

Market

Almost 13 years now, the business magazine Kapital is the regular provider with relevant and quality information, needed for the process of decision making of the leaders in the Macedonian business, political and non-governmental sector. And not only to the “decision-makers”, but also to all the rest who wish to be up-to-date with the most important issues in the economic world in Macedonia, the region and worldwide regularly reach for Kapital – for the printed edition or on the Internet-portal.

The circulation of Kapital is over 5.000 copies in subscription alone, which is an exceptional number for a small market such as the Macedonian, especially when it is a matter of a magazine with a specific content, which implies a more limited target audience when compared to the newspapers of a more general scope. However, according to the findings of the most relevant market research agencies, each copy of Kapital is read by 3-4 more people, meaning that the influence the magazine has is much greater than the circulation shows.

Achievements

Kapital is the first choice for everyone in Macedonia who wishes to be up-to-date with the latest business information. Since it appeared on the market, Kapital slowly, but surely began to win its targeted reading audience and today it is on the desk of every relevant director and politician in the country.

Apart from being the number one business-informant, Kapital played a significant role in the education of the Macedonian businessmen, so far placing a large number of subjects on management, marketing, human resources, entrepreneurship and the rest of the fields for which the domestic companies lacked knowledge.

The research made by a relevant world consultant company on behalf of Kapital demonstrated that 70% of its readers are employed in private companies, of which 17,6% are business owners.

Almost 20% of Kapital's readers are mostly interested in the world's business and finance, another 20% prefer to read company news and topics, 17% want to read something more about the regional business opportunities, and 16% about banks and finance.

Regarding its dedication to the development of the modern Macedonian business-journalism and uncompromising opening of the most essential subjects which concern the domestic economic field, Kapital has received many recognitions and awards from relevant Macedonian and foreign organizations.

In 2011, Kapital, i.e. Kapital Media Group received the award for best employer in competition with companies of less than 100 employees.



move the boundaries of what it meant to have quality information in Macedonia. The objective analyses of the economic conditions, the countless success stories, but also the failure of the Macedonian

entrepreneurs, the interviews with a great number of businessmen, politicians, experts are only a part of the contents delivered by Kapital in the past 13 years.

The constant development and strive of the weekly magazine to leave a mark on the Macedonian informative field imposed the need for Kapital to become a part of a

larger entity, which will have all the products created by the team of the weekly magazine and its partners under its wing. So, in 2007 Kapital Media Group was born, a production which produces all the printed and electronic issues of the group, as well as the remaining contents which leave a permanent mark on the Macedonian media space.

Product

The team of Kapital is aware that in order to keep the loyalty of its readers, it must constantly innovate and introduce improvements in its product. In addition to the tendency to constantly adapt to the wishes and needs of the readers, Kapital does not back down from its basic idea, which is the thorough and analytical informing regarding all the economic and business topicalities, and is very useful for everyone who

History

The team which established Kapital in September 1999 didn't have much capital in their possession, but they had the idea and the vision of the difference they want to make on the media market. The technical conditions were modest in the beginning, but the young journalists who “made” the magazine had high ambitions. Their dream was to make a reading text which would



brings decisions on a daily basis.

Of course, the observations of the business events are not deprived of the political context at the amount which respects the line of impartiality and objective criticism of certain political decisions, regardless of the political option has brought them.

Since 2007 Kapital has increased the value of its product by introducing the special articles and editions addressing different business sectors, which give a more perceptive analysis of the conditions in them. Since then Kapital has prepared the regular articles for the banking business, insurance, the wine business, the automotive industry, transport and logistics, telecommunications, consulting and the remaining spheres which are a comprising part of the domestic economy. These last two years the dynamics of issuing special articles and editions is intensive, so almost every week in the frames of the weekly magazine there is a special part intended for one of the above mentioned industries.



Recent Developments

The magazine Kapital went through a certain type of make-over during the middle of 2010, when the new concept was introduced, with new columns, which the editing team considered would raise the level of quality of the content offered.

For example, it was decided that in every issue of the magazine, the front page would feature the interlocutor from the mega-interview that week, so that Kapital can be, in a way, personalized through the most significant people from the world of business and the economic policy in Macedonia. Also, the magazine received a few key columns which are present in every issue, and have become somewhat of a trademark of the magazine, such as Portfolio and the Cover topic.

A few months ago, Kapital received a Manager in its logo, which signified another refreshment in the content, through a stronger presence of columns closely specialized for the field of management and entrepreneurship. In this manner, the magazine formally, though the change in its title "Kapital i Menadzer" verified what was determined in its course until then: in addition to informing, it simultaneously educates.

Promotion

Kapital uses various manners of increasing its visibility in the public and the perception that it is in fact a matter of a reading text which is necessary to all the relevant decision makers in Macedonia.

Kapital has been the organizer, co-organizer or has made media coverage to a great number of forums, workshops and other business events in



Macedonia. As a part of the Kapital Media Group, which is a collaborator to prestigious business schools from the region (Kotrugli- Croatia; Management School in Bled- Slovenia), as well as relevant media groups (Finance- Slovenia, EMG - Serbia and Ekonomedia – Bulgaria), the magazine Kapital has participated in numerous projects, research and round tables dedicated to economic and political topics.

In September 2009, the Kapital Media Group brought the world's greatest marketing guru Philip Kotler to Macedonia, who held a lecture to more than 800 participants from Macedonia and the region.

This was another remarkable occasion for the magazine Kapital, along with the remaining editions from the parent company to experience

a larger promotion on an opened set and increase its relevance on the media scene.

Brand Values

They say that the brand is like the reputation of the man – it is built long and hard, but it can tumble down like a house of cards, in a second.

Kapital is aware of the "weight" the brand carries on its back and that is why it is completely dedicated to its mission: timely and objective informing, thorough and expert analyzing and quality education.

In this ultra-dynamic business world, where the precise information has become the most precious resource, the

team of Kapital is aware that one wrong number, as well as one "unfortunately" interpreted statement can destroy someone's business and cause someone's dreams to burst as a soap bubble. This is why the editorial staff of Kapital, by strengthening the principles set in their "manifesto", strengthens the value of its brand.

The fact that Kapital is considered to be respectable by the government as well as the opposition, regardless of who is being criticized at the moment; the fact that all the doors in the Macedonian private and state companies, public institutions, foreign diplomatic and business representative offices are opened for the journalists from Kapital; the fact that the analyses of Kapital serve as mandatory literature with some professors from the Economics Faculties in the country – all this confirms the highly esteemed reputation of the brand of Kapital.

www.kapital.mk

THINGS YOU DIDN'T KNOW ABOUT...

Kapital

- Almost 40% of the readers of capital have a monthly income of 1.000 Euros.
- More than 30 thousand pages of newspaper texts, without the advertisements, have been written in the issues of Kapital so far.
- Kapital is second most long-lived weekly magazine on the Macedonian media scene, since the pluralism began on the political and economic scene during the early 1990s.