

PLAYBOY

MACEDONIA

Market

The first issue of Playboy Macedonia was published on October 1st 2010, and since then the number of readers has gradually increased, as well as the number of advertisers which is beginning to make it into one of the leading magazines on the Macedonian media market. This is the first and only male magazine in Macedonia, and by publishing it, the country entered the great Playboy family as the 26th country licensed to publish Playboy in their own language.

It is the most famous male magazine of all ages, and over 10 million Americans of legal age read it every month. When it is a matter of licensed editions in the world, Playboy is read by 5 million other people, which means that the number of people reading Playboy is 15 million worldwide.

The company O&C magazines acquired the right to issue this magazine in 2010. It is published once a month, it has 122 pages, it is printed in 7,000 copies, and a great number of fans and collectors of Playboy outside the country subscribe to the Macedonian issue of the world's most famous magazine.

Achievements

Playboy Macedonia has managed to make a clear distinction between erotic and pornographic content and through the artistic photographs of nude female bodies, various contents and topics, and became the favorite magazine of many stylish men and women. This was contributed by the exclusive Playboy interviews with some great Macedonian names from the world of business, politics, sports and culture. In addition there are some unique reports, reviews, life stories, exclusive travels. From the very beginning, Playboy supported the great cultural and music manifestations and is a constant media partner of the best cultural institutions in the country.

Some of the names of the associates of this magazine are the actor Toni Mihajlovski, the business-journalist Goran Petreski, the directors Bojan Trifunovski, Aleksandar Rusjakov ... The cooperation with the photographers Dejan Panovski, Vladimir

Gjeorgiev, Nike Batev and the studio Atelier 22 was a successful one as well. In addition to the rest of the photographers which are recognizable for this magazine, there are also the first Macedonian women who posed for the magazine, such as the models Aleksandra Nakova and Elizabeta Simonovska, the Macedonian Playmates Nina Kostova and Marija Kochevska.

In addition to this, the pages of this magazine feature interviews, conversations and stories with some famous names.

The editing team of the Macedonian issue of the famous male magazine, working according to the highest professional standards, brought the marketing slogan "A magazine leading you to the nicer side of life" closer to the readers. Playboy developed into a type of guide and entertainment



for the new generation of sophisticated, successful and active men and women.

History

At the end of 1953, in Chicago, Hugh Hefner, then 27, comprised the first issue of the magazine with the most famous blonde of all times, Marilyn Monroe, who appeared completely nude on the cover. He had planned to name the new magazine Stag Party, but at the last minute decided to change the name to Playboy. The first issue was 44 pages long, and in the introduction, among other things, Hefner wrote: "We don't expect to solve a worldwide problem, or prove a great moral truth". And this is how the first sexual evolution and revolution of the lifestyle

began. From the very beginning, Playboy's priority was the girls, along with the best journalists, writers, photographers and illustrators.

In the fifties, aside from Marilyn Monroe, Playboy features Jayne Mansfield, Brigitte Bardot, Sophia Loren. At the end of the fifties, Playboy became more than a magazine. Hefner is the first great star from show-business to buy a private airplane, and his black Boeing with the well known Bunny was welcomed at the airports around the world with the same excitement as the greatest pop-stars.

The sixties passed under the trademark of the secret agent 007, James Bond, the work of the editor of Playboy, Ian Fleming. The first Playboy clubs were opened in Chicago, New York, New Orleans, Phoenix and Detroit where the Playboy parties were held. The famous bunnies appeared,

such as Deborah Harry, the popular Bond girl who immediately became a music star. The clubs later expanded around the world, from London to Osaka, and became famous as Disneyland for the adults.

The seventies in the history of Playboy remained known for the development in the film industry, television, recordings and publishing books.

In the eighties, the television channel Playboy was established with the interview of Fidel Castro, Ferdinand and Imelda Marcos, Daniel Ortega and Yasser Arafat. It was the time when the unforgettable interview with John Lennon was made, the evening before he was killed.



