



CITY CENTER ONE

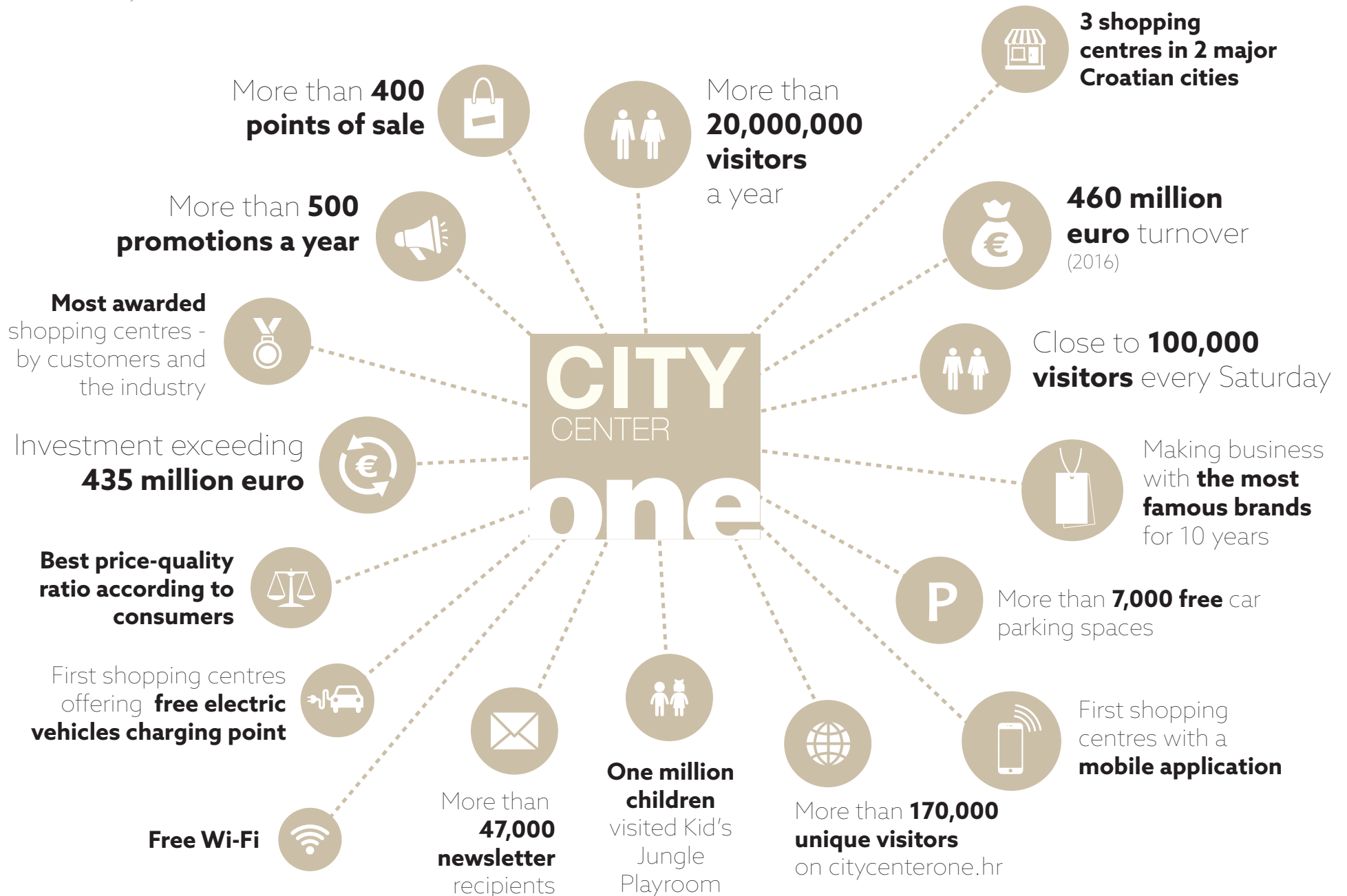
ADVERTISING SPACE
PORTFOLIO



One Brand.
Three Centres.
**Thousand
Possibilities.**



Why are we **first**



Customers' **first choice** in Croatia.

