

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**  
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ROMANIA

[www.magazinulprogresiv.ro](http://www.magazinulprogresiv.ro)



HUNGARY

[www.progressziv.hu](http://www.progressziv.hu)



CROATIA

[www.progressive.com.hr](http://www.progressive.com.hr)



SERBIA

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



BULGARIA

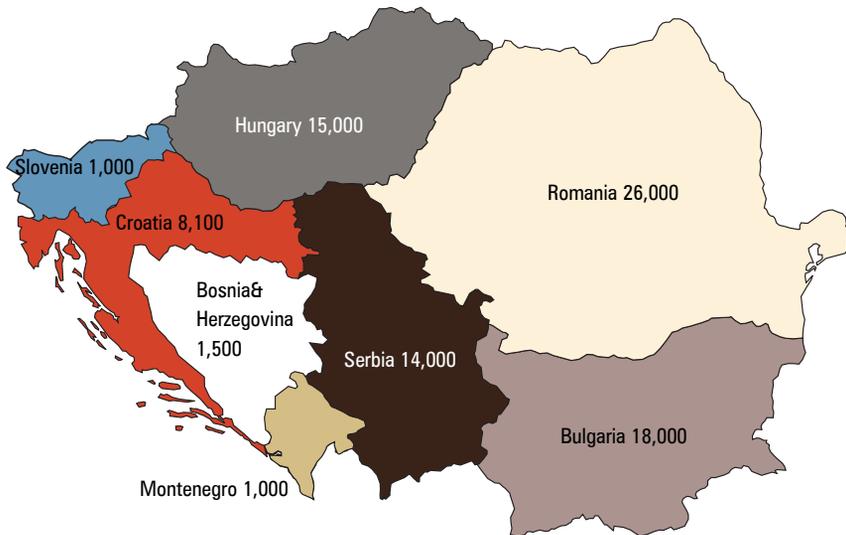
[www.progressive.bg](http://www.progressive.bg)

# How to reach over 250,000\* top grocery professionals in the Central and Eastern Europe

## Specialised B2B magazines dedicated to top decision-makers in retail & FMCG

All **Progressive magazines** publish up-to-date information on all aspects of the grocery market.

- ▶ Local, regional and international News
- ▶ New technology
- ▶ New products and promotions.
- ▶ Marketing researches 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.
- ✓ To help our readers overcome the problems they encounter within their businesses by publishing top quality information.
- ✓ To conduct marketing and research studies that will help our readers and clients to get a better perspective of the market.

### OUR MISSION STATEMENT

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

Use our local and regional expertise in **print, online, events and direct marketing** for a successful strategic communication.

# ROMANIA MAGAZINUL PROGRESIV

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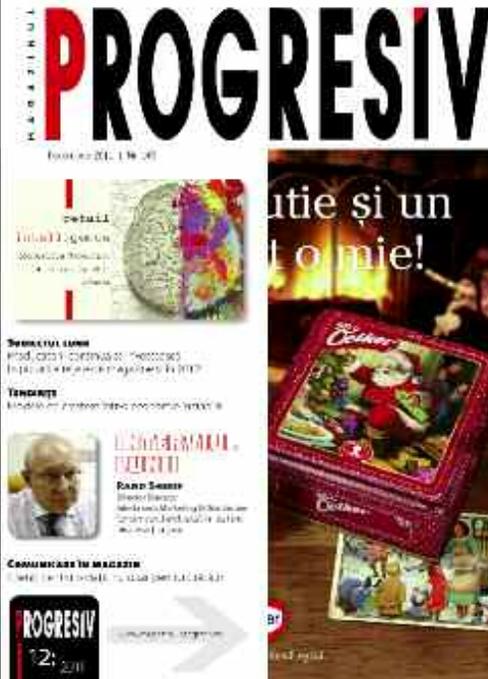
Circulation	26,000
Launched in	1999
Published in	Bucharest, Romania
Language	Romanian
Audit by	BRAT since 2000
Issues/year	12

**OTILIA CĂLUGĂREANU**  
publishing director  
Cotroceni Business Center  
7 Iuliu Maniu Blvd., corp A, 2nd floor,  
sector 6, Bucharest, Romania

phone: +4 021 315 90 31  
fax: +4 021 315 90 29

e-mail: [office@cmgromania.ro](mailto:office@cmgromania.ro)

[www.magazinulprogresiv.ro](http://www.magazinulprogresiv.ro)

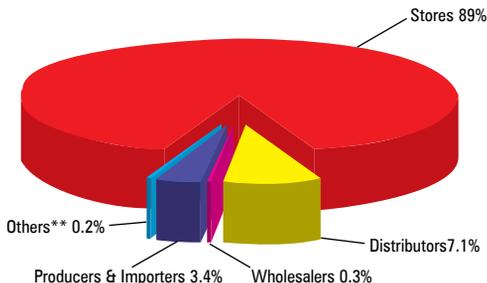


- ✓ We are the first business-to-business trade publication in Romania, recognized as **benchmark for the retail and FMCG industry**. For more than 12 years and we have dedicated our everyday efforts to the communication and dialogue with retailers.
- ✓ The magazine is published monthly in a **BRAT audited circulation of 26,000\*** copies is personally addressed.
- ✓ **99%** of our readers have a **management position**
- ✓ 2-3 readers per issue.

