Svet KOMPJUTERA

Best selling and the most influential IT magazine in Serbia

M E D I A   K I T
2015

www.sk.rs

General information

The first issue of the Serbian computer magazine „Svet kompjutera" („Computer World") was published in October 1984. Ever since the magazine has dealt with small computers, from ZX Spectrum and Commodore 64, to today's PCs, tablets and smartphones.

„Svet kompjutera" deals with subjects on home and PC computers and their use for business and entertainment. Our aim is to inform our readers on latest events on local and world computer scene and to present products that we consider interesting for our readers. We believe that our main task is to advise the computer users how to shop on the local market and how to use their hardware and software in the best way.

„Svet kompjutera" is published by „Politika AD", the oldest and biggest newspaper publisher on the Balkan region.

Magazine is published monthly and can be purchased on all newsstands in Serbia. It can also be found in Republic of Srpska, Montenegro, Macedonia, Bosnia and Herzegovina, Slovenia, Croatia and many other European countries, as well. Naturally, subscribers are receiving it all over the world.

The magazine is printed in quality offset printing technology and consists of at least 120 pages. Commercial advertisements make 35% to 40% of the magazine. The print-run of the „Svet kompjutera" (e.g. period from January till May 2012) is 30,000 copies.

Editorial sections

„Svet kompjutera" magazine has a reputation of being a competent and independent ICT information source. Relying on domestic as well as international information sources, magazine's point of view is giving readers the ability to be both well informed and confident in their activities on domestic market. Magazine content is divided into the following editorial sections:

TEST DRIVE - reviews, benchmarks and comparative tests of hardware that is available (or will be available soon) on the local market.
TEST RUN - reviews and comparative tests of application software that is available on the local market or on the Internet.
INTERNET - section related to World Wide Web, it's technologies, implications, phenomena, communities and sites worth visiting.
LAKI PINGVINI (Easy Penguins) - section about GNU/Linux and other open source software as well as related communities.
PHONE ZONE - reviews of tablets, smartphones, advanced mobile phones and related software and games.
SITNA CREVCA - how the computer stuff works
SERVIS (Service) - hands-on section with detailed instructions how to complete certain hardware or software tasks.
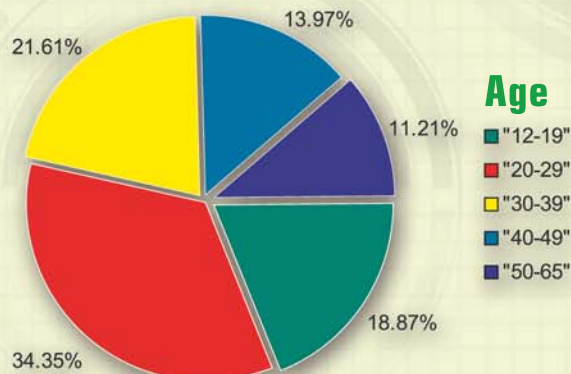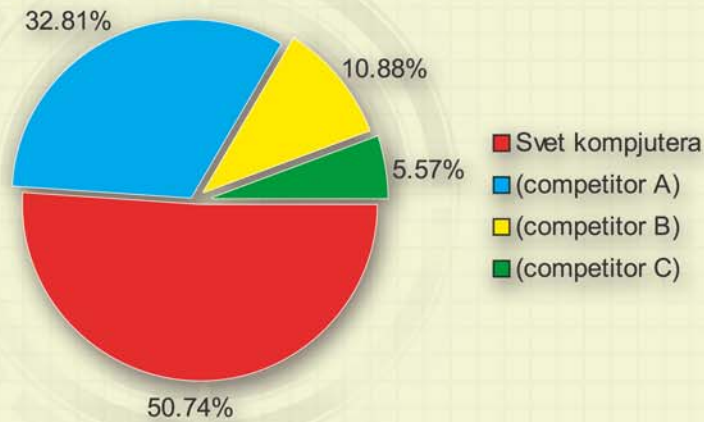**TEST PLAY** - reviews of all kinds of computer games available on the market. Category "Game of the Month" marks the most popular and/or most wanted game on the market.
NET PLAY - online gaming section with game reviews, tournament announcements and reports, as well as other online gaming community related articles.
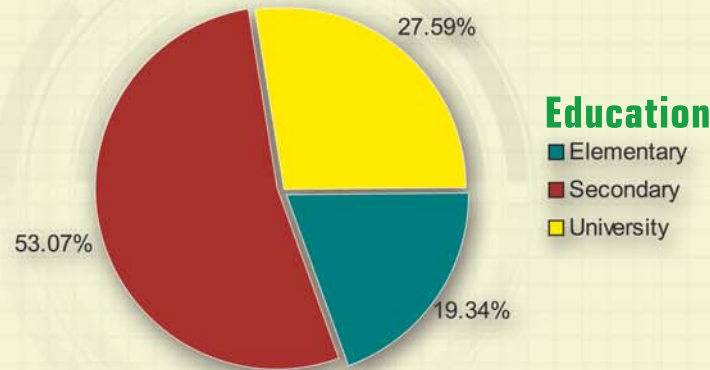**TEST JOY** - reviews of gaming consoles, input peripherals and other gaming related hardware.

Market share

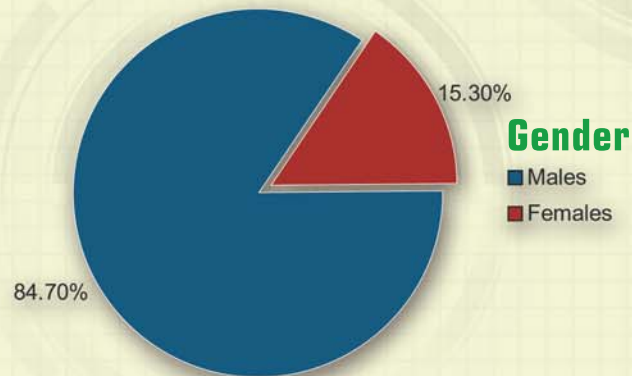Based on the readership data from the survey conducted by an independent agency on May 2012.

32.81%

10.88%

5.57%

- ■ Svet kompjutera
- ■ (competitor A)
- □ (competitor B)
- ■ (competitor C)

50.74%

Age

13.97%

21.61%

11.21%

- ■ "12-19"
- ■ "20-29"
- □ "30-39"
- ■ "40-49"
- ■ "50-65"

34.35%

18.87%

Education

27.59%

- ■ Elementary
- ■ Secondary
- □ University

53.07%

19.34%

Gender

15.30%

- ■ Males
- ■ Females

84.70%

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