City Center one is a holder of five Best Buy awards for the best price-quality ratio, four Qudal awards for the best quality shopping centre in Croatia and four Superbrand titles for brand excellence awarded by both the industry and the visitors. It is also a holder of Icertias Customers' Friend title as well as Top Service award and Award of Excellence. In addition, City Center one has been recognized as a leading shopping destination in various independent surveys and it takes pride in two international SOLAL marketing awards received by International Council of shopping centers for projects 'Daj 5 za Petrinju bez mina' and 'Yellow Wednesday'.

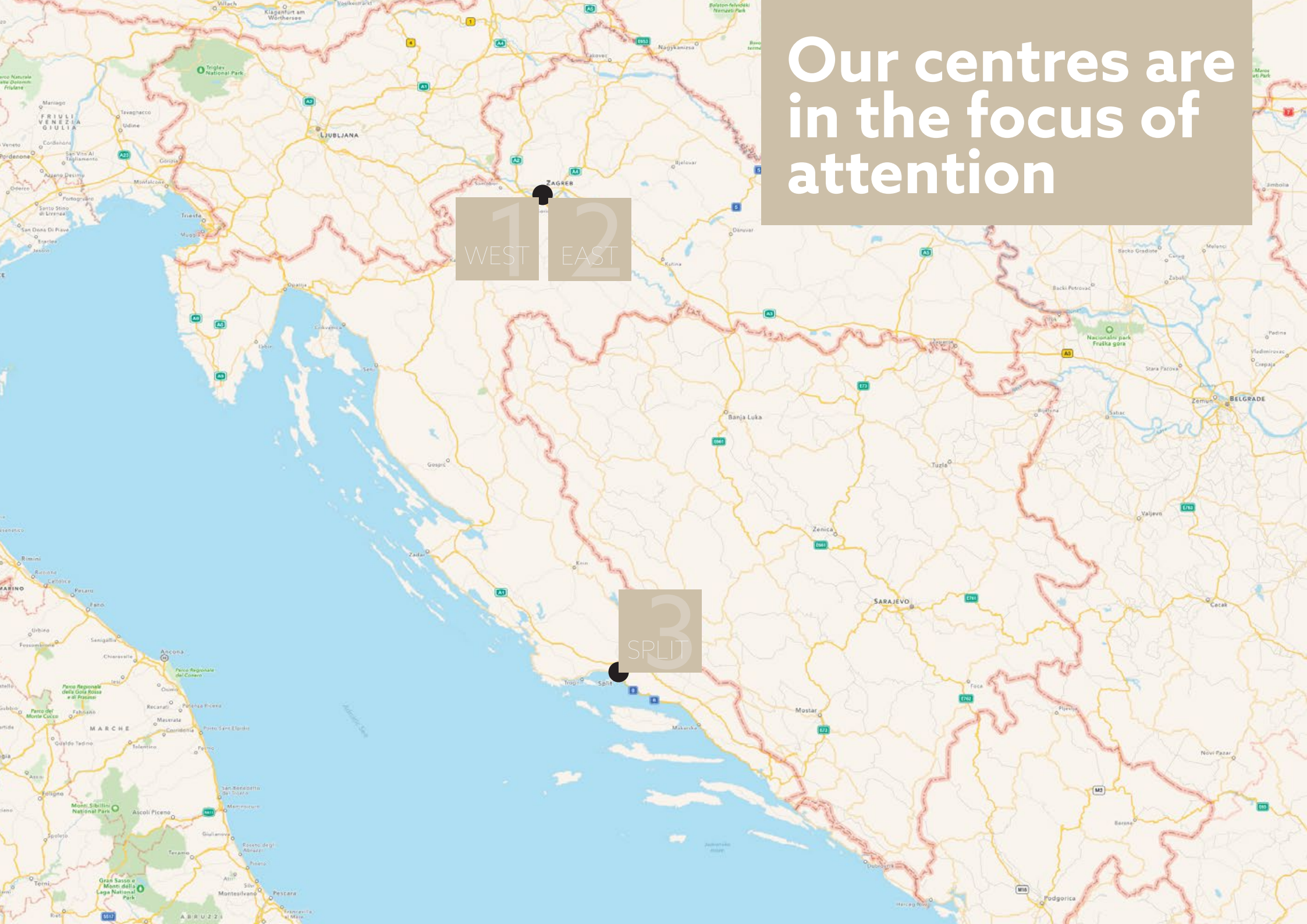


Our centres are
in the focus of
attention

1 WEST

2 EAST

3 SPLIT



WEST

Choose ideal locations to promote your brand



City Center one Zagreb West

NUMBER ONE FOR 10 YEARS



Advertising space available for lease



GROUND FLOOR

1. FLOOR

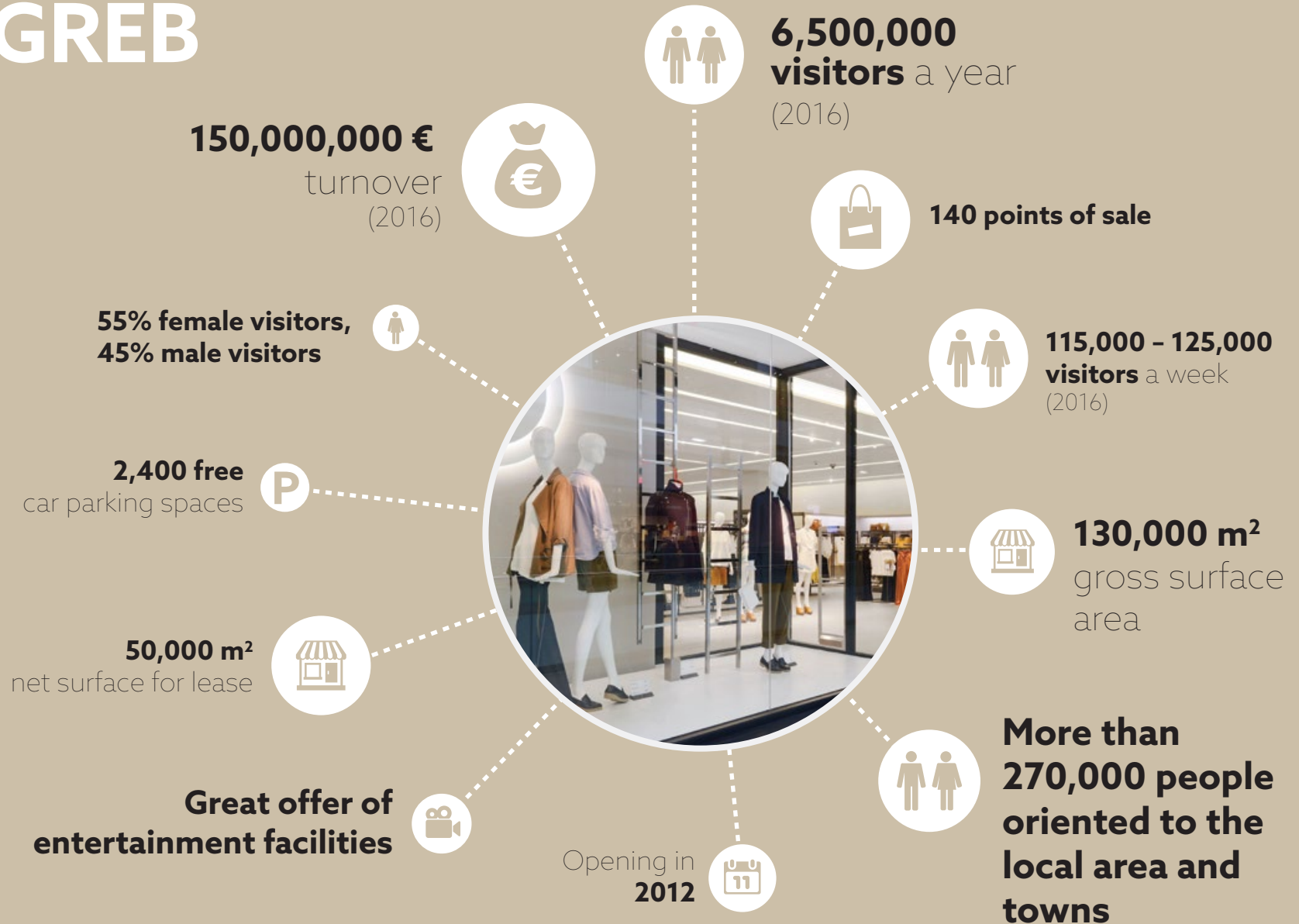
EAST

Influence the visitor
to buy your product
in the moment of
making a decision
about a purchase