The average number of people who read the Progresiv magazine. In 7 of 8 cases they are job colleagues.

- ✓ **96%** of respondents consider the Progresiv magazine **ads useful and very useful**.
- ✓ Year after year, our **trade events** have been a **hot spot for professionals in the FCMG** sector. They gather hundreds of active participants, offer networking opportunities and possibilities to meet valuable speakers in the country and abroad. See more on: <http://magazinulprogresiv.ro/pagina/523/Evenimente.html>
- ✓ Progressive magazine offers a mix of products for the online communication to your business partners: websites, digital edition, newsletter.

## CONTROLLED CIRCULATION BUSINESS BREAKDOWN \*



## POSITION

Director / Manager	34 %
Administrator	58 %
Owner/Share Holder	7 %
Others	1 %

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

\* Source: Evaluation Study of the Progresiv magazine, conducted by Nielsen, October 2011.

# HUNGARY PROGRESSZIV MAGAZIN



contact

**D. NAGY JÚLIA**  
**Managing Director**  
**PETER SALGO**  
**Managing Director-Editor**  
**in Chief**  
 Crier Media Hungary  
 Ltd./Progresszív Magazin  
 1142 Bp., Rákospatak street 70-72.  
 Budapest, Hungary  
 Phone: +36-1/467-0618, +36-1/467-0619, +36-1/467-0620  
 Fax: +36-1/384-5307  
 E-mail: progressziv@crier.hu

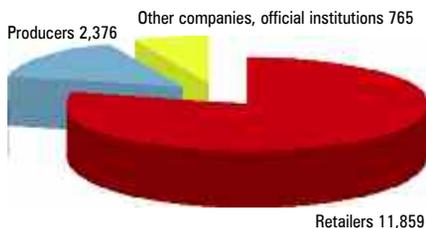
[www.progressziv.hu](http://www.progressziv.hu)

	Progressziv	STR
Circulation	15,000	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 19 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 **8,000 in Croatia**  
**1,500 in Bosnia and Herzegovina**  
**1,000 in Slovenia**

Launched in **2002**  
Published in **Zagreb, Croatia**  
Language **Croatian**  
Issues/year **11**

**SVJETLANA KRZNARIĆ**  
General Manager  
Crier Media Grupa d.o.o.  
Starotrtnjanska 23/10000  
Zagreb/Croatias  
Phone/+385.1.4854.276  
Fax/+385.1.4854.432

[www.progressive.com.hr](http://www.progressive.com.hr)

PROGRESSIVE MAGAZIN IZDAVAČIĆI: SVJETLANA KRZNARIĆ I DRUGI. PROGRESSIVE MAGAZIN IZDAVAČIĆI: SVJETLANA KRZNARIĆ I DRUGI.

# PROGRESSIVE

→ SPANJAGA I AVIOMOBIL

U ovom broju Progressive...  
...i drugi...  
...i drugi...

LTM

'Priključit ćemo se Savezu  
udruga malih trgovaca'



ALEXANDER GERSCHBACHER

profesionalni...  
...i drugi...

PROGRESSIVE  
MAGAZIN

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[www.progressive.com.hr](http://www.progressive.com.hr)

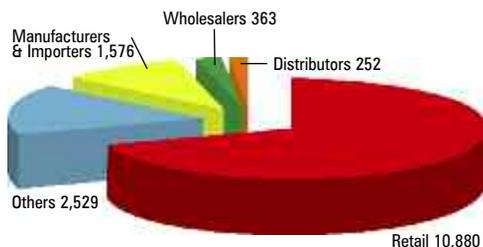


ČISTI DUBI TRAKI DA VI TO SPANJIVO OČISTITE!

# 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**



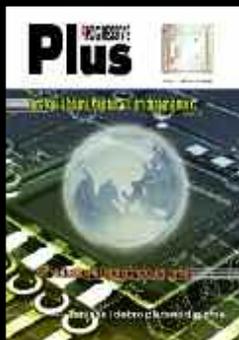
contact

**ALEKSANDAR ZELENOVIĆ**  
**Managing Director**  
 Cetinjska 32/2, Belgrade, Serbia

Cetinjska 32/2, Belgrade, Serbia  
 phone/fax: + 381 11 30 333 30  
 e-mail: [aleksandar@crier.rs](mailto:aleksandar@crier.rs)

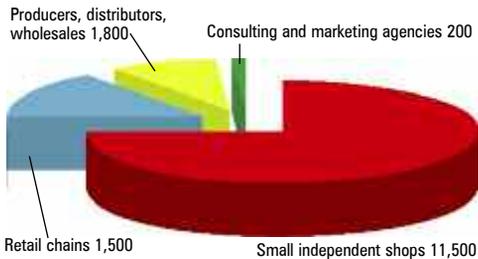
[www.progressivemagazin.rs](http://www.progressivemagazin.rs)

	Progressiv	STR
Circulation	14,000	6,500
	1,000 in Montenegro	
Launched in	2004	2007
Published in	Belgrade, Serbia	
Language	Serbian	
Audit by	ABC Serbia since 2007	
Issues/year	12	2



- ✓ Progressive Magazin Serbia is a major grocery magazine for Serbia as well as Montenegro.
- ✓ 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 and Montenegro.
- ✓ 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



Progressive Plus is magazine within Progressive magazine, published in every other issue of our magazine.

