



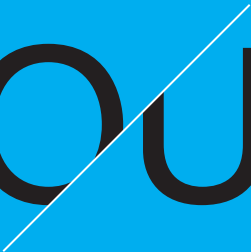
DOĞUŞ MEDIA GROUP

ABOUT

DOĞUŞ GROUP



ABOUT





Founded in 1951, Doğuş Group has become one of largest conglomerates in Turkey and has the vision of being a regional leader in the services sector.

1. BANKING AND FINANCIAL SERVICES
2. AUTOMOTIVE
3. CONSTRUCTION
4. TOURISM
5. MEDIA
6. ENERGY
7. REAL ESTATE



DOĞUŞ MEDIA GROUP

1996

NTV started
broadcasting
as the first
news channel.

2000

MAY ntvmsnbc.com
started its operations.

OCTOBER [CNBC-e](#) started
broadcasting with the partnership
of [Channel E](#) and [CNBC](#).

NOVEMBER [NTV Radio](#)
started broadcasting.

2004

OCTOBER [National Geographic Kids](#)
started publishing.

JANUARY Establishment
of [DOĞUŞ MEDIA GROUP](#)
with the purchase of
[NTV](#) and [Channel E](#).

1999

MAY [National Geographic](#)
published it's first
issue in Turkey.

2001

HISTORY

2007

JANUARY **e2** started broadcasting.

MARCH **NTV Publications** started its operations.

2009

FEBRUARY **NTV Tarih** started publishing.

MARCH **Virgin Radio** started broadcasting.

DECEMBER **oley.com** started its operations.

2011

MAY **Kral POP Radio** started broadcasting.

OCTOBER **Kral POP TV** started broadcasting.

DECEMBER Purchase of **STAR TV**.

JUNE **NTVSpor.net** became online.

MARCH **NTV Spor** started broadcasting.

MAY **Robb Report** started publishing.

JUNE Purchase of **Kral TV**.

JUNE Purchase of **Kral Fm**.

2008

MARCH **Vogue** started publishing.

JUNE **HD-e** was launched.

MARCH **GQ** started publishing.

NOVEMBER **Tvyo.com** became online.

2010

2012

DOĞUŞ MEDIA GROUP

Dogus Media Group, a company of Dogus Conglomerate, directs Turkish media sector with its innovative and pioneer identity.

Doğuş Media Group was established in 1999, with the acquisition of NTV, Turkey's first thematic news channel. Since then, the Group has made significant progress with brands created, acquired and built upon global alliances with partners such as CNBC, National Geographic, Virgin Radio and Conde Nast.

Always staying one step ahead in its advertising practices, the Group generates custom-tailored solutions for customers who wish to be associated with the Group's brand equity and differentiate themselves from the competition.



