



02

Belgrade Insight

MEDIA PACK

www.belgradeinsight.com

Ensure Your Success with Belgrade Insight

Belgrade Insight is a fortnightly and the only local English-language newspaper which has been making business and private life easier for foreigners in Belgrade for the past six years by offering helpful information about political, economic and cultural scene in the Serbian capital as well as a directory of services facilitating everyday chores.

Gain Access to Selected Clientele

According to an independent survey, every fifth Belgrade Insight reader makes over €60,000 a year. Bearing in mind that readers share their copy of Belgrade Insight with another 2.36 persons on average, our overall readership is estimated to total about 6,000 persons per edition. Over 20% subscribers are Serbs, who make up about 41.4% of Belgrade Insight readership.

Belgrade Insight is the only local English-language newspaper regularly read with pleasure by:

- senior diplomats
- corporate leaders
- entrepreneurs
- young professionals from international missions, business and NGO sectors.

Belgrade Insight readers appreciate the integrity of our newspaper and its trenchant editorial policy. The newspaper offers 33% of space in its print edition for advertising.

Belgrade Insight readership: GENDER



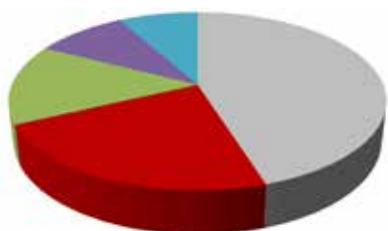
- Men – 51.2%
- Women – 48.8%

Belgrade Insight readership: COUNTRY OF ORIGIN



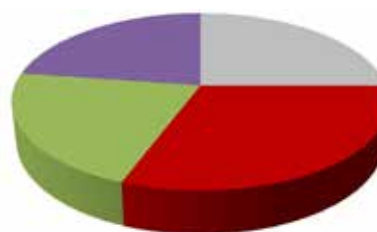
- Foreign nationals – 58.6%
- Serbian citizens – 41.4%

Belgrade Insight readership: EDUCATION



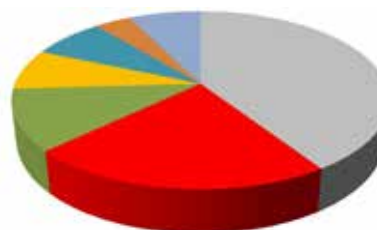
- Postgraduate studies: 45%
- University: 22.8%
- Secondary school: 14.6%
- Professional Diploma: 9.3%
- College: 8.1%

Belgrade Insight readership: ANNUAL INCOME (€)



- Up to €20,000: 25%
- €20,000 – 40,000: 30.6%
- €40,000 – 60,000: 21.5%
- Over €60,000: 22.7%

Belgrade Insight readership: EMPLOYMENT STATUS



- Diplomats: 40.7%
- Foreign comp. employee: 22.2%
- Entrepreneur/Comp. owner: 11.1%
- Local company employee: 7.4%
- NGO employee: 7.4%
- Employed at organisation funded from state budget: 3.7%
- Other: 7.4%

Boost Impact of Your Advertising

For a more efficient communication with Your selected clientele, a good understanding of their needs is a must. We are here to help You.

Balkan Insight conducts quarterly readership surveys revealing data on popularity of individual newspaper sections which You may also use to understand better the needs of Your target groups.

We are offering You a possibility for topical adjustment and high visibility of Your ad in a newspaper section matching the interests of Your target group.

With our highly competitive advertising rates, we are offering You a possibility to ensure a maximum gain for a small investment.

Make Your Business Visible at 350 Locations

Belgrade Insight has been distributed twice a month for the past six years via 350 distribution locations in Belgrade to the entire diplomatic corps and business sector, all business clubs, prestigious hotels, aircrafts of Lufthansa, Austrian Airlines, Aeroflot, FlyNiki, Montenegro Airlines, international missions, all international educational institutions (employees and parents), international cultural centres, totalling a circulation of 2,000 copies per edition. As of November 2012, Belgrade Insight is available at news vendors sites in Belgrade city centre.

About the Publisher

BIRN d.o.o. is a specialised media company operating in the Balkans since 2007. The company enjoys outstanding credibility in the international community due to its commitment to unbiased, fair and independent investigative journalism.

