





Dear Sir or Madam,

Our first year is behind us! Thank You! Thank you to all associates, professionals by all means, journalists, advertisers. Bearing in mind all ups and downs, successes and disappointments, we believe to be on the best path to entirely fulfil our originally set mission – to become a leading specialised magazine in Croatian HoReCa market. Thank you to all hospitality professionals and tourism staff on each word of support, constructive criticism, and comments. Your feedback to each our edition is our guideline in the preparation of each new issue.

Because we are a unique communication channel, which publishes the right information, to the right people, in the right place, at the right time, stick by us in 2009!

Both, you and us, are facing a year full of challenges. We will give our best to live up to your expectations, and justify your trust in 2009.

Your **hrb** team

we can grow  
together!



## about us

hrb is a specialised B2B bimonthly magazine, intended for professionals in the HoReCa industry. Our mission is to become the leading specialised magazine in the HoReCa sector and to be a source of information for all professionals in this dynamic market.

hrb will investigate and advise on the different methods to help and improve existing businesses in all our relevant sectors, hotels, restaurants and bars, bringing analyses and the expert advice of professionals with solid experience in the hospitality industry.

An array of educational features is intended to help all those who wish to improve what they already provide for their guests. We will also ensure that information on products and services arrives in the hands of the people who are the decision makers.

## our goals

- to establish a unique communication channel between suppliers, hotel, restaurant, bar managers and all involved in the hospitality industry
- to improve professional communication within HoReCa sector
- to help the development of the market, and provide readers with a better insight into market dynamics from both a local and global perspective
- to help our readers bypass obstacles in managing their businesses by providing them with an abundance of topical news and information, useful details, market analyses, and advice on more efficient business activities



- owner/ management/ director/ of a hotel
- owner/ manager of a restaurant
- owner/ manager of a coffee-bar/ club
- owners/ managers of campsites and larger letting apartments
- owner/ manager of a catering company
- director/ supply manager/ food and drink manager
- chef
- reception supervisor
- owner/ manager of a wellness centre

- In 2009 **hrb** will be published 6 times per year (bimonthly editions)
- it is free of charge for target readers, distributed by post, directly to all 'key buyers' and people holding leading positions in HoReCa industry
- it is printed in Croatian language with an expected circulation of more than 13,000 copies monthly  
Our distribution covers all hotels, motels, campsites and bigger letting apartments, restaurants, bistros, taverns (konoba) and inns, as well as larger facilities and chains of fast food restaurants. We will also cover larger coffee-bars and clubs within our distribution. Our intention is to include everyone involved with HoReCa industry in our distribution list!

**hrb** is delivered to addresses of tourist and marketing agencies, as well as relevant legal and educational institutions.

## our readers



## distribution and circulation

# advertising

Do you wish to communicate your message to 13,000 buyers?

**hrb** is your ideal choice!

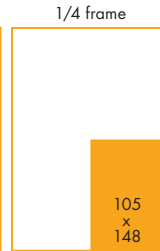
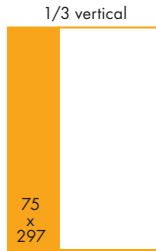
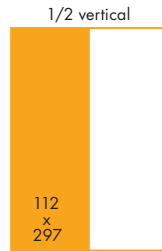
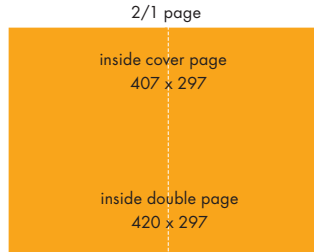
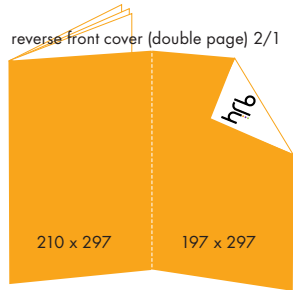
Why?