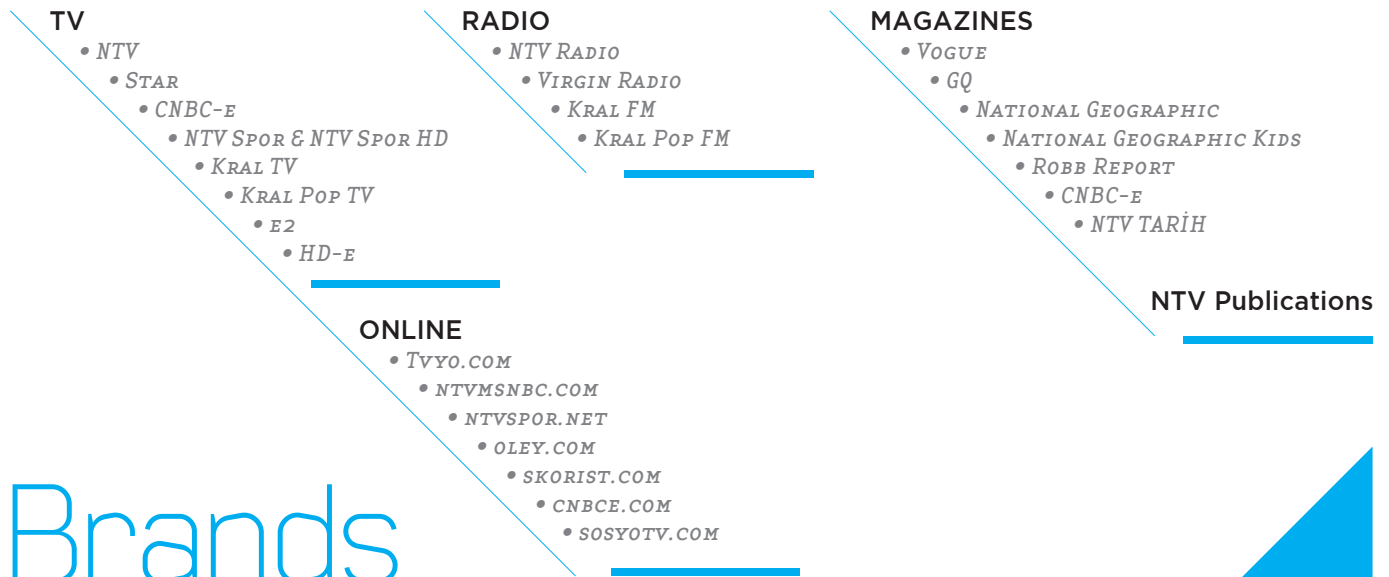
ntvmsnbc



INFO

Advertisers are offered various media solutions and a high level of efficiency.

Doğuş Media Group, was established after the acquisition of NTV, Turkey's first thematic channel, in 1999. Today, there are 27 brands within DMG; 8 television channels, online brands, 4 radio stations, original and licensed monthly magazines and reference books.



Brands

DOĞUŞ MEDIA GROUP



TELEVISION



LAUNCHED IN	November 1996 (was acquired in 1999)
CONTENT	News / Sports / Economy / Lifestyle Programs (News, art & culture, documentaries, sports)
HOURS OF OPERATION	7 days a week / 24 hours a day
VIEWERSHIP PROFILE	Decision- makers ABC1 SES groups 18+ years of age / Educated / white-collar employees
COVERAGE	National / Transmitter at 216 points Cable TV / Digital platforms
SATELLITE	Turksat 3A 42° East Satellite Available on Europe, Northern Africa, Middle East and the Caucasus.

NTV began broadcasting in 1996 being the first 24-hour news channel in Turkey. In January 1999, it became a member of the Doğuş Media Group. The success of NTV changed the Turkish media industry and started the era of thematic TV channels. NTV primarily broadcasts national and global news as well as quality documentaries and programs on the economy, culture, arts, lifestyle and sports.

NTV aims to bring accurate news and analyses to its audience uninterruptedly and in an unbiased manner. The quality of its content and impartial editorial approach has made NTV a prestigious brand and the name NTV synonymous with "reliable news." NTV's broadcasts on health, education, environmental issues, along with other special projects are concrete examples of NTV's social responsibility approach.

NTV branded content can be reached via ntvmsnbc.com, *ipad*, *iphone* applications, *android OS*, *Nokia Ovi Store* and *Blackberry*. New Media Order Conference, designed by NTV, is held annually in order to discuss the new ways of content distribution. In addition to NTV's Head Office in Istanbul, the latest developments in Turkey are followed by NTV from its offices in other cities; Ankara, Izmir, Diyarbakır and Bodrum. Reporters and news agencies scour the entire country for the latest happenings. For international news, NTV relies on its office in Brussels, reporters in major cities like Washington DC., Paris, Strasbourg, Berlin, Milan, Athens, Lefkosia, Baghdad and Tehran and worldwide well known news corporations - Reuters, ENEX, APTN, and the BBC.



▶ Turkey's first special TV

LAUNCHED IN

May 1990 (was acquired in 2011)

CONTENT

Mass Entertainment
Series / News / Cinema / Lifestyle

VIEWERSHIP PROFILE

ABC1C2 SES groups

COVERAGE

National / Transmitter at 205 points
Cable TV / Digital platforms

SATELLITE

Turksat 3A 42° East Satellite
Available in Europe, Northern Africa, Middle East and the Turkic Republics
On cable in America and Australia

Star TV started broadcasting under the name of "Magic Box" on the 5th of May 1990 in Liechtenstein. In September 1990 with the German satellite "Eutelsat" started its official broadcasting. Changed the name as "Interstar" in 1992, at last became Star TV. From special programs focusing woman to blockbuster movies and popular TV series, Star operates as a family - entertainment TV channel. Star TV is milestone in Turkish TV history. Other than being Turkey's first private TV channel, Star TV acted as a pioneer with its technical infrastructure and the integration of technology into its service, such as: First uplink usage, first multiplex broadcast, first digital broadcast, first virtual TV studio, first Web TV application in September 2009

NEW ERA WITH DOĞUŞ MEDIA GROUP...

Star TV joined Doğuş Media Group on 4th of November 2011 and a new era has started. The Group nurtured and renewed Star's virtual image, design and content with its experienced professional team and its innovative vision.