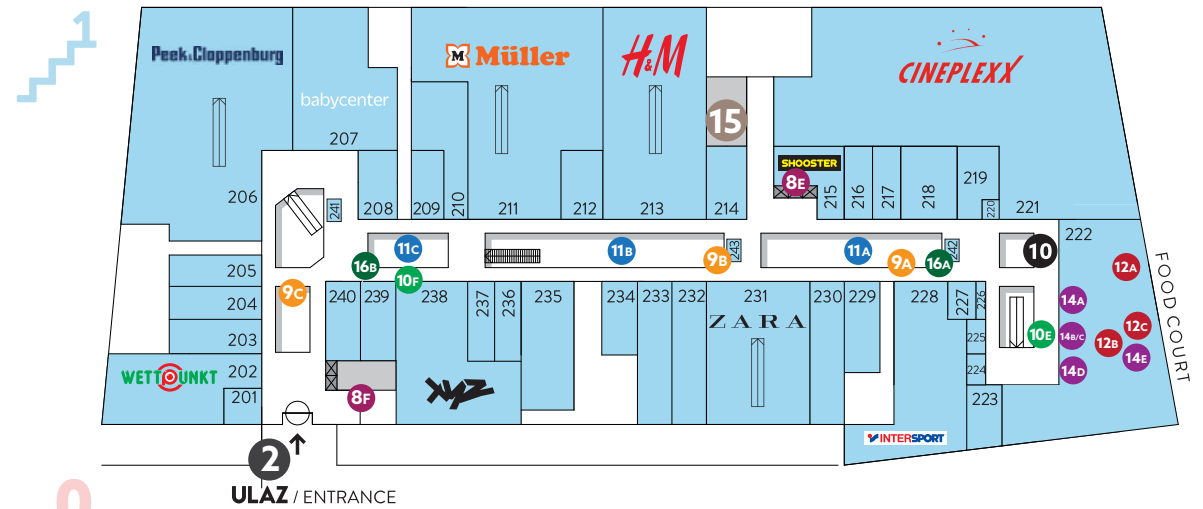
City Center one Zagreb East

SUCCESS STORY IN EAST ZAGREB

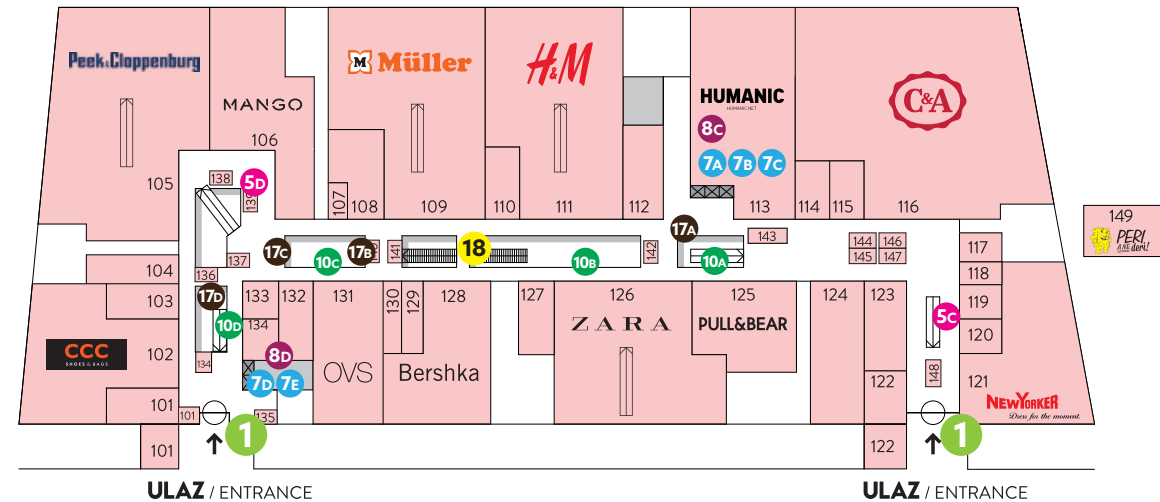


Advertising space
available for lease

