



Vienna, 08.11.2007

Croatian advertising market 2006

Regulatory framework

➤ **TYPES OF COMPANIES**

- ↪ same as in Austria
- ↪ most relevant type: Limited Liability Company (Croatian: d.o.o.)

➤ **TAXATION**

- ↪ 22% VAT for all products and services (exception: 10% VAT on newspapers)
- ↪ Double Taxation Treaty with Austria since 2002

➤ **WORK PERMIT**

- ↪ every foreigner needs a work permit (as Croatia isn't a member of the EU)
- ↪ exception: key personal - permit for doing business (provided that they have been working for the Austrian company at least one year)

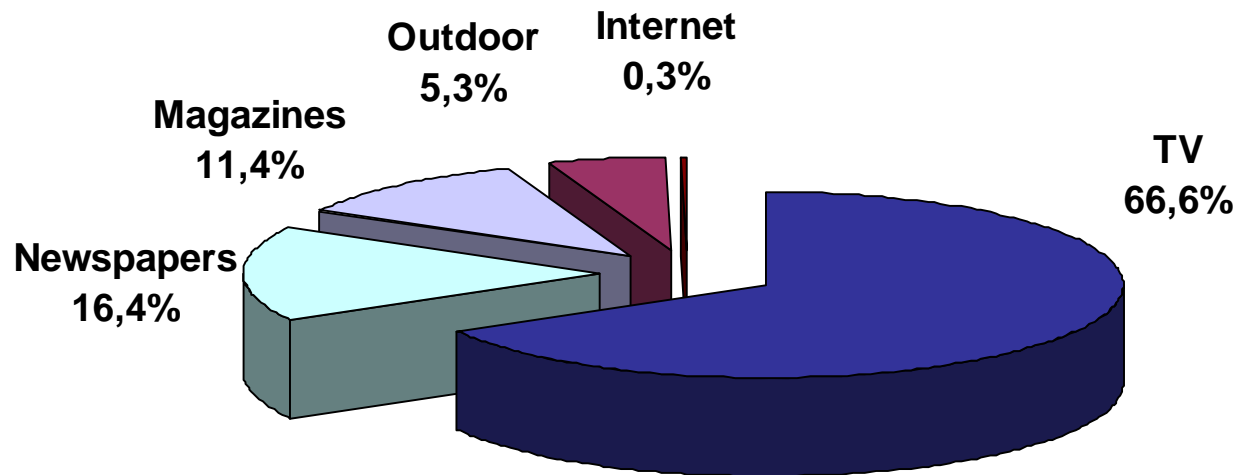
➤ **AVERAGE SALARY**

- ↪ gross average salary in Zagreb: 8.732 HRK (net wage: 5.742 HRK)
- ↪ high rate of illegal employment (especially for low paid jobs)

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Structure of the Croatian advertising market

TOTAL GROSS AD SPENDING 2006: 657 Mio. EUR (+17%)