Star's mission has been **"ENTERTAINMENT FOR EVERYONE"** and has always had a colourful and intimate brand perception. Sticked to this mission, Doğuş Media Group evoloved this objective as a "High quality entertainment for everyone". The Group aims to rise the standards of Turkish TV networks with Star.



startv.com.tr



facebook.com/startv



twitter.com/startv



LAUNCHED IN

November 2000

INTERNATIONAL AFFILIATE

CNBC

CONTENT

Business and Entertainment

- **BUSINESS & FINANCE (DAY-TIME ~ 07:00-17:59)**
Ticker (real time stock news) / Business Programs /
Market Rates / International Markets
- **ENTERTAINMENT (EVENING ZONE ~ 18:00 - 06:59):**
Series / Sitcoms / Movies / Concerts / Special Events

HOURS OF OPERATION

7 days a week / 24 hours a day

VIEWERSHIP PROFILE

DAY-TIME: Decision-makers / AB SES groups / 25+ years of age / Professionals and investors / Educated
EVENING ZONE: 18+ youngsters / Educated / City-dwellers

COVERAGE

National / Transmitter at 64 points
 Cable TV / Digital Platform

SATELLITE

Turksat 3A 42° East Satellite

CNBC-e is the world's one of the best hybrid examples, successfully combining business and entertainment contents under the same brand. It was established on October 16, 2000, as a result of co-operation of the world's leading business channel CNBC and the Doğuş Media Group's entertainment channel Kanal e, being the first of its kind in Turkey. CNBC-e has two different programming formats. In daytime, CNBC-e targets business professionals and individual investors, SMBs providing real-time access to financial and market data under the similar format of American CNBC with a original content of Doğuş Media Group.

During the evening line-up, CNBC-e turns into an entertainment channel, offering award-winning films, popular series, sitcoms, dramas and prestigious organizations in their original language with Turkish subtitles. CNBC-e cooperates with the giants of the entertainment industry, such as; HBO, WB, MGM, Paramount, Buena Vista, Sony Columbia, Fox... etc. Surveys show CNBC-e viewers to be well -educated, selective city-dwellers who care about creativity and are seeking to raise their living standards.



cnbce.com



facebook.com/cnbcetv



twitter.com/cnbcetv



► Turkey's sports channel! ◀



LAUNCHED IN	March 2008	June 2011
CONTENT	Sports News / Sports Events / Sports Programs	HD Sports
HOURS OF OPERATION	7 day a week / 24 hours a day	
VIEWERSHIP PROFILE	ABC1 SES group 25+ years of age / Male sports fans	
COVERAGE	National / Transmitter at 123 points	Digital platform (Digiturk)
SATELLITE	Turksat 3A 42° East Satellite	

Launched in March 2008, NTV Spor is a dedicated TV channel producing sports-related programming 24 hours a day. Using NTV's expertise in news and sports broadcasting NTV Spor is regarded as a sports platform where fans can catch up on everything related to sports 24/7. From the very beginning, NTV Spor aimed to provide up-to-date, impartial sports news combined with rich content and a dynamic programming format. Most programming on NTV Spor is either live or tape-delay sporting events, national and global sports news, sports-related documentaries and TV shows with special guest appearances by major sports figures. NTV Spor holds official broadcasting rights to large sporting events from various sports branches such as; La Liga, NBA, FA Cup, Wimbledon, WTA, Eurobasket 2011, Euroleague, UEFA Euro 2012 and 2014 FIFA World Cup qualifying matches.

Only six months after it was launched, NTV Spor was ranked second among all thematic TV channels. NTV Spor started terrestrial broadcast in the beginning of 2010.



ntvspor.net



facebook.com/ntvspor



twitter.com/ntvspor

LAUNCHED IN	August 1994 (was acquired in 2008)
CONTENT	Turkish folk and fantasy music
HOURS OF OPERATION	7 day a week / 24 hours a day
VIEWERSHIP PROFILE	BC1C2 SES groups 15+ years of age
COVERAGE	Cable TV / Digital Platform
SATELLITE	Turksat 3A 42° East Satellite Available in Europe, Northern Africa

Krall TV was launched in August 1994 and became a member of the Doğuş Media Group in June 2008. Turkey's first music TV channel Kral TV, triggered the rise of other Turkish music channels and gave a different direction to Turkish music industry. Kral TV broadcasts Turkish music videos introduced by on-air hosts 24/7. As the first music channel in Turkey, Kral TV has become a platform for both artists and fans for music news and promotion. The content is highly relevant to the region and musical tastes of the Turkish people, enabling Kral TV to attract a wide range of audience. AGB Nielsen's TV share rates indicate that Kral TV is the most preferred music channel in Turkey.



Popular music is the heart...