In addition to its award-winning web portal www.balkaninsight.com attracting readership such as officials of Western countries' ministries and prestigious research and educational centres like Harvard, London School of Economics and Oxford, the core activities of BIRN d.o.o. are consulting and employment intermediation services.

For more information about BIRN d.o.o. and what we have to offer please contact Marija Petrović at +381 11 40 30 302 or +381 63 192 43 39.

Belgrade Insight Special Offer

By signing a year-long contract with Belgrade Insight by 31.12.2015, a limited number of companies will have an opportunity to choose among three advertising packages:

- BASIC PACKAGE
- TARGETED PACKAGE
- FIRST CLASS PACKAGE

Basic Package

ADVERTISING OFFER INCLUDES:

- 24 ads in various formats per year
- 30 % discount on regular prices and a possibility for extra discounts on special features and inserts
- marketing consulting service for each individual ad (to match cover story or topic of individual article)
- monthly payments (instalments)

AD DIMENSIONS

- 19 x business card format (80x60mm)
- 5 x half page (277x197.5 mm)

PRICE: €3.290



For possible additional discounts on special features and inserts please do contact us.

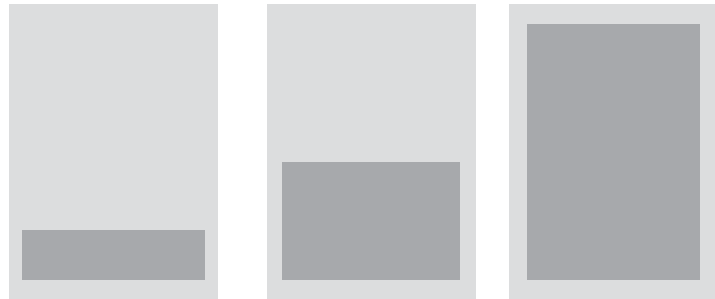
Targeted Package

ADVERTISING OFFER INCLUDES:

- 24 ads in various formats per year
- 30 % discount on regular prices and a possibility for extra discounts on special features and inserts
- marketing consulting service for each individual ad (to match cover story or topic of individual article)
- monthly payments (instalments)

AD DIMENSIONS

- 15 x bottom bar (277 mm x 110 mm)
- 6 x half page (277x197.5 mm)
- 1 x full page (277x400 mm)



PRICE: €4.400

*We recommend that You take advantage of the opportunity to publish an advertorial in Belgrade Insight – a marketing (PR) text in the form of an editorial in combination with photos or an interview with Your company representative. Our consultants will help You create and select final design solution for Your advertorial.

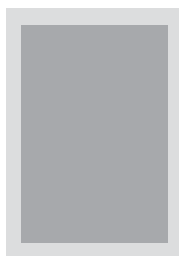
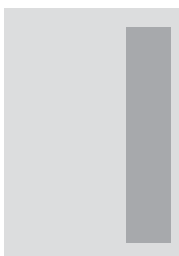
First class Package

ADVERTISING OFFER INCLUDES:

- 24 ads in various formats per year
- 30 % discount on regular prices and a possibility for extra discounts on special features and inserts
- marketing consulting service for each individual ad (to match cover story or topic of individual article)
- monthly payments (instalments)

AD DIMENSIONS

- 14 x side bar (107,8x400 mm)
- 5 x full page (277x400 mm)
- 3 x insert
- 4 x business in brief announcements
- Balkan Insight banner



PRICE: €6.500

** Inserts – You may distribute Your promotional material in the form of inserts as part of Belgrade Insight (partial or entire print run).

*** Four notices in Business in brief section – this section is on page 5 and features brief corporate news items.

**** Balkan Insight banner – award-winning web portal www.balkaninsight.com whose regular readership includes governments and ministries of Western countries, international institutions such as the European Commission and prestigious research and educational centres like Harvard, London School of Economics and Oxford.

