

# Златна КНИГА

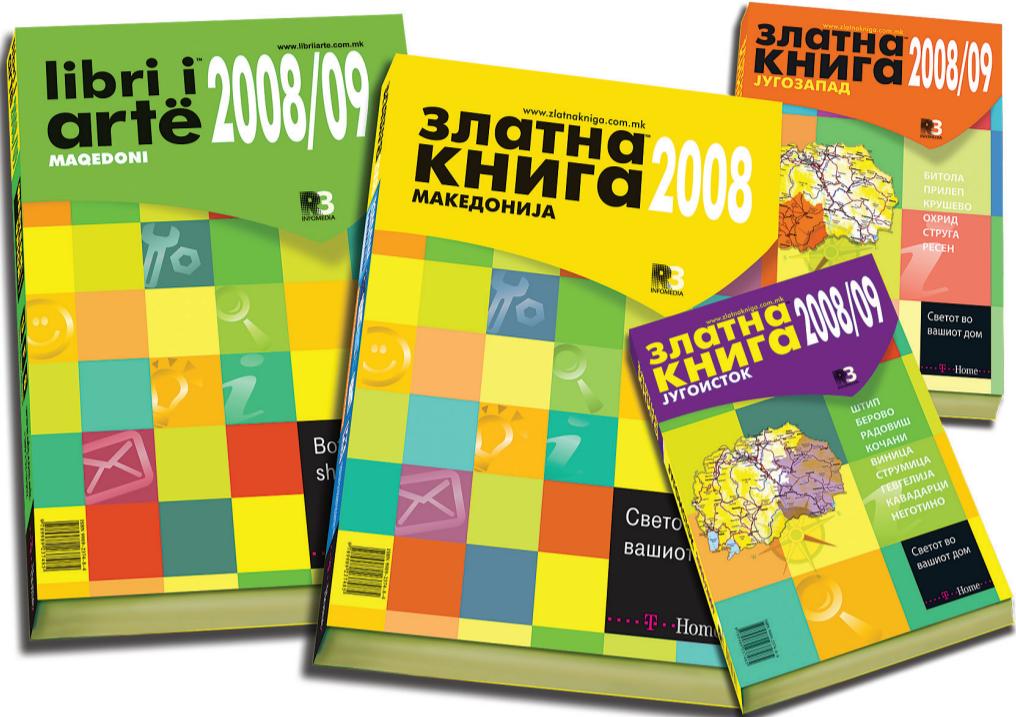
едноставно до информации

## Market

R3 Infomedia, through the brand Golden Book, works on the market of classified business directories, or the so-called Yellow Pages printed catalogues. This industry is more than a hundred years old in the developed countries. The first Yellow Pages directory was printed in Chicago, USA, in 1886 by R.H. Donnelly. The name is derived from the yellow paper on which the product was originally printed. The name and brand Yellow Pages is developed on each market separately, and it is not owned by any single major company. In Europe, this industry quickly expanded in the seventies as part of the development plans of state telecom operators. Golden Book, as well as the products of other related companies worldwide, categorises in detail all services, products, institutions, establishments, individuals, small and big firms, into exactly defined sections. The printed products are issued once a year, separately for each town or region, each year. With the rapid development of the Internet, the Yellow Pages industry has moved to online versions. In Ireland, Israel and Bulgaria, the brands Golden pages are predominant, while in the USA, there is a Golden Book brand, owned by the renowned British corporation YELL. In Macedonia, in early nineties, business catalogues emerged intended only for business customers (B2B), produced by numerous competitors: ABC of Macedonian Economy, Yellow Pages, New Pages, Databank, Marili, IDBC, etc. But, with the emergence of Golden Book, trademark registered with the State Office of Industrial Property, the market got its first widely available, in 100 thousand copies, Business-to-Consumer (B2C) directory in Macedonia.

## Achievements

Within merely 5 years of its existence, **Golden Book** has become a recognizable brand for the consumers in the Republic of Macedonia. In addition, through the regional issue in Albanian, the



brand is available to the markets in Kosovo and Albania. In 2007, as a sign of recognition of success and quality, the renowned organisation Macedonia 2020, under the leadership of Mike Zafirovski and John Bitoff Jr., awarded R3 Infomedia the award for the best business plan in the country. Today, the printed products under the brand Golden Book are printed and distributed in circulation exceeding 150,000 copies, free of charge, every year. The online search engine [www.zk.com.mk](http://www.zk.com.mk), has been growing exponentially and has reached a number of 30 thousand individual users on a monthly level. The company R3 Infomedia is growing fast and employs twenty highly motivated professionals.

## History

Following a detailed market research, R3 Infomedia, on 25 May 2004, began a nation-wide advertising campaign "How Gold has become the most wanted man in Macedonia?" to promote the new brand GOLDEN BOOK – the first Business-to-Consumer directory in Macedonia! In February 2005, Golden Book was displayed on the market for the first time, with 50,000 copies in retail circulation and achieved significant success. In 2006, in addition to the already upgraded annual issue of Golden Book, R3 Infomedia continued to conquer the market and in September 2006 launched the new printed media – Golden Book SOUTHWEST,

Сега можеш и ти да станеш баран...