LAUNCHED IN

October 2011

CONTENT

Turkish pop music

HOURS OF OPERATION

7 day a week / 24 hours a day

VIEWERSHIP PROFILE

BC1C2 SES groups

15+ years of age

COVERAGE

Cable TV / Digital Platform

SATELLITE

Turksat 3A 42° East Satellite

Available in Europe, Northern Africa, Middle East and the Turkic Republics

KralPop TV, the heart of popular music, airs Turkish pop hits in coherence with KralPop FM. The lineup consists of pop music videos and live shows with popular singers and bands. KralPop TV, which features shows such as KralPop Fans, Story of an Album, o Kilometer, Artist of the Day, Magazine News, Story of a Concert, Kral is Everywhere, KralPop Local, KralPop Chart and KralPop Diary, is one step ahead its competitors, broadcasting popular artist's videos exclusively for the first time.



kralpoptv.com.tr



facebook.com/KralPopTVOfficial



twitter.com/KralPopTV

LAUNCHED IN

January 2007

CONTENT

Entertainment
Series / Sit-coms / Entertainment Shows

HOURS OF OPERATION

7 days a week / 24 hours a day

VIEWERSHIP PROFILE

AB SES group / 15+ years of age / Well-educated

COVERAGE

Digital Platform

SATELLITE

Turksat 3A 42° East Satellite

Established in December 2006, e2 offers an extraordinary entertainment content to its viewers. With a loyal, highly involved and selective audience, e2 differentiates itself as a niche entertainment TV network, bringing uncommon TV characters and celebrities to the screen.

e2 has three broadcasting slots;

- **At daytime**, popular daily shows such as *Martha Stewart* and *The Ellen Degeneres* are broadcasted dubbed in Turkish.
- **At primetime** e2 welcomes audiences who enjoy prime entertainment such as *The Tonight Show With Jay Leno* and *Conan*, the most popular award-winning dramas and series such as *Mad Men*, *Dexter*, *Breaking Bad*, and *The Tudors*.
- **At midnight** e2 presents the most popular award-winning dramas and series such as *Breaking Bad*, *Treme* and *Come Fly With Me*. e2 reaches its viewers in Turkey via Turksat 3A 42° the East satellite and digital platforms.



e2.tv.tr



facebook.com/e2tvtr



twitter.com/e2tvtr



High-resolution arbitrary...

LAUNCHED IN

June 2010

CONTENT

HD-e

HOURS OF OPERATION

7 days a week / 24 hours a day

VIEWERSHIP PROFILE

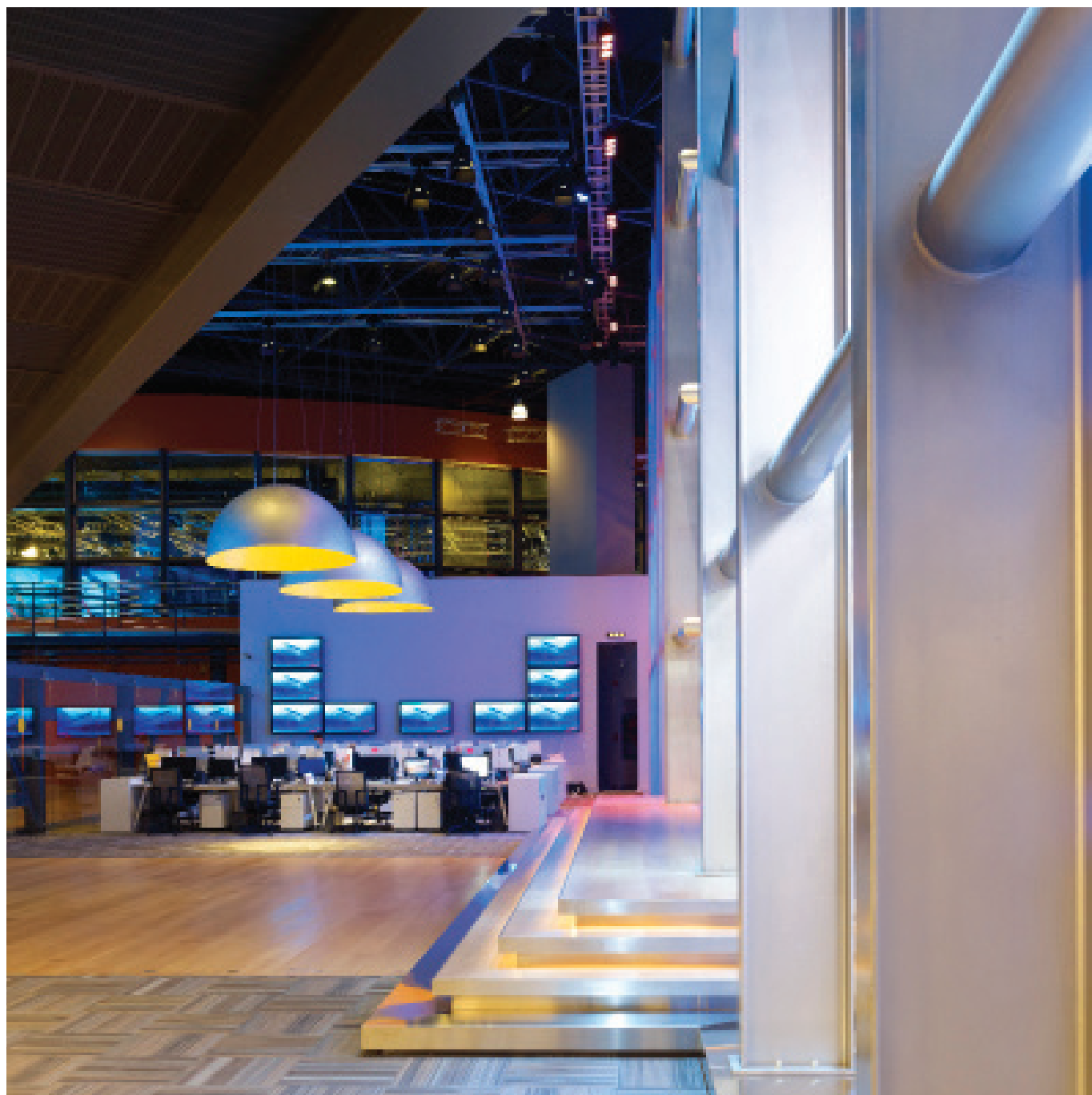
AB SES group / 15+ years of age / Well-educated