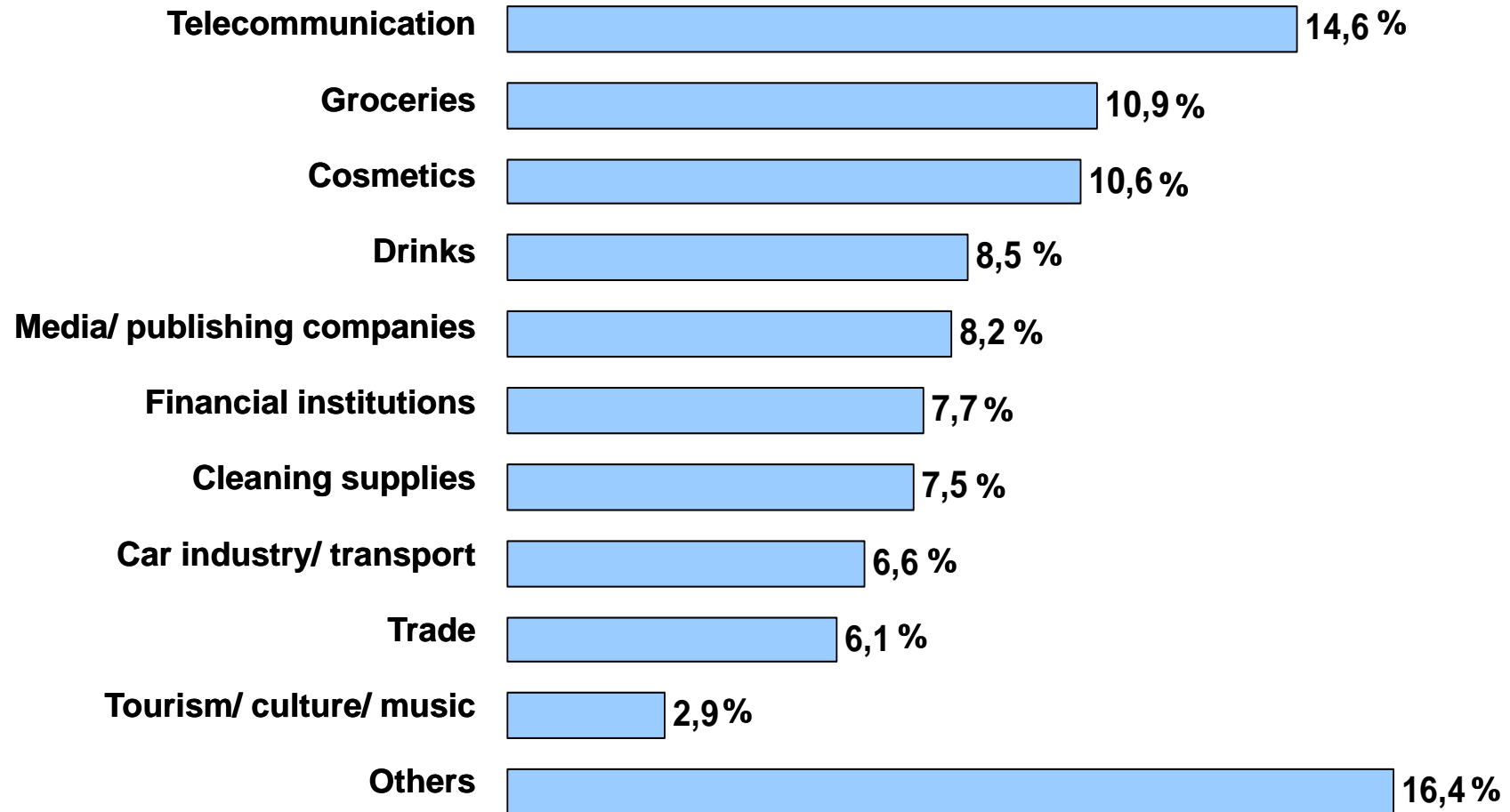


GROSS AD SPENDING January – June 2007: 355 Mio. EUR

source: MediaPuls AdEx, 1.2006-12.2006

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Ad spending - by product categories



source: MediaPuls AdEx, 1.2006-12.2006

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Sources of information

➤ **ASSOCIATIONS**

- ↪ for advertising agencies: **HURA** (Hrvatsko Udruzenje Reklamnih Agencija)
- for direct marketing: **HDMS** (Hrvatski Direkt Marketing Savez)
- for interactive marketing: **INAMA** (Udruga za interaktivni marketing)
- for public relations: **HUOJ** (Hrvatksa Udruga za Odnose s Javnoscu)

➤ **PUBLICATIONS**

- ↪ by **LIDERPRESS**:
 - MEDIA MARKET**
 - AGENCIJSKO BILO**
 - MARKETING SERVISI**
 - PUBLIC RELATIONS**
- ↪ by **LEXIS**:
 - MEDIA & MARKETING**

➤ **CONGRESSES, CONFERENCES & TRAININGS**

- ↪ several events per year to different topics

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Advertising sectors with potential

➤ **INTERNET**

- ↪ steady rise of internet users
- ↪ increase in web-portals
- ↪ objective analysis method to measure number of visits by GEMIUS (2007)

➤ **DIRECT-MARKETING**

- ↪ association for direct-marketing 2007 founded by EP64
to increase & improve direct-marketing on the Croatian advertising market
- ↪ cooperation partner: Österreichische Post AG

➤ **OUTDOOR-Advertising**

- ↪ objective analysis method OMEX to measure effectiveness of outdoor advertising by PULS (independent market research agency)

Austrian Trade Commission Zagreb



Service & focuses

- Knowledge, advice and practical support for Austrian companies to establish trade and investment links
- Marketing office Split
- Infrastructure, environment, alternative energy
- Food sector (groceries & drinks)
- 50 events in 2007
- Austrian Business Circle
- <http://wko.at/awo/hr>
- Connecting businesses is our business!