

TEA

МОДЕРНА



Market

The first issue "Tea Moderna" was published on March 29th 2000 as a private edition on the domestic media market, in conditions when magazines of this type in Macedonian hardly existed. From an almost pioneer position, "Tea Moderna" developed into the most circulated magazine on the Macedonian media market, and on multiple levels- conceptually, content and visually, added value to our society. It began, in a way as a magazine intended for the female readers, but became the weekly magazine for the "smart and modern", whose motto was to raise the level of the readers with each new issue. With the contents that "Tea Moderna" was offering, it was becoming a part of the strongholds of the civil structure and the well written word, a magazine which paid special attention not to underestimate in any way the taste of the readers and their sense of moderation.

This, of course, was achieved with the dedication to the work, honesty and virtue of the founder, the editors, the group of journalists, photographers and art and technical editors, proofreaders ... of which most still constitute the core of the editorial-technical team of the magazine, supported by the marketing teams, the printers and distributors, and two years since now, from the group management of "Media print Macedonia", where "Tea Moderna" is included. The market, or to be more precise, the readers could recognize this, and the magazine was becoming more than a weekly one for many families, it was becoming somewhat of a messenger for the events and for people they know or would like to meet.

Achievements

In more than 600 issues of "Tea Moderna" so far, one thing is constant in its editorial policy, and that is to make sure that this journalistic product is interested in the chance of achieving and realizing higher quality of life through the positive examples, stories and characters. With its modern concept, through quality and inspirational texts about fashion, beauty, lifestyle, culture, art, sports ... in the 12 years of existence on the Macedonian media scene "Tea Moderna" imposed new and higher standards which give it special recognizable mark as a media.

A great step forward in the domestic publishing and in winning the trust of the public was made by the projects realized between 2004 and 2006, in order to promote and expand the permanent cultural values. It all started in the spring of 2004, with the release of the album "Octoehos" of Kokan Dimushevski and soon after the CD



with 130 books in electronic form of "Blesok" which represented 80 worldwide authors, in a total of 35 languages. Next was the series of music CDs: classical music (Maria Callas, Beethoven, Mozart, Schubert, Strauss and Chopin), world famous jazz legends (Luis Armstrong, Count Basie, Nat King Cole, Ben Goodman, Ella Fitzgerald, Erroll Garner, Chuck Corea, Charlie Parker, Billy Holiday, Duke Ellington, Cab Calloway), the collection of five CDs "Towards Tradition" from the Macedonian musical treasury (Sintezis, String Forces and the Orchestra of Pece Atanasovski, Tanec, performances by Nikola Badev), CDs with four Macedonian famous films (Night of The Wolf, Miss Stone, Black Seeds and Before The Rain), CDs with the music of Garabet Tavitian and Bodan Arsovski. Many calendars were published: for 2003 "Stories of Our Own James Bond", the religious calendar for 2005 with

Macedonian Icons and the calendar for the same year with paintings of famous Macedonian artists, as well as the calendar for 2006 with motifs from the megalithic observatory Kokino. TEA published the postcards with New York themes from the exhibition "Street" of the director Milcho Manchevski. From the department of fashion actions, there are many editorials and calendars, but a special response came from the action "The colors of Macedonia", where nine Macedonian designers (Ivana Koceva, Nikola Buleski, Jana Mineva-Chuposka, Zaklina Nikolovska, Aleksandar Noshpal, Roze Trajcheska, Nenad Sekirarski, Daniela

Simonovska, Nikola Eftimov and Hristina Filipova) created a fashion collection in the colors of the Macedonian flag, which has a runway issue.

As a socially responsible company, "Tea Moderna" was included in projects which raise the public awareness, so in time of the disarming after the military conflict from 2001, "Tea Moderna" organized a prize-winning game where the participants were requested to write a sentence or two against weapons, i.e. to dedicate a part of their time thinking about this problem, and during the marking of the 10-year anniversary of "Tea Moderna", in 2000, when the magazine was already a part of "Media print Macedonia", instead of a celebration, has donated 5.000 Euros to the Intensive care ward at the Pediatric Surgery Clinic in Skopje. All these actions strengthened the already gained trust in the magazine among the readers, and also the trust in the people which were chosen as interlocutors of "Tea moderna". They told us their personal stories, they opened their homes to us, they took us through their favorite destinations, they told us about their fashion style and about their lifestyle in general, without any doubts about their trust being betrayed.