1. FLOOR



GROUND FLOOR



-1 LEVEL



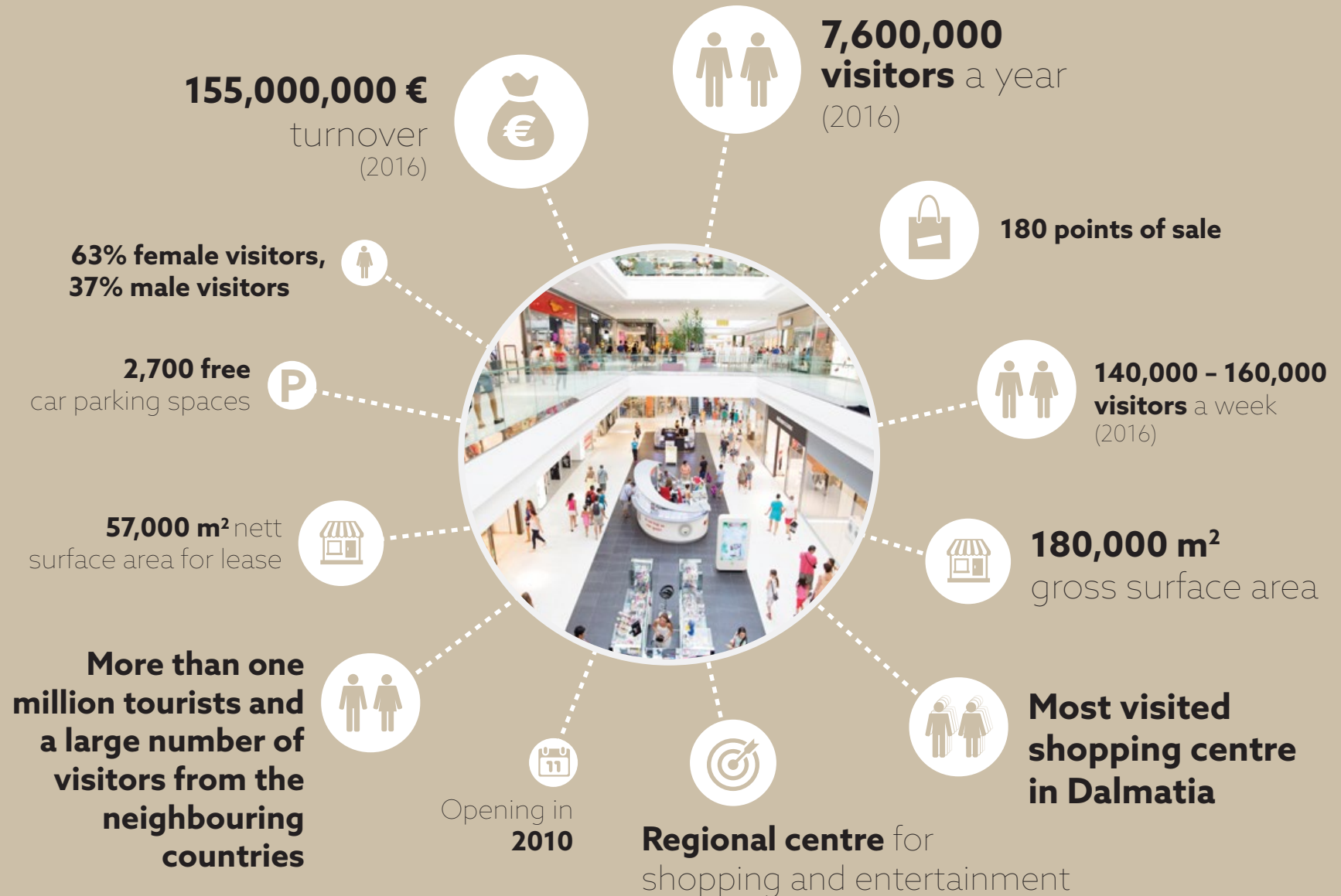
SPLIT

Make sure we
offer attractive
advertising space
options and
achieve great
business results