COVERAGE

Dijital Platform Dsmart channel 58

D

ogus Media Group's first HD channel "HD-e" began broadcasting in 2010. The audience can watch international sport and entertainment organizations such as Oscar Awards, Emmy Awards, EURO 2012, BBC documentaries and also HBO tv series in high definition quality.



DOĞUŞ MEDIA GROUP



RADIO



The easiest way to reach the news



Launched in November 2000

Content News / Economy-Business Programs
Market Rates / Weather Forecasts
Music news / Culture & Art related news / Classical & Jazz music at night and during weekend

Hours of Operation 7 days a week / 24 hours a day

Audience Profile Decision-makers
ABC1 SES group
35+ years of age / Educated

Coverage National / Transmitter at 16 points
Available via internet

İSTANBUL 102.8 ANKARA 104.7 İZMİR 95.7 ADANA 97.0 ANTALYA 102.2 KOCAELİ 102.8 BALIKESİR 103 BURSA 102.8
EDİRNE 96.5 ESKİŞEHİR 91 MARMARİS 102.8 FETHİYE 102.3 MUĞLA/ÇİLEKDAĞI 88.6 MUĞLA/GÜVERCİNLİK 88.6 BANDIRMA 102.8

L aunched in November 2000, NTV Radyo carries out an important mission in the area of news broadcasting including economy, sport, life style, art and culture. NTV Radyo reaches its audience from 46 centre with news every day. After midnight and at the weekends Ntv Radyo becomes the address of music and talk show programmes.



■ We Love Hit Music

LAUNCHED IN

March 2009

CONTENT

Contemporary Hit Radio (CHR)

HOURS OF OPERATION

7 days a week / 24 hours a day

AUDIENCE PROFILE

ABC1 socio-economic class / 15 - 35 years of age

COVERAGE

National / Transmitter at 17 points / Via internet

İSTANBUL 101 ANKARA 99.5 İZMİR 99.5 ÇEŞME 99.5 ADANA 99.5 ANTALYA 99.5 BALIKESİR 91.1 BOLU 99.5 BOLU/GEREDE 99.5
MUĞLA/ÇİLEKDAĞI 99.5 MUĞLA/GÜVERCİNLİK 99.5 ESKİŞEHİR 99.8 KONYA 105.7 KAYSERİ 99.5 MERSİN 99.5 MARMARIS 99.5
FETHİYE 99.5 TRABZON 99.5

One of the most prestigious members of the Virgin Group and associated with its founder Sir Richard Branson, Virgin Radio was launched under the Turkey's biggest radio group; Doğuş Media Group in 2009. Turkey's most well-known radio programmes are produced by Turkey's most famous programmers Geveze and Bay J. Every weekday, Geveze Show is on air between 6:30am - 10am, Bay J is on air between 6pm - 8pm. With its entertaining and dynamic profile, Virgin Radio plays the latest contemporary hits in urban, pop-rock, R&B, hip-hop and dance music. "Ten Hits in a Row" deliver ten songs, one after the other without commercial breaks.

