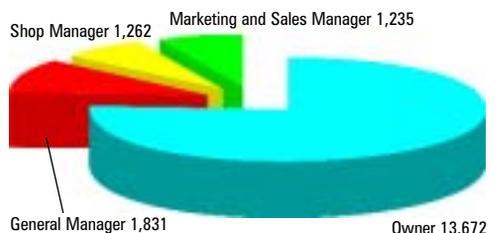
PROGRESSIVE

- ✓ Progressive Magazine Bulgaria is the largest circulation specialised grocery magazine dedicated to fast-moving consumer goods industry in Bulgaria.
 - ✓ The magazine circulates to over 90% of all retailers - supermarket, hypermarket chains, local chains and independent stores covering the country which makes us the number one and the only source providing monthly up-to-date and precise information for the FMCG sector.
 - ✓ It publishes expert and educational articles on various areas of interest to its readers- merchandizing, space and category management, marketing, regulations and standards. Trends, market analysis, marketing data, professionally-sourced information regarding the local markets, as well as the most important news from the European and regional markets.
 - ✓ All articles are aimed at delivering real value to its readers who are interested in the dynamic changes in the market.
 - ✓ The magazine has its own data base, which is updated every month.
- Progressive magazine is directly and personally addressed to GM and decision-makers throughout Bulgaria.

BUSINESS TYPE BREAKDOWN



JOB FUNCTION BREAKDOWN



STURM

STURM... (text about agricultural machinery and related news)

International Potato Processing & Storage Conference 2009

International Potato Processing & Storage Conference 2009... (text about the conference)

... (text about international news)

INDUSTRY 2009

- List of industry-related news items with brief descriptions and links.

INTERNATIONAL RETAILERS

FAIRFAX

The online guide to retailers, members & brands

MINTEL

FOOD INTERNATIONAL

EXHIBITOR INTERNATIONAL

OLIO

Relevance

Programs, Webinars, Newsletters, etc.

Interview of the Month

Register Now!

about the show

Progressive Newsletter Archive



CENTRAL EASTERN EUROPE PROGRESSIVE NEWSLETTER

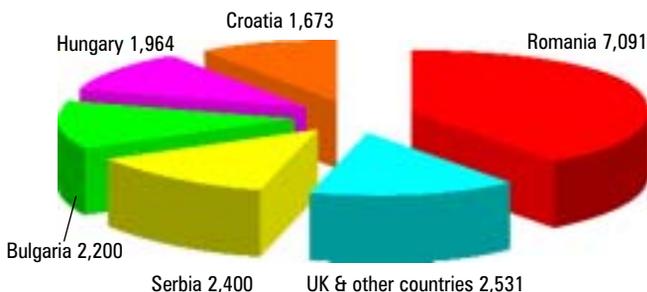
www.progressivenewsletter.com

USE THIS SPACE NOW!

The **Progressive Magazine regional newsletter** is a weekly news feed dedicated to retail decision makers in Central and Eastern Europe:

- ▶ it delivers the latest news on global production, distribution and general information on the worldwide FMCG markets.
- ▶ it offers regional, international and local news
- ▶ the newsletter is available in English as well as in the official languages of Romania, Hungary, Croatia, Slovenia, Bosnia, Herzegovina, Serbia, Montenegro, Macedonia and Bulgaria.
- ▶ the newsletter is free of charge and sent via email.

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