History

The first issue of the weekly magazine "Tea Moderna" first appeared on the newsstands on March 29th 2000, published by "Planet-press" printed in color and 52 pages long. First it paved its way to the women, announcing that it is a weekly magazine for fashion, health and beauty, where topics and news from all of these fields, and in almost all journalistic genres, are equally processed. Soon, "Tea Moderna" expanded its interest to other subjects, people, events and every Wednesday it became the anticipated and favorite text for the entire family, especially when the offer on the pages varied between 84 and 104. From the 1st until the 332nd issue, more precisely until November 22nd 2006, "Tea Moderna" was published as an independent edition, and since that date until November 23rd 2011, i.e. issue number 582 it is published along with the three daily newspapers of the Group "VAC Media Print Macedonia": Utrinski Vesnik, Dnevnik and Vest. "Tea Moderna" joined this family in 2006, and since 2010 is under the complete ownership of this media group. Since 2012 "Tea Moderna" is a part of "ORKA Holding", the new owner of "Media print Macedonia".

In its 12 year development, the magazine has always been on the leading position on the domestic market as the weekly magazine with the highest circulation in the country, which during

certain actions and campaigns in the country, has reached 60.000 copies, and as a part of the daily newspapers of MPM up to 100.000 copies. Other editions are linked to "Tea Moderna" as separate issues of Planet press and MPM such as Tea Shema, Tea Kujna and Tea Krstozbor, which is at the readers' disposal in record selling copies every Saturday in the daily newspapers Vest, Utrinski Vesnik and Dnevnik.

Product

Every Wednesday of the week, on 84 color pages, observing the high standards for the quality of the contents, the trust, professionalism and exclusiveness, "Tea Moderna" offers its readers information and stories about the celebrities, fashion, food, the home and beauty. Through various journalist forms, the editorial staff constantly includes the readers in the creation of its content and this approach enabled TEA during the reissuing as an independent edition to achieve circulation, which would make it the most relevant magazine of this type on the domestic media scene, as a strong link between its readers and the advertisers.

Recent Developments

Since the middle of last year, the management of "Media print Macedonia" lead by PhD Srgjan Kerim, estimated that "Tea Moderna" should be issued as an independent edition once again and upon the needed preparations this issue is released on November 23rd 2011. The redesign of "Tea Moderna" is reinforced by the cooperation with the Croatian magazine "Gloria". On the glamorous promotion for this occasion, the reputation of the weekly magazine was once again confirmed, taking into consideration the number and profile of the guests which responded to the invitation in order to be a part of this event. The magazine is 84 pages long, with a new design, and it is issued on 80 g/m² paper.

From issue to issue, the independent edition confirms the concept of TEA as a magazine which offers texts which support the good taste of the public, and regardless of the topics, information or persons it has in its issue, it resists the current market trend to buy the attention of the readers with kitsch and gossip. By redesigning and reissuing it as an independent edition on the market, "Tea Moderna" launched its web-site www.teamoderna.com.mk and an electronic edition.

Promotion

Each issue of "Tea Moderna" is announced in the editions of "Media print Macedonia". The redesigned issue was advertised on many radio and TV channels. "Tea Moderna" has so far done



the media coverage of many fashion and cultural events: The Fashion festival in Budva, the fashion shows of "Accademia Italiana" in Florence and "Mango" in Istanbul, the Skopje Jazz-festival, the "Brothers Manaki" Film festival, the music festival "Taksirat", and in 2011 it was the media sponsor for the participation of the young actress Natasha Petrovikj on "Shooting Stars" in Berlin.

In 2012 as a project of the redesigned issue, it dared and realized a prize-winning game, an action with TEA to the THEATER, which allowed receiving 50% discount of tickets in the theater institutions across the country and other actions have been announced which will help reinforce the leader position.

Brand Values

Developing in content and visually, "Tea Moderna" with its slogans and concepts constantly expands and rewards, so from the magazine for the "Smart and modern" today is known as "exciting from the first, to the last page". This provides a constant connection to the wider audience which determines it as the weekly mandatory literature which does not burden, but instead informs, educates, entertains and advises.

www.teamoderna.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Tea Moderna

- The CDs of "Tea Moderna" to expand the permanent cultural values (music, film, e-books) were published and sold in around a million copies.
- A series which aroused special attention in the public were the portraits of the Macedonians, especially the young experts abroad. More than 200 interviews were published with people who have become successful stories in destinations outside the borders of Macedonia.
- Columnists of "Tea Moderna" in the past 12 years have been Jagoda Mihajlovska- Gjeorgieva with "Our Stories", Ruzica Pejovikj had "Onlooker" and Bratislav Dimitrov held the "Lessons In Loneliness". Today the columnists are Ivana Tasev and Vanco Polazarevski as "TEA scribomaniacs".
- The last interview of the first president of the Republic of Macedonia, Kiro Gligorov was published in "Tea Moderna" on 28.12.2011.