Besides music and entertainment Virgin Radio meets with its audiences by creative projects and events. Virgin Radio became a partner of NBA and is official Turkish radio of NBA Turkey in 2010. Last year Virgin Radio made a similar collaboration with Turkey Tennis Federation and was the sound of WTA Championships.



virginradioturkiye.com



facebook.com/virginradioturkiye



twitter.com/virginradiotr

Turkey's most listened radio station



LAUNCHED IN

1992 and joined the Dogus Media Group in June 2008

CONTENT

Pop and Turkish folk music

HOURS OF OPERATION

7 days a week / 24 hours a day

VIEWERSHIP PROFILE

C1C2DE SES group
15+ years of age

COVERAGE

National / Transmitter at 37 points via internet

İSTANBUL 92 ANKARA 102.4 İZMİR 96.2 ÇEŞME 96.2 ADANA 105.4 ANTALYA 90.2 AYDIN 100.2 KUŞADASI 104.5 BALIKESİR 98.7
BOLU 92 BOLU/GEREDE 104 BURSA 92 DİYARBAKIR 92 DÜZCE 92 ERZURUM 91.8 ESKİŞEHİR 88.6 GAZİANTEP 107.5
MERSİN 98.1 KAYSERİ 93.9 KOCAELİ 92 KONYA 95.1 KÜTAHYA 93.5 MALATYA 104.9 MUĞLA/ÇİLEKDAĞI 104.8 FETHİYE 102
MARMARİS 103.6 OSMANİYE 105.4 SAKARYA 101.3 SAMSUN 99.7 SİVAS 96.2 SAKARYA/PAMUKOVA 92 ŞANLIURFA 92.5
SAMSUN/LADİK 92 TEKİRDAĞ 96.2 TEKİRDAĞ/ÇORLU 100.3 TRABZON 92.3 ZONGULDAK 92.7

Turkey's most listened radio station Kral FM was launched in 1992 and became a member of the Doğuş Media Group in June 2008. Kral FM plays the best of Turkish Pop, Turkish Folk, Turkish Classical, Arabesque-Fantasy as well as Turkish Rock. Kral FM is dedicated to the delivery of daily news and the latest developments in Turkey. Kral FM which reaches its listeners via 37 transmitters, has one of largest radio communities in Europe and possibly the world.



kralfm.com.tr



facebook.com/Kralfm



twitter.com/Kralfm



The King of Pop Music

ESTABLISHMENT

May 2011

CONTENT

Turkish Pop Music

AIR TIMES

7 days a week / 24 hours

LISTENER PROFILE

ABC1 SES groups
13 - 35 ages / Educated

SCOPE

National / Transmitters at 27 points / Internet broadcast

ANKARA 101.8 ANTALYA 103.5 BALIKESİR 94.7 BURSA 94.7 ESKİŞEHİR 90.4 GAZİANTEP 96.3 İSTANBUL 94.7 İZMİR 106.3
KAYSERİ 103.0 KOCAELİ 94.6 KONYA 93.7 MUĞLA (Bodrum), MUĞLA (Marmaris) 94.7 OSMANİYE 94.0 ŞANLIURFA 91.0

With the acquisition of Kral TV and Kral FM in 2008, Doğuş Media Group had become a prominent member of the music industry. One of the latest attempt of the Group is the launch of the new national radio station: Kral Pop. "The king of Turkish Pop: Kral Pop" broadcasts the best examples of Turkish pop music from past to present and new songs for the first time. From the first day, Kral Pop takes the attention of music industry and listeners. In addition to its playlist, radio has famous DJs such as Çelik, Eftelya, Erkan Eroğlu, Merih, Muzo and Onur. In addition to its terrestrial broadcast, Kral Pop is also available via www.kralpop.com.tr, iPad, iPhone and Nokia applications. Radio aims of being number one in its genre.



kralpop.com.tr



facebook.com/KralPop



twitter.com/KralPop



DOĞUŞ MEDIA GROUP



WEB



LAUNCHED IN

November 2012

CONTENT

TV Series, Music, Sports, Live TV, Thematic Channels

VIEWERSHIP PROFILE

ABC1 SES group
15 - 45 years of age / Internet users

COVERAGE

Internet, iOS and Android applications

tvyo is a new online video on demand (VoD) platform that is published by Doğuş Media Group. tvyo was released to public on November 2012, introducing a premium platform in which users can enjoy various video contents for free. tvyo offers a wide new experience with the widest scope. Providing the most exclusive content, tvyo offers 'TV Series', 'Music', 'Sports', 'Live TV' and 'Channels' categories with varying live, on demand and thematic contents. tvyo is accessible via www.tvyo.com, iPad, iPhone and android applications. tvyo users can add their favorite programs to their personal 'Queue' and follow their favorites daily tvyo aims to be the first choice of the Internet users who demand free and high qualified online video service.