City Center one Split

DALMATIA'S SHOPPING CENTRE

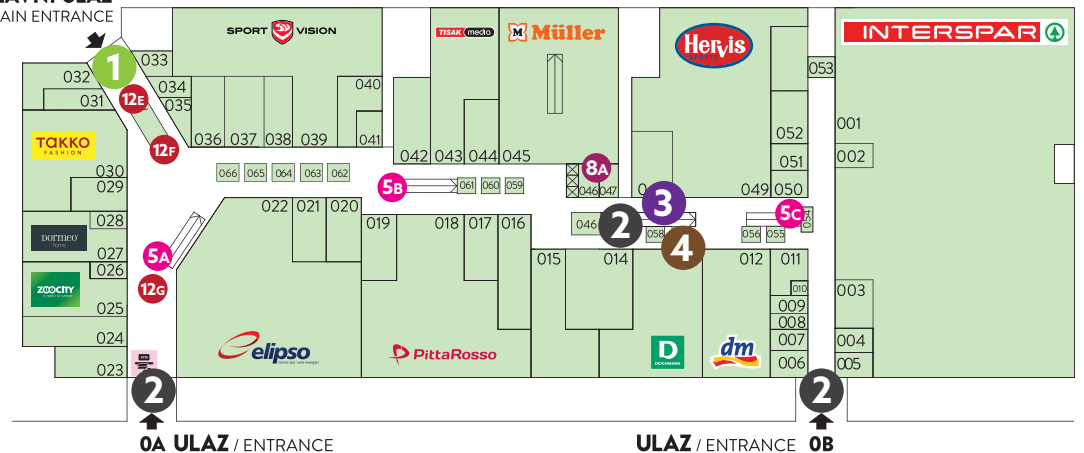


3

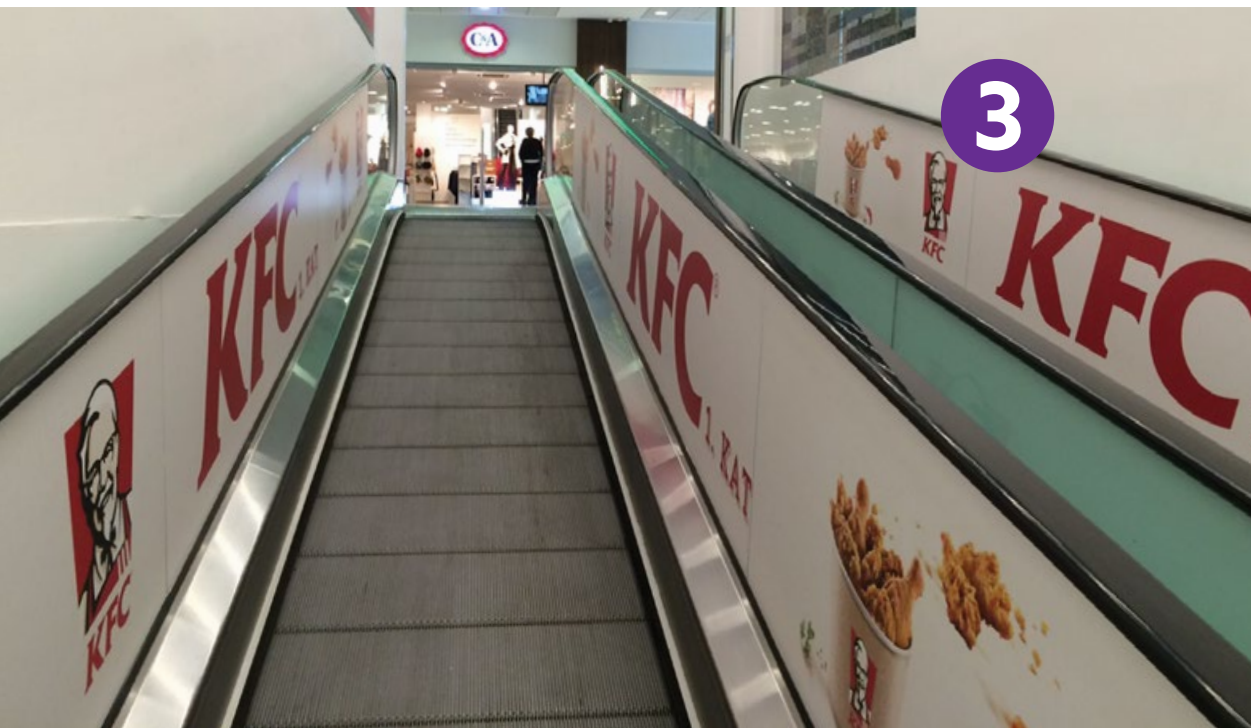
2. FLOOR

1. FLOOR

GROUND FLOOR



Make your
brand
visible and
distinctive











17



18



19



22



21



20

Price list

	CCo WEST		CCo EAST		CCo SPLIT		
ADVERTISING SPACE LEASE:	number of surfaces for lease	price per unit *VAT is not included	number of surfaces	price per unit *VAT is not included	number of surfaces	price per unit *VAT is not included	floor plan marking
centre entrances (except main entrance) – door only	6*	18,000.00 kn	3*	10,000.00 kn	7*	15,000.00 kn	2
centre main entrance	1	10,000.00 kn	2*	16,000.00 kn	1	7,000.00 kn	1
escalator	4	12,000.00 kn	4	12,000.00 kn	6	12,000.00 kn	5
moving walkway (travelator)	1	5,000.00 kn			1	5,000.00 kn	3
panoramic lift	2	12,000.00 kn					6
lift (outside entrance and inside of the lift)	2	8,000.00 kn	5	8,000.00 kn	3	8,000.00 kn	7
wall above lifts	1 (3.5x1m)	3,000.00 kn	6 (6.6x1.2m)	3,000.00 kn	4 (6.6x1.2m)	3,000.00 kn	8
wall above the moving walkway	1 (6x2m)	5,000.00 kn			1	5,000.00 kn	4
glass gallery	5	5,000.00 kn	3	5,000.00 kn	3	5,000.00 kn	9
