

KAPITAL MEDIA GROUP

Капитал...
...само идејата е капитал, сè друго е пари...

March, 2011

1999



“Kapital Business Magazine” – was published by the private company “Economist” LLC owned by Mr.Ljupco Zikov who was also editor-in-chief of the “Kapital Business Magazine”.

2005



“Total.com.mk” first business web portal in Macedonia

2007



“Kapital Special Editions” – supplements of the Kapital Business Magazine

- The publishing company change the name into **“Kapital Media Group”** LLC

2009



By the global branding organization "Superbrands", “Kapital” have been chosen as a **“Macedonia Superbrand 2009”**

2010



“Kapital Daily Newspaper” – published by Kapital Media Group

2011



“Kapital.mk” - new web page which will integrating all products of “Kapital Media Group” and replace total.com.mk (March2011)

Ownership and management

Kapital Media Group LLC is 100% privately owned company. Mr. Ljupco Zikov is President of the Board and also editor-in-chief of all editions of Kapital Media Group.

Staff

Total number of employees in Kapital Media Group is 48

- Journalists/reporters: 18
- Journalist/News services: 14
- Design and graphic: 8
- Sales: 6
- Translators: 2
- Other: 2



Капитал...

Products



Kapital Business Magazine



Kapital Daily Newspaper



Kapital Special Editions



www.kapital.mk

KAPITAL MEDIA GROUP

Organization of business events

Kapital Media Group has organized and participated in numerous projects, researches, conferences and round tables regarding the economic issues and topics in cooperation with significant domestic and foreign organizations (The Economist, 2004) and agencies.

In September 2009 Kapital Media Group organized the lecturing by the greatest guru of the marketing, Philip Kotler. With attendance of 800 participants it was the most valued and high ranking event in Macedonia and in the region.



Regional cooperation with business schools and media



Strictly targeted audience

Main focus on Macedonian business community

Leading position on Macedonian business press market

Kapital Daily Newspaper
5.500 copies

New Year edition (31Dec2010):
Exclusive interview with US Ambassador Mr. Philip Riker

Kapital Business Magazine (Weekly)
5.000 copies

New Year edition: (31Dec2010):
Macedonia in 2011

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According to Brima Gallup survey Kapital Business Magazine pass-through rate is 3,5.

All other dailies and magazines in Macedonia have 1,3.

More than 73% of the readers of Kapital Daily Newspaper and Kapital Business Magazine are subscribers.

Macedonian managers from the small and medium enterprises, decision makers, politicians, most of the governmental institutions, diplomatic and foreign companies representatives, non-governmental organizations and the biggest domestic companies as well.

Our audience is economically proactive, highly educated, most of them experts, owners or partners in companies. They all find our editions as source for information, with in-depth and comprehensive analysis.

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44% of the readers are 30-40 years old