LAUNCHED IN	May 2000
INTERNATIONAL AFFILIATE	MSNBC
CONTENT	News Portal News / Sport / Economy-Business / Local News / Technology / Health / Lifestyle / Culture & Arts Fashion / Education / Weather & Highway / TV info / Interactive questionnaires Video / Photo Gallery / Automobile
AUDIENCE PROFILE	ABC1 SES groups 20 + years of age / Educated/ City-dwellers / Internet users

Turkey's News Portal' ntvmsnbc, was founded on 15th of May, 2000 via partnership with the world's most visited news portal, MSNBC. This partnership merges MSNBC's technological know-how with NTV's news experience and network. The content of ntvmsnbc is prepared and developed by its own editors in an impartial and an unbiased manner. Providing news on a wide range of subjects, ntvmsnbc caters to the daily news needs of readers with various subjects from national to international news; latest developments in breaking news along with detailed reports on special events.

With the restructuring of ntvmsnbc based on the web 2.0 technology on February 2009, it serves the users with a modern interface and infrastructure full of user friendly multimedia elements.



LAUNCH

June 2006

RE-LAUNCH

June 2010

CONTENT

Sports New Site / Online Games

USER PROFILE

ABC1 SES Groups

14 ages and up / Male Sports Enthusiasts / Internet users

NTVSpor.net is the official web site of NTV Spor, Turkey's leading sports channel. The content of the web site is put together by a professional and experienced staff and takes advantage of the powerful content and experience of NTV Spor. NTVSpor.net, the leading sports portal of Turkey, was set up right before the World Cup in 2006. NTVSpor.net, which was active as a sports page on ntvmsnbc.com until June 2010, was launched with its new interface and content on the first day of the World Cup in June 2010.

The web site, which shows over 100 million pages a month and serves approximately 350 thousand single users each day, has 500 thousand members through the portal and over 1 million followers on Facebook and Twitter. NTVSpor.net, reaches more than 5 times the users of its closest competitor through the portal and social networks. NTVSpor.net also lets its members access live coverage from NTV Spor television and NTV Spor radio through its pages, thus providing a service its rivals cannot compete with.

NTVSpor.net has been downloaded as an application more than 500 thousand times on mobile platforms such as iPhone, iPad and Ovi and is the leader in this category in Turkey. The web site which provides online games such as Fantasy Football and Football Tycoon and has over 300 thousand active game members is also number one in sports gaming.

ntvspor.netfacebook.com/ntvsportwitter.com/ntvspor



▶ Turkey's new betting game site

LAUNCHED IN

December 2009

CONTENT

Online sports betting

VIEWERSHIP PROFILE

ABC1D SES groups

18+ years of age / Male sports fans / Internet users

Oley.com started operating as a "virtual dealer" in June 2009 within the DMG structure. As a legal sports betting site, oley.com provides its members with betting opportunities for various sports including horse racing, as well as National Lottery.

Hosting many famous sports authorities within its structure, oley.com has started its operations by enabling the posting of previously selected betting coupons, special videos and content. It has now become a platform for its members to share their betting choices and evaluations. Oley.com provides its users with the latest news and developments on upcoming games and competitions. While members are preparing their bets, they can also follow up on live scores through the web site.

oley.com combines fast, reliable, high-quality services and the most up-to-date contents with the valuable insights from the famous sports authorities. oley.com, which set out with a mission to be a trustworthy, user friendly and innovative web site, now has over 300.000 members.



oley.com



facebook.com/oleycom



twitter.com/oleycom

LAUNCHED IN

September 2011

CONTENT

Online sports betting

VIEWERSHIP PROFILE

ABC1 SES groups

18+ years of age

Skorist.com, launched in September 2011 and restructured in December 2012, is a brand of NTV Spor which is an affiliated of Doğuş Media Group. Initiated as an alternative to leading statistics sites, skorist.com has the motto "live, fast, in the known" that refers to its strongest competencies. Skorist.com attracts attention with the impact and credibility of NTV SPOR's staff, including widely known commentators and speakers. With its detailed database that includes statistics, game summaries, player information, live score and live comment pages; skorist.com provides its users most accurate and fast scores, including many sports branches such as football, tennis, motorsports and handball. Along with these, one of the most important feature that differentiates it from its competitors is its infographic-based interface supported with a user-friendly infrastructure. Skorist.com reaches its users via both its official site and social media accounts.





▀ The finance news portal

LAUNCHED IN

November 2012

CONTENT

Finance, economy, news

VIEWERSHIP PROFILE

ABC1 SES groups

20 + years of age / Educated/ City-dwellers / Internet users

Cnbce.com, Turkey's first finance channel's website was established in 5th November 2012. Cnbce.com, which is a fast and trusted source, have a main purpose to become a new medium for news, information and commentaries from Turkey around the world. The finance portal are for people who follows markets closely; and gives news, analysis, graphics, pictures and commentary from leading economists. Alongside the web, it is also present on smartphones, tablets and Smart TV representing its expertise to its viewers.