The nineties were marked by the launching of the Web-page www.playboy.com, which truly revolutionized the expansion of the brand.

Macedonia was included in the great family on October 1st 2010, and the Macedonian pop-icon Karolina Gocheva featured on the cover. Two months later, the cover of the Macedonian issue showed the first topless Macedonian woman.

Product

For 59 years Playboy has been the guide through life with a style. With its appearance and content,

the magazine showed the readers the story of a life without masks and taboos, enabled the close contact with the reality and the imagination, with a great dose of adrenaline. The luxury cars, yachts and hotels, the expensive restaurants, the latest technology, the hot cocktail parties, haute couture and the sophisticated eroticism, all combined with the serious topics and interviews with famous people complete the mosaic of the magazine.

Playboy has always been issued as a monthly magazine. Throughout history it spreads the spirit of free, unobstructed opinions and expressions outside the borders of America. As one of the promoters of the sexual revolution, today Playboy is one of the most famous magazine brands.

Recent Developments

The American Playboy keeps changing the borders of quality, especially in terms of photography, research journalism and illustrations. Consequently, the remaining members of the great family, including the Macedonian Playboy have to follow the trends and the technological changes in the media sector. In addition to the special editions, which contain the Playmate (the famous double) and girls form the covers, there are entire issues from the headings, such as the Playboy Forum. Also, the variety of new Playboy games and music issues is constantly spreading. A few years ago, at the insisting of the owner of Playboy, Hugh Hefner, the photographer Amy Freytag made the cover and the back page of the magazine with two cameras. Three girls were photographed from the front and behind at the same time. This trick proved to be quite successful.

Promotion

At the beginning the main feature was the girls. Does anyone mind? The famous Playmate is added in the magazine, which first appeared in the September issue in 1962. Then the special interviews were added. Today Playboy Macedonia has the most comprehensive and most detailed interviews in the Macedonian media, which grow into an exceptional dialogue portrait of the interlocutor, thanks to three things: a carefully chosen interlocutor, journalist and a photographer.

Playboy is different in the marketing strategy from the rest of the magazines. From the very beginning it specifically made its way, in order to get closer to the readers and the clients successfully. The logo, the head of a bunny with a white bow, portrays the spirit of freedom, the lifestyle without limitations and norms. This is why the promotion of the magazine is directed towards the interaction with the readers. The quality content is the most important, with current topics, photographs and exclusivity.

Of course, as a part of the promotions and the Playboy parties, the famous bunnies are unavoidable.

Brand Values

The successful, complete persons with a developed sense of lifestyle are the constant consumers of Playboy. Simply put, Playboy became the most desired book in the second half of the 20th century. From the photographs, to the pictorials, to the articles which are a part of the content, Playboy was and remained the dream guide and book for the young, urban people and those who feel this way. Although it is intended for men, this is a magazine

which is accepted by women. Playboy is one of the rare, if not the only magazine for men which sees women with admiration, respect and doesn't see them simply as a desired object, but as an inspiration and a reason to live. The Playboy man is

a model for the new cool sophistication, and the Playboy bunny is the model for the new modern woman- sexy and desired, but at the same time independent, ambitious, complete person, comfortable in her own skin. Playboy simply teaches its readers that a complete woman is much more than the measurements of her body.

www.playboy.com



THINGS YOU DIDN'T KNOW ABOUT...

Playboy Macedonia

- A few famous men appeared on the cover a few times, such as Peter Sellers, Burt Reynolds, Steve Martin, Donald Trump, Leslie Nielsen ... Playboy Macedonia still gives women the advantage;
- The archive of Playboy holds more than 15 million photographs;
- At the moment, only Playboy Macedonia has an editor who is a woman;
- Pamela Anderson started her carrier by applying for an audition for the cover of Playboy. This launched her successful carrier in the show-business.