

TEA

МОДЕРНА

Market

The first issue of "Tea Moderna" was published on March 29, 2000 as a private edition on the domestic media market, at a time when magazines of this type and in Macedonian language were a rarity. From almost a pioneering position "Tea Moderna" has developed into the largest circulated magazine in the Macedonian media market at several levels - conceptual, visual and by content and added a value into our society. Started as, relatively speaking, a publication designed for women, it became a weekly magazine for "smart and fashionable" with an intention to raise the reader's level as close as possible to its recent motto.

By the content offered "Tea Moderna" has become one of the bastions of the civic culture and the nice words, a magazine especially careful not to hurt in any way the taste of the readers and their sense of measure.

It certainly has been achieved with the dedication to the work, honesty and virtue of the founder, editors, contributing journalists, photographers and the artistic and technical editors, proofreaders ... most of which are still the core of the editorial team of the magazine, supported by the marketing teams, printers and distributors and the management group "Media Print Macedonia" where "Tea Moderna" belongs to.

The market, in particular the readership was able to recognize it and to this day the magazine for many families is more than a weekly magazine, something like a home almanac of events and happenings including the people they know or want to be acquainted with.

Achievements

In more than 800 issues of "Tea Moderna" up till now a constant in its editorial policy has been lingering. It is the one that this journalistic product should deal with the opportunity to offer positive examples, stories and characters through which better quality of life will be reached and achieved. With its modern concept, through quality and inspirational readings about the fashion, beauty, style of living, culture, art, sport ... in its 17 years of existence at the Macedonian media scene "Tea Moderna" have imposed new and higher criteria that give a special feature of being recognized as a medium.

A huge step in the domestic publishing arena, and in winning the love of the audience, projects undertaken between 2004 and 2006 have been carried out, with the aim of promoting and popularization of the lasting cultural values. It all started with the spring 2004 issue of the album "Oktoehos" by Kokan Dimusevski and immediately afterwards with the CD with 130 books in e-format of "Blesok" (Shine), which presented 80



authors from around the world in a total of 35 languages. Then a series of music CDs: Classics of the classical music (Maria Callas, Beethoven, Mozart, Schubert, Strauss and Chopin), the world jazz legends (Louis Armstrong, Count Basie, Nat King Cole, Ben Goodman, Ella Fitzgerald, Errol Garner, Chick Correa, Charlie Parker, Billie Holiday,

Among the fashion campaigns, there have been many editorials and calendars, but especially popular has been the special campaign "Colors of Macedonia", in which nine Macedonian designers (Ivana Koceva, Nikola Buleski, Jana-Cuposka Maneva, Jacqueline Zaklina Nikolovska, Alexandar Noshpal, Roze Trajceska Nenad Sekirarski, Daniela Simonovska, Nikola Eftimov and Hristina Filipova have created a fashion collection in the colors of the Macedonian flag, which have also seen a magazine edition.

As a socially responsible company "Tea Moderna" has been involved in projects for raising awareness, so that during the disarmament after the military conflict in 2001 "Tea Moderna" has organized a competition. The contestants were asked to write a sentence or two against time weapons or to devote part of their time thinking about this problem, and in celebration of the 10th anniversary of "Tea Moderna" in 2000, instead of a celebration event 5,000 Euros were donated to the Intensive Care Unit at the Pediatric Surgery Clinic in Skopje.

All these campaigns have strengthened the already gained magazine readers' trust, but also the trust of the individuals that "modern Tea" has targeted as its interviewees. They have been narrating their personal stories, opening their homes, guided us through their favorite destinations,

talked about their fashion and general lifestyle, without any doubt that their confidence will be betrayed.

History

The first issue of the weekly "Tea Moderna" was delivered to the tobacconists on March 29, 2000, as an edition of "Planet-press", printed in color and on 52 pages. Firstly it paved the way to the women, promoting itself as a magazine for fashion, health and beauty, which equally treats almost all genres, themes and novelties in all of these areas.

Soon "Tea Moderna" has widened its interest and topics, personalities and events and it became a favorite Wednesday reading of the whole family, especially when the number of offered pages ranged between 84 and 104 pages.



Duke Ellington, Cab Calloway), five CD collection of "Towards the tradition" from the Macedonian musical treasure (Synthesis, String Forces and Pece Atanasovski Orchestra, Ensemble Tanec, performances by Nicola Badev), compact discs with 4 Macedonian anthology films (Wolf's night, Miss Stone, Black Seed and Before the Rain), a CD of music and Garabet Tavitjan and Bodan Arsovski were released.

In addition many calendars were also released: for the 2003 "Tales about our James Bond", the religious calendar for 2005 with Macedonian icons and the calendar for that same year with photos of famous Macedonian artists, as well as the calendar for 2006 with motifs from the megalithic observatory Kokino. TEA has also released the postcards with motives from New York from the exhibition "Street" from Milco Mancevski.