banners on gallery structure (1 piece)	6	1,000.00 kn	6	1,000.00 kn	5	1,000.00 kn	10
large hanging banners from the skylight (1 piece)	3 (2x6m)	12,000.00 kn	3 (2x6m; 2x8m)	12,000.00 kn	4 (2x8m)	12,000.00 kn	11
pillar in the food court / centre	3/1	3,000.00 kn	3	3,000.00 kn	4/14	3,000.00 kn	12
LED panel in an attractive position in centre	6	1,500.00 kn					13
LED panel in an attractive position in food court	5	1,500.00 kn	5	1,500.00 kn	6	1,500.00 kn	14
LED panel in baby room	2	1,000.00 kn	1	1,000.00 kn	1	1,000.00 kn	15
gallery wall (larger surfaces)	1 (3x3m)	5,000.00 kn	2 (6x2m)	5,000.00 kn	6 (6x2m)	5,000.00 kn	16
gallery wall (smaller surfaces)			4 (6x1m)	5,000.00 kn	5 (6x1m)	5,000.00 kn	17
fixed stairs (treads)			1 to 3	11,000.00 kn			18
wall opposite to Spar			1 (3x3m)	5,000.00 kn			19
moving totem (prepared by Client)	by agreement	8,500.00 kn	by agreement	8,500.00 kn	by agreement	8,500.00 kn	20
garage (tags – 1 piece)	by agreement	500.00 kn	by agreement	500.00 kn	by agreement	500.00 kn	21
garage (wall and/or floor stickers – 1 piece)	by agreement	1,500.00 kn	by agreement	1,500.00 kn	by agreement	1,500.00 kn	22