38,9% have average personal income of €1,000

90% are with higher education

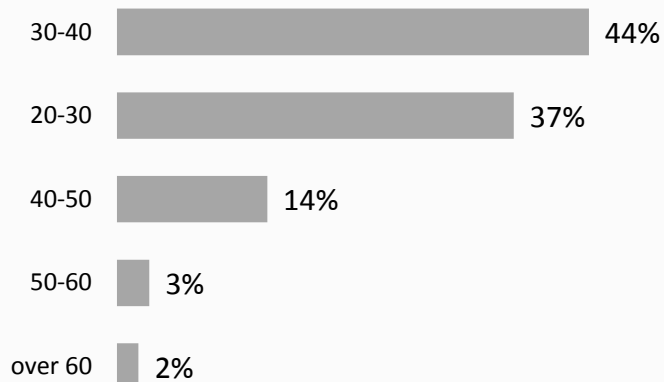
15% work in financial sector

33% are travelling abroad minimum once per month

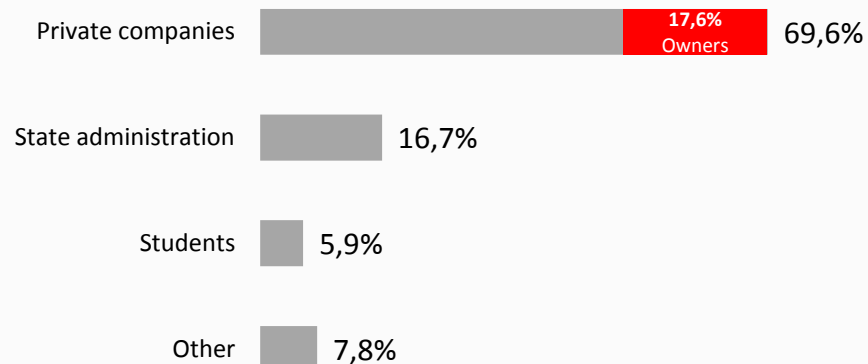
30% are planning to buy new car with their own money



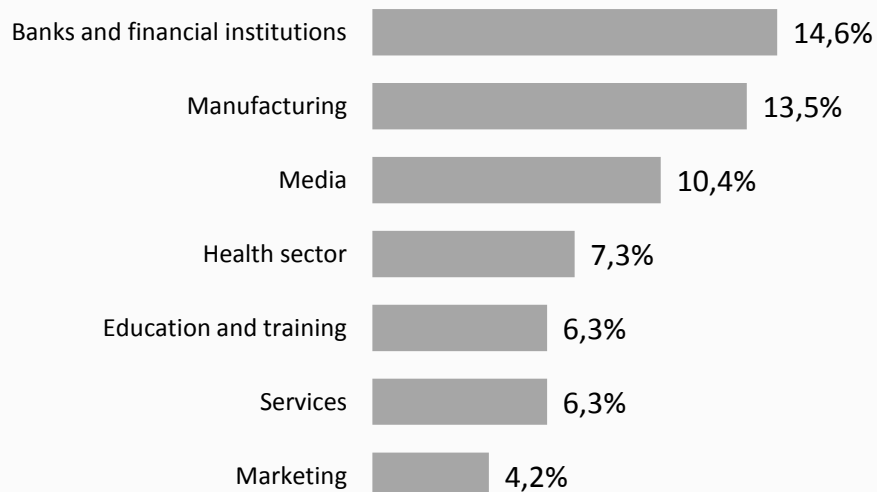
Age structure of Kapital readers:



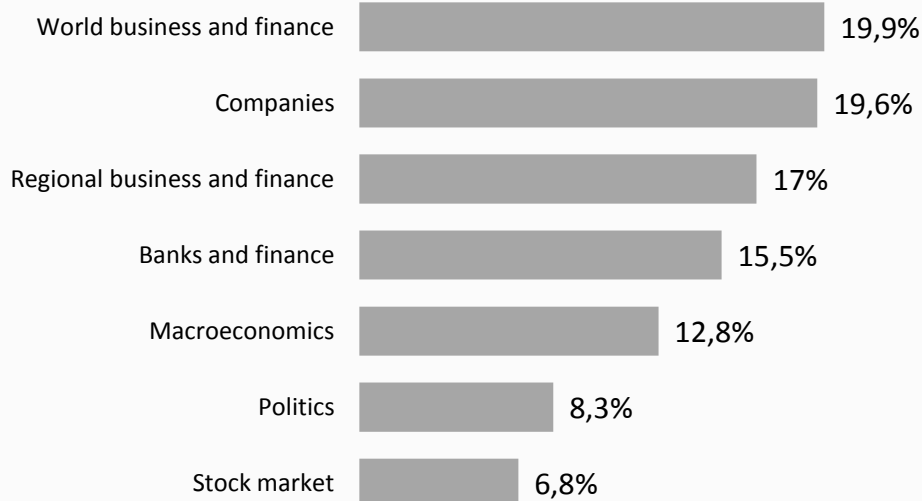
Readers of Kapital editions are employed in:



Readers of Kapital editions are working in:



Readers of Kapital editions are interested in:



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