

ÇELESI MEDIA GROUP



ÇELESI

MEDIA GROUP





www.celesi.com

ÇELESI Philosophy

“ÇELESI Media Group” operates in the Albanian market since 1998. During these years, ÇELESI, which means the “key” in Albanian, has been **the leading content provider of the 360° practical information** sector in Albania, covering its 5 main fields:
C2C ♦ B2C ♦ B2B ♦ Art & Culture Events ♦ Tourism

Our Philosophy:

Being aware of our specific position, on one hand in between the new Albanian consumer and new Albanian business; on the other hand, in between the opening Albanian market and foreign investor interests, we focused in the practical and objective information products and services, developing the sense of a tangible “ubiquity” or a double and simultaneous presence:

- **Knowing from inside while observing from outside**
- **Providing local know-how while using global standards and values**
- **Enlarging the range of products and services while mastering each of them**
- **Achieving business outcomes while enhancing consumer satisfaction**
- **Touching the future while optimizing the present**

CELESI

gazeta



ÇELESI” Newspaper

The unique classified advertisements newspaper in Albania, is our flagship. Since its first publication in 1998, it is Albania’s first “marketplace”, becoming the most important medium C2C used by active consumers and the most effectiveness B2C print media for companies who want to present their products and services to these active consumers.

Brand

- The most personalized newspaper in the market
- The only one printed in yellow paper
- The only one wrapped in a plastic envelope (efficient in including offers in the form of leaflets)

Content - contains more than 200 ads categories, ranking as follows:

- Real estate ads (60%),
- Cars “buy and sell” section (20%)
- Vacancy announcements (15 %)
- Other classified ads (5 %)

Circulation and Sales

- The average sales go from 80 to 85% of its circulation (~14.800 copies).

PRACTICAL W GUIDES

CELËSI

BUSINESS GUIDE



TIRANA GUIDE



TIRANA GUIDE



TIRANA GUIDE

Our “Tirana Guide” is Albania’s first B2C tool. The layout, design and information categorization make Tirana Guide an ideal advertising medium for Tirana’s business community and also a unique reference for Albanian citizens and foreign visitors looking for practical information in the capital city. It is a reader friendly tool, both in Albanian and English, coupled with an accurate map that enables buyers to easily locate their needs.



- 1st edition was published in 1999
- Last and 16th edition was published in 2015
- The number of the pages has increased from 150 to 940
- the number of categories from 130 to 335
- the circulation is actually of 60.000 copies from 10.000 copies it was for the first edition.

BUSINESS GUIDE



ALBANIAN BUSINESS GUIDE

Is our yearly printed B2B tool- a unique product of business information,



- 1st edition was published in 2007
- Last and 9th edition one was published in 2015
- Each edition has more than 1.000 pages
- It provides information of about 460 business categories all around Albania
- The practical information was categorized in three main classifications of businesses according to: their products and services, NACE code and alphabetic order.



your key to
LEZHA
çelësi turistik

your key to
BERATI
çelësi turistik

your key to
POGRADECI
çelësi turistik

your key to
DÛRRESI
çelësi turistik

your key to
SHKODRA
çelësi turistik

your key to
ELBASANI
çelësi turistik

your key to
SARANDA
çelësi turistik

your key to
GJIROKASTRA
çelësi turistik

your key to
VLORA
çelësi turistik

your key to
KORÇA
çelësi turistik

Çelësi i
Bregdetit Shqiptar
The Key of the
Albanian Coast



PRACTICAL GUIDES

In 2004, we expanded our insight in the practical information and started a series of publications under the umbrella “Practical guides”, which started with the “Albania coast” guide.

We continued to extend our practical information all over the country through the publication of 11 city guides(illustrated with photos and maps, both in Albanian and English) about the 11 most interesting tourist destinations in Albania: “Your key to”



- Saranda
- Vlorë
- Gjirokaster
- Berat
- Durrës
- Korçë
- Pogradeci
- Lezha
- Shkodra
- Elbasan
- Kukës

INFO **Kult**

Çfarë, kush, kur, ku, si?

“InfoKULT” magazine



“InfoKULT” magazine

... is the first and only cultural information magazine in Albania, which enables everyone to organize their free time and telling the artistic news before it happens.

The publication started in April 2003, was a weekly magazine and its last edition was in 2011.

The magazine functions as a registrar and barometer for the cultural and artistic market in Albania, answering to all your questions on:

WHAT? WHO? WHEN? WHERE? HOW?



The Power of Technology

Always reaching out to the customer at the practical way, as the technology empowered and its use got bigger, Çelësi upgrades its 360° practical information to **360° information** access by transforming all the printed media to online web platform ones.

2011 - www.gazetacelesial.com

as it is still our flagship product, we launched the newspaper portal online, giving everybody access to all the newspaper information in real time, whether they are business or consumer, whether they are renting, selling, buying or searching for the right job or employee.



2012 - www.yellowpagesalbania.com

has gathered all the B2C practical information from Tirana Guides, Business Guides and Practical Guides. It offers the highest standards and technology in yellow pages portals, proposing all types of search (by sector, by business name, by key word and by area), but also an interactive mapping of business locations and a smart phone to access and use the portal.



2013 - www.albatrip.com

we launched the No1 portal of hotel reservations dedicated to Albania. This portal enables on line booking in more than 120 hotels around Albania and includes all our tourist guides information in english, italian and albanian.



2014 - www.infokult.al

we launched the cultural portal, completing our mission of offering the Albanian consumer all the range of 360° practical information.



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Smartphone Applications

In 2013, ÇELESI became the first and unique print-web-mobile integrated platform in Albania, as we launched our 3 Smartphone Applications :

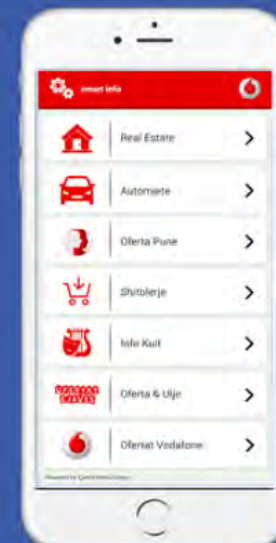
1 Albania Yellow Pages



2 Explore Albania



3 Smart Info





By the end of 2013, ÇELESI became the first and unique **PRINT - WEB - MOBILE** integrated platform in Albania



Çelësi
COMMUNICATION



The logo features the word "iMEDIA" in a bold, sans-serif font. The letter "i" is lowercase, while "M", "E", "D", and "I" are uppercase. The letter "A" is also uppercase. The letter "E" is stylized with a blue horizontal bar across its middle. The text is centered within a large yellow circle that has a blue border. The background is a blue gradient with some abstract yellow and white shapes in the top left corner.

iMEDIA



**»arta
Extra**



Albatrip.com

EXPOCTY
ALBANIA / QYTETI I PANAIREVE



DOMUS
NOSTRA

The logo consists of the word "DOMUS" in a bold, sans-serif font. The letter "O" is replaced by a stylized mountain range graphic composed of three parallel lines. Below "DOMUS" is the word "NOSTRA" in a similar bold, sans-serif font. The entire logo is centered within a large yellow circle that has a thin blue border. The background is a gradient of blue, with some abstract shapes and lines in the corners.