- Because we will have an impact on 'the right' people – your clients
- Because our readers will rely on information, advertisements and presentations of your products helping them with the purchasing decision
- Because expenditure on products and services can be expensive and you are guaranteed that your message will be seen in the right environment at the right time by only the right people, thus cutting waste
- Because the way we treat topical issues guarantees that the magazine is professional, contemporary and interesting, which makes it ideal for the advertising of your products



our  
advertising  
offers

- Special positions
- Special advertisement formats
- Inserts
- Supplements
- And much, much more!



## Sponsored article



- ⊗ dimensions are expressed in mm
- ⊗ 3mm bleed required for 1/1 or cover pages
- ⊗ advertisements to be delivered on a CD in EPS, PDF or JPG
- ⊗ resolution: 300 dpi

advertisement formats



## rate card 2009

FORMATS	PRICE (eur)
<b>INSIDE</b>	
1/1 page	1.670
1/2 page	990
1/3 page	750
1/4 page	625
1/6 page	320
2/1 page (double page)	2.640
Promotion	320
Classifieds	140
<b>SPECIAL</b>	
Front cover 1/1*	2.780
Reverse front cover 2/1	3.750
First double page 2/1	3.090
Back cover (1)	2.140
Inside front cover (1/1)	1.890
Inside back cover	1.830
<b>SPONSORED ARTICLE</b>	
COCTAIL 1/1	1.360
EVENT 1/1	1.360
HRB PRESENTS 2/1	2.450
COMBO 2/1	2.450
<b>INSERTION</b>	
FORMAT AND PRICE UPON REQUEST	
Explanation:	
*FRONT COVER 1/1 + gratis sponsored article 2/1 - hospitality facility only	
COCTAIL 1/1 – 1 cocktail = bottle + glass + recipe	
EVENT 1/1 – pictorial, 1/4 text, pictures	
HRB PRESENTS 2/1 - pictorial	
COMBO 2/1 - 2 x 1/3 ad + sponsored article	

Special advertisements and unusual advertising placements - format and prices on request

CRIER MEDIA GRUPA d.o.o. is part of the CRIER MEDIA GROUP UK Ltd.



# topics (product categories) 2009

ISSUE DATE	FOOD AND DRINK	EQUIPMENT ANF TECHNOLOGY	ADVICE
January/February	Food Game meat Espresso Brandy	Equipment and Technology Induction oven Terrace Pools	Advice HACCP
March/April	Food Beer hospitality facilities Breakfast	Equipment and Technology TV – Hotel room Terrace cooling system	Advice Bathroom in
May/June	fresh meat carb. non-alc. dinks vodka olive oil fish water (sparkling + still)	equipment for barmen equipment and decorations for cocktails portable kitchen appliances refrigerators	table set up and decoration producers' advertising material
July/August	pasta mixed drinks tequila	dishwashers oh projectors hygienic systems + paper confection cleaning appliances	congresses air ionisation
September/October	sweeteners espresso – part two bread and pastries cognac	vacuum bags audio equipment work clothes delivery vehicles tents	INTERIOR DECORATION
November/December	"expensive" delicacies instant coffee rum cooked wine tea	hotel cosmetic products stoves glasses	transport organisation (hotels to airports...) hospitality marketing christmas menu



# about CMG & Progressive magazine

hrb is a publication of the Crier Media Group, a British publisher of specialised B2B magazines, for many years, present in Romania with the Hotel Restaurant Bar Expert (HRB Expert) magazine, and in Croatia, Serbia, Hungary, Romania and Bulgaria with the Progressive magazine.

Progressive magazine is the first and only magazine for the fast moving consumer goods market in Croatia. For six years it has been offering objective and quality information from domestic, regional, European and world markets. Market analyses, trends, educational features, written by leading experts, have been designed to help merchants who wish to learn more and follow constant changes in the markets.

Sister companies in Serbia, Hungary, Romania and Bulgaria are eminent and influential publishers in their countries, as well as organisers of numerous conferences and meetings.

Other, closely specialised international publications of the Crier Media Group are: The Drinks Network, European Baker, Asia Pacific Baker, Biscuit World, Potato Processing International, Potato Storage International and the Frozen Food Europe.



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