... и да заработиш со твојата реклама во Златна книга.

Следете го примерот на Златно и искористете ја можноста да бидете успешни и барани. Златна книга е најголемиот медиум во Македонија со територија поголема од 100,000 примероци, преку кој:

- Вашиот оглас е видлив пред повеќе од 500 000 луѓе, 365 дена во годината
- Вашите производи и услуги стануваат лесно достапни до купувачот
- Промоцијата на Вашата фирма значително ќе се зголеми.

За да работите на Вашиот бизнис и за зголемување на Вашата заработувачка, огласете се во Златна книга.

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**ПРЕДИЗБОРНИ ВЕТУВАЊА ?**  
ВО ЗЛАТНА КНИГА: 94 Нотари и 586 Адвокати

**ПАРТИСКИ ОБОЕН ?**  
ВО ЗЛАТНА КНИГА: 119 Продавници за бон и пакуети

**ОПАСЕН ВИРУС ?**  
ВО ЗЛАТНА КНИГА: 126 Сервиси за компјутери

**НОВА ЉУБОВ ?**  
ВО ЗЛАТНА КНИГА: 9 Плекс оркестри, 63 Мотеи и 224 Туристички агенции

**КАЈ ГЛЕДАШ ?**  
ВО ЗЛАТНА КНИГА: 69 Отпонири

**ИМАШ ДОБИЕНО ?**  
ВО ЗЛАТНА КНИГА: 30 Кооперативи и обложуративци

**HAU AR YOU DOENG ?**  
ВО ЗЛАТНА КНИГА: 158 Училишта за странски јазици и 203 преведувачи

**ХАМЛЕТ ИЛИ ОМЛЕТ ?**  
ВО ЗЛАТНА КНИГА: 164 Кошкарници и 881 Ресторани

Сега можеш и ти да станеш баран...

... и да заработиш со твојата реклама во Златна книга.

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- Вашите производи и услуги стануваат лесно достапни до купувачот
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За да работите на Вашиот бизнис и за зголемување на Вашата заработувачка, огласете се во Златна книга.

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the regional local edition for the Euroregion Southwest Macedonia (Bitola, Ohrid, Prilep, Resen, Struga and Krusevo). 2006 was also the year when the work began to completely cover the market by launching new Golden Book branded products. In 2008, for the first time, all products of Golden Book were distributed free of charge. Today, there is a total of 4 printed products: Golden Book, Libri and Arte in Albanian, Golden Book SOUTHWEST and Golden Book SOUTHEAST and a website: [www.zk.com.mk](http://www.zk.com.mk) available in three languages (Macedonian, Albanian and English).

### Product

Golden Book is an innovative informational medium for Macedonia, a directory that enables fast and simple acquiring of valuable information for the needs of everyday life. Golden Book categorises in detail all services, products, institutions, establishments, individuals, small and big firms, into separately defined sections. "All in one place" is the motto of the product! The information from the database of Golden Book is distributed on the market through multiple media: four printed issues, online portal in three languages and a telephone information service provided by operators. The product has been fully adjusted to

the domestic market and includes work of around a hundred dedicated people.

### Recent Developments

In 2009, Golden Book launched a related online web portal: [www.sk.com.mk](http://www.sk.com.mk) – Panoramic cultural guide to the City of Skopje. The idea is to distribute all information in the base of Golden Book through various widely available media for the entire population. In addition, R3 Infomedia continuously improves the search engine on the [www.zk.com.mk](http://www.zk.com.mk) portal, as well as the presence on the markets in Kosovo and Albania.

### Promotion

The brand Golden Book is actively promoted through all marketing channels. During each year, unique advertising is performed, always prepared by top creative talents and marketing agencies.

The advertising is conducted through the relevant daily newspapers, weekly magazines, billboards and online, in order to tighten the leadership position on the market through higher use of the products. The company is also the leader in the use of direct marketing as a tool for increasing the brand value. Finally, sales promotions in supermarkets, on fairs, or in the open in central

areas throughout the cities, are used as possibilities to bring the product evermore closer to the end user:

### Brand Values

Golden Book is characteristic for its accuracy, availability, savings, precision, user-friendliness, and the trust developed with the users. Golden Book is warm, promotes family values and is a stable tool in the society. It enables the users to promptly and simply acquire valuable information for the needs of everyday life. The brand is also associated with innovation.

### [www.zk.com.mk](http://www.zk.com.mk)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Golden Book

- Half a million copies of Golden Book have been printed so far.
- Golden Book encompasses 1,987 categories of activities in the original "Category Index".
- Golden Book includes 62,134 categories of detailed and checked information.
- The original Zlatko, the boy featured in the first brand campaign launched in 2004, was then-unknown but today super-popular – the actor Sasko Kocev.