- ✓ 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.
- ✓ Progressive magazin Serbia once a year usually first week of June organize Progressive Retail Conference as well as , Trade Round Table and special business breakfast/dinner, and awards.

# BULGARIA PROGRESSIVE MAGAZINE

contact

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

**HRISTINA ASPARUHOVA**  
**managing director**  
20 Veliko Tarnovo str., fl. 2, ap.4,  
Sofia 1504, Bulgaria

phone: +359 2 9443 563  
fax: +359 2 9443 642

e-mail: [h.asparuhova@cmg-bg.com](mailto:h.asparuhova@cmg-bg.com)  
T: +359 888 034827

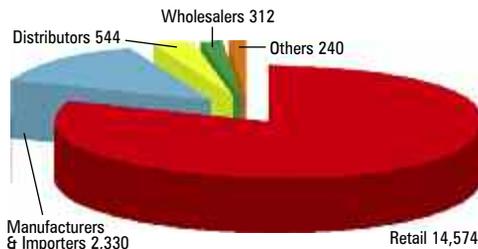
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# PROGRESSIVE

- ✓ Progressive Magazine Bulgaria is the largest 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



# Nr. 1 în distribuția de mărfuri polizate din Marea Britania este acum și în România.

ECONOMY NEWS | BUSINESS | INTERNATIONAL NEWS

### How to attract foreign investment back to the EU

The European Commission has published a report on how to attract foreign investment back to the EU. The report is based on a survey of 1000 companies across the EU. It found that companies are looking for a more stable and predictable environment. The report suggests that the EU should focus on improving its legal and regulatory framework. It also suggests that the EU should focus on improving its infrastructure and its human capital. The report is available at [http://ec.europa.eu/economy\\_finance/](http://ec.europa.eu/economy_finance/).

### EU's new energy strategy will help to reduce CO2 emissions

The European Commission has adopted a new energy strategy. The strategy is aimed at reducing CO2 emissions and increasing the use of renewable energy. The strategy includes a number of measures, such as increasing the share of renewable energy in the energy mix, improving energy efficiency, and promoting research and development in clean energy technologies. The strategy is expected to reduce CO2 emissions by 40% by 2030. The strategy is available at <http://ec.europa.eu/energy/>.

### EU's new strategy for agriculture: Europe's 'Farm to Fork' strategy

The European Commission has adopted a new strategy for agriculture. The strategy is aimed at ensuring a fair and healthy food system, protecting the environment, and supporting rural communities. The strategy includes a number of measures, such as increasing the share of organic farming, improving the resilience of agricultural systems, and supporting farmers and rural communities. The strategy is expected to ensure a sustainable and resilient food system. The strategy is available at <http://ec.europa.eu/food/>.

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How to attract foreign investment back to the EU

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# CENTRAL EASTERN EUROPE PROGRESSIVE NEWSLETTER

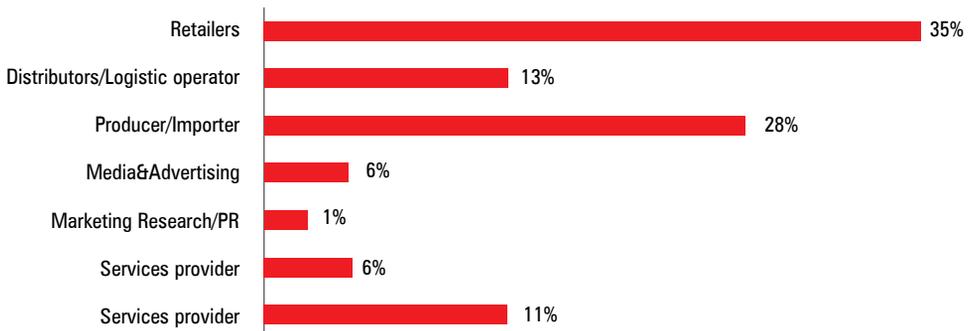
[www.progressivenewsletter.com](http://www.progressivenewsletter.com)

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

- ▶ Dedicated to retail decision-makers in Central and Eastern Europe
- ▶ Sent on a weekly basis;
- ▶ Provides local, regional (CEE) and international news from retail and FMCG;
- ▶ Is available in English and in the local languages of the five countries covered by the Progresiv Group: Romania, Hungary, Croatia, Serbia, Bulgaria;

Progressive newsletter subscribers: 26,350

## PROGRESIV NEWSLETTER READERS' STRUCTURE, ACCORDING TO THEIR SPHERE OF ACTIVITY



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