From the first to the 332nd issue, specifically from the 2006 "Tea Moderna" has been released as an independent publication, and then by November 23, 2011, or by the 582nd issue with the three dailies in the Group "WAZ Media Print Macedonia": Utrinski Vesnik, Dnevnik and Vest. "Tea Moderna" joined this family in 2006, and since 2010 it is wholly owned by this media group. Since 2012 "Tea Moderna" is part of "Orka Holding", the new owner of "Media Print Macedonia".

However, since last year, it is part of MPM but with new ownership structure with equal capital of the Corporation "Orka Holding", "Internet Investment Group" and "Mirex plus."

In its 17 years of development the magazine has always had the leading position on the domestic market as the largest circulation magazine



in the country, which in a period of certain actions and campaigns have reached up to 60,000 copies, while as part of the MPM's daily newspapers up to 100,000 copies. Although as special editions, "Tea Moderna," has been related to many additional contributed readings that enrich the content of the magazine.

Also, the editorial staff of "Tea Moderna" edits the "Tea Crossword", which is being sold as an independent publication and is published once a week, then, the specialized individual issues for children "Play" (Igraj) and the monthly magazine for creative activities "Do it yourself" (Napravi sam) and the quarterly magazine for parents and children "Tea kids" is also their publication.

Product

Every Wednesday, on 84 color pages, respecting the highest standards of quality content, trust, professionalism and exclusivity, "Tea Moderna" provides its readership with information and stories about famous people, the fashion, the food, the home and the beauty. Through various forms of news, the editorial constantly includes the readers in creating its content and this approach has allowed us during the second edition coming out as a independent issue of TEA to reach circulations that make it the most relevant magazine of this kind at the domestic media scene and a solid link between its readers and advertisers.

Recent Developments

Since mid-2011, "Tea Moderna" has been redesigned and the cooperation with the Croatian magazine "Gloria" has been enhanced. During the glamorous promotion on that occasion the reputation of this weekly magazine has again been confirmed, and continued to be printed on high quality paper.

From issue to issue the new independent publication number confirms the concept of TEA as a medium that offers a reading that supports the good taste of the audience and which regardless of the topics, information and people to treat will resist the current market trends - to buy the reader's attention with gossips and small talk. The redesigned and independent edition of "Tea Moderna" has launched its own web portal www.teamoderna.mk and an electronic edition.

The magazine will continue its humanitarian mission by getting involved into numerous humanitarian actions including the donation of equipment and air-conditioning to the University Clinic for Children's Diseases - Skopje, donation of equipment and appliances to the University Clinic for Radiotherapy and Oncology - Skopje, the charity fashion show in the Fall issue of the Fashion weekend - Skopje, in 2012, when the designers creations displayed on the show were donated to the Orphanage "October 11", including shoes from the shoe factory "Bargala", participation and generous support in the implementation of donor chocolate auctions, to improve the living conditions and education of the students in the public school for the rehabilitation of children and youth with visual impairments "Dimitar Vlahov".

Certainly, the regular engagement at the fairs dedicated to beauty and women by pointing the pillar of the family should not also be neglected.

Promotion

Each new issue of "Tea Moderna" is announced in the "Media Print Macedonia" editions. Redesigned edition was advertised on several radio and TV - channels. So far "Tea Moderna" has been media sponsor of many cultural events and fashion



shows: the Fashion festival in Budva, the shows of "Accademia Italiana" in Florence and "Mango" in Istanbul, Skopje Jazz Festival, the Film Festival "Brothers Manaki" music Festival "Taksirat" and in 2011 as the media sponsor of the participation of the young actress Natasha Petrovic at "Shooting Stars" in Berlin. Since 2012 it is a regular sponsor and partner of Skopje Fashion Week and Skopje Design Week.

"Tea Moderna" is also a regular supporter of SOS Children's Village, the Orphanage "October 11" and many other organizations of vulnerable groups of citizens.

In 2012 as a project of redesigned edition in a competition game with TEA was designed and implemented in the theater which provided a 50% discount on tickets to theatrical institutions across the country and several other actions that will enable the magazine to enhance the leadership position are being announced.

Brand Values

Developing by content and visually "Tea Moderna" continually expands and improves its slogans and concepts. Hence, from a release for the "smart and fashionable" today it is "exciting from the first to the last." It enables constant connectivity with the wider readership that to which defines it to be a mandatory weekly literature which does not burden but informs, educates, entertains and advises. In short, the vision of this in every respect, a unique edition is to improve the quality of life style of each member of the Macedonian family.

www.teamoderna.mk

THINGS YOU DIDN'T KNOW ABOUT...

Tea Moderna

- Tea Moderna Compact-discs of "Modern Tea" for enduring popularization of the cultural heritage (music, movies, and e-books) were published and sold in almost a million copies.
- The series of texts that drew special attention to the public were the portraits of the young Macedonian professionals living abroad. There were more than 200 interviews published in the magazine.
- The last interview of the first President of the Republic of Macedonia, Kiro Gligorov was published in "Tea Moderna" on 28.12.2011.