Facts about Balkan Insight

Daily visits: around 5,000
 Unique visitors: 4,000
 Page views: 13,575
 Regular visitors: 53.12 %
 New visitors: 46.88 %

Monthly visits: 136,860
 Unique visitors: 77,289
 Page views: 323,638
 Regular visitors: 50.87 %
 New visitors: 49.13 %

Annual visits: 1,478,917
 Unique visitors: 685,710
 Page views: 3,718,809
 Regular visitors: 54.86 %
 New visitors: 45.14 %



Visitors by countries – TOP 15:

United States, Serbia, United Kingdom, Macedonia, Bosnia-Herzegovina, Australia, Germany, Canada, Netherlands, Croatia, Albania, Sweden, Belgium, Italy and France.

Our regular readership includes:

European Commission, Council of Europe, Swiss Government, European Parliament, United Kingdom's Foreign Office, Norwegian Government, French Ministry of Foreign Affairs, British Conservative Party, US State Department, United States Army Information Systems Command (USAISC), EULEX, US Homeland Security Department, World Bank, OSCE and United Nations.

Universities: Oxford, Harvard, Yale, Columbia, Edinburgh and Graz.

Cenovnik oglašavanja za pojedinačna izdanja

K4

(full page – newspaper's last page)
277x400 mm

€750

Full page

(full page in newspaper)
277x400 mm

€650

Half Page

277x197,5 mm

€450

Side bar

107,8x400 mm

€350

Bottom bar

277x110 mm

€200

Quarter page

277x96.25 mm

€250

Business card format

107,8x50 mm

€130

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Belgrade Insight

MEDIA PACK

www.belgradeinsight.com

Ostali BIRN proizvodi

BalkanInsight

Balkan Insight is a leading English-language newspaper web site covering the Balkan region. Our correspondents and contributors rank among the best journalists in former Yugoslav republics, Albania, Bulgaria and Romania.

Thanks to its balanced, unbiased and reliable reporting, the international reading public regards Balkan Insight as one of the most appreciated sources of news, in-depth analyses and investigations in the Balkans.

In addition to daily news, Balkan Insight, as part of its coverage of nine countries in the region, publishes political and business analyses and commentaries on social and political developments in the region. Analyses, commentaries and investigations of BIRN journalist network make up Balkan Insight Premium content, available only to subscribers.

Balkan Insight Premium subscribers are international institutions, national institutions of Western countries, researchers, analysts, professors, current and would-be investors, economists, diplomats, NGOs, journalists and students worldwide.

Balkan Insight also offers great opportunities for companies which would like to promote their products and services to the most influential people from international organisations, international and local media outlets, business leaders, academic institutions and individuals from all four corners of the world.

Your promotion on Balkan Insight ensures visibility of Your company in the eyes of our high-income audience whose members are key decision-makers in their respective organisations, thereby helping Your brand position itself better on the global market.

www.balkaninsight.com



BalkanJobFinder.com is employment intermediation web site intended to serve all job seekers in the Balkans with fluency in official UN and EU languages as well as companies looking to recruit highly qualified professionals.

Except for publishing vacancy notices, Balkan Job Finder offers additional HR-related services.

www.balkanjobfinder.com



BIRN Summer School of Investigative Reporting takes place once a year and brings together well-known European and other international investigative journalists. Some of BIRN Summer School lecturers were Nick Davies, a Guardian journalist 'responsible' for Wikileaks and Rupert Murdoch affair; Sheila Coronel, director of the Columbia University Centre for Investigative Journalism; Mark Schoofs, senior editor at ProPublica portal and two-time winner of Pulitzer Prize; Paul Bradshaw, one of the most influential bloggers in the United Kingdom; and Paul Lewis, Guardian investigative projects editor.

BIRN awards full scholarships to all Balkan summer school participants so that the media would not have to cover themselves expenses of additional education for their journalists. BIRN Summer School of Investigative Reporting is an excellent choice as a partner for Your corporate social responsibility activities given that such a collaboration would improve not only the status of journalists in the society at large but also the position of their media outlets.

www.balkaninsight.com/bss

BIRN Consultancy

Backed by BIRN network of investigating journalists and professional analysts, BIRN Consultancy offers a range of services to companies, investors or private individuals requiring in-depth reliable analyses of political, economic and sociological trends in the Balkans.

Among the services offered by BIRN Consultancy are reports featuring security and political risk assessments, corporate research, and key industry market estimates and analyses.

consultancy.birn.eu.com