*package lease only

Price list

SPECIAL LEASE CONDITIONS

Simultaneously leasing in:

Two centres 10% discount

**Three centres 20%
discount**

VOLUME DISCOUNT

Lease for the same Client:

For a **3-month period per centre**
we approve a **10% discount**

For a **6-month period per centre**
we approve a **15% discount**

For a **12-month period per centre**
a **special price**
is formed

**NO. 1
MAGAZINE
IN CROATIA**

according to number
of read copies

City one Magazine

Reaching **more than 140,000 readers** with a circulation of **70,000 copies** – City one Magazine is a Croatian shopping guide with the **highest number of copies printed** and it is therefore an ideal channel for presenting novelties or your brand's features.

Covering **116 pages**, this Magazine offers its readers inspiration and practical advice designed to highlight your range at a quality level. Advertising in City one Magazine, given its reach, number of copies, distribution and price – **is the most cost-effective option in the Croatian market**, and the advertisement puts you in a direct contact with the group of consumers you are trying to reach.

City
one

BROJ 38 • LIETO 2017.
BESPLATNI PRIMJERAK
ISSN 1849-8051

Maxi haljine i kako ih nositi

COOL OUTFITI
ZA FESTIVALE!

VLADAJUĆI TRENDovi

TROPIC UZORAK, PRUGE,
POMPONI, SLAMNATO,
ROMANTIČNO, JARKE BOJE,
ZEMLJANI TONOVI...

FASHION

kupaći kostimi, trendi komadi i nepogrešive kombinacije

CITY
CENTER
one

Kristina
Šalinović:
Uživam u
aktivnoj
mirovini!

MODNA
PROGNOZA
ZA 7 DANA
U TJEDNU



Price list

80% OF
READERS
decide **to make
a purchase**

MOST
COST-EFFECTIVE
ADVERTISING
**among the
competition of
magazines**

DISTRIBUTION OF CITY ONE MAGAZINE

Insertion into Gloria Magazine

Mailshots to more than 9,000
registered recipients

Inside City Center one Zagreb East,
Zagreb West and Split

Distribution in the local area oriented
to Centres

Also **available online**
on www.citycenterone.hr

FORMAT	PRICE	DIMENSIONS
2/1	13,700 kn	416x260 mm (+4 mm bleed)
C4	13,300 kn	208x260 mm (+4 mm bleed)
C3	10,400 kn	208x260 mm (+4 mm bleed)
C2	11,200 kn	208x260 mm (+4 mm bleed)
1/1	8,000 kn	208x260 mm (+4 mm bleed)

*VAT is not included in the price

If you have any further questions,
please do not hesitate to contact us.



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