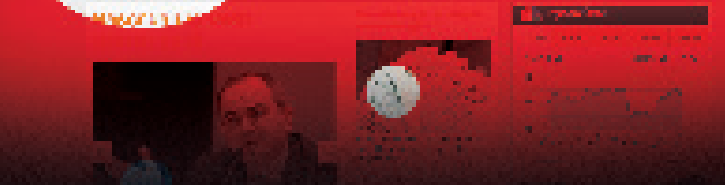
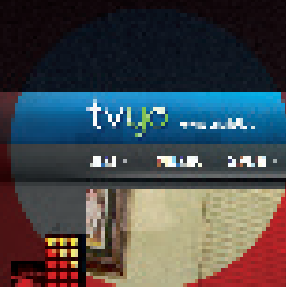
cnbce.com



facebook.com/CNBCEFinans



twitter.com/CNBCEFinans



DOĞUŞ MEDIA GROUP



MAGAZINES



The Leading Magazine In Fashion

{ VOGUE }
TÜRKİYE

LAUNCHED IN

March 2010

CONTENT

Fashion

INTERNATIONAL AFFILIATE

Condé Nast Publications

READERS PROFILE

AB SES groups / Female / 25-50 years of age
City-dwellers / Educated

DISTRIBUTION

Nationwide

Vogue, a Condé Nast Publications magazine, leads and inspires the fashion world since 1892; and it reaches millions of people in the 19 countries it is published in. There has been a long wait for Vogue in the Turkish market. The magazine was finally launched by Dogus Media Group in March 2010. The editor-in-chief of Vogue Türkiye is Seda Domaniç. The magazine does not only inform its readers of new trends but also decides what fashion is. Vogue Türkiye is courageous, avant-garde and innovative with its shoots. Anything that is exciting finds place in the pages of Vogue Türkiye. Most important of all, from the covers to fashion shoots, portraits to style tips, the magazine creates its original content.

Vogue Türkiye has a selective and unique perspective; an elegant style with women at its center; and a glamorous visuality by which it covers fashion, beauty and lifestyle since the day it was published.



vogue.com.tr



vogue.com.tr/Blogs/VogueBlog



facebook.com/vogueturkiye



twitter.com/VogueTürkiye



World's leader men's magazine

KURULUŞ	Mart 2012
İÇERİK	Erkek Lifestyle Dergisi
ULUSLARARASI ORTAKLIK	Condé Nast Yayınları
OKUYUCU PROFİLİ	AB/C1 SES gruplar Erkek/25 - 50 yaş grubu /Şehirli/Eğitimli
DAĞITIM	Ulusal



was established in the US in 1932. The magazine became a part of Condé Nast Publications 32 years ago and is currently published in 20 countries and in 12 different languages. GQ covers all fields relevant to metropolitan men, and guides the lifestyles of men in all the countries it is being published in. GQ has the unique formula for men. It makes glamorous aspects of life meet intellectual commentary by its rich content from fashion to art, health to relationships, sports to technology, food and drink to remarkable interviews.

GQ Turkey is being published by Doğuş Media Group since March 2012. Mirgun Cabas is the editor-in-chief. GQ, the best selling men's magazine in the world, outshines competitors through extraordinary photo shoots, humorous tone of voice and the best writers and photographers as it combines its global position with the values and dreams Turkish men.



gq.com.tr



gq.com.tr/blog



facebook.com/gqturkiye



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World's most prestigious magazine



LAUNCHED IN

May 2001

CONTENT

Geography / Science / Discovery / Research

INTERNATIONAL AFFILIATE

The National Geographic Society

READERS PROFILE

AB SES groups / 25+ years of age
City-dwellers / Well-educated

DISTRIBUTION

Nationwide



With a history dating back to 1888, over 60 million readers worldwide, National Geographic is more than just a magazine; it is also one of the most prestigious brands in the world. The magazine's Turkish edition debuted in 2001; each month it presents to its readers a fresh array of fascinating features and original articles about geography, science, exploration, history and more.



nationalgeographic.com.tr



facebook.com/NGTurkiye



twitter.com/NGTurkiye



Kids world

LAUNCHED IN

October 2004

CONTENT

Geography / Science / Discovery / Animals / History / Technology / Entertainment

INTERNATIONAL AFFILIATE

The National Geographic Society

READERS PROFILE

6 - 12 years of age

DISTRIBUTION

Nationwide

Published since 1975, National Geographic Kids was launched in Turkey by Doğuş Media Group in 2004. The aim of this magazine is twofold: to entertain and simultaneously equip children with knowledge via its high quality content and visuals.



nationalgeographic.com.tr/ngkids



facebook.com/NGkidsTurkiye



twitter.com/NGkidsTurkiye

Luxury reinterpreted

{ Robb Report }

LAUNCHED IN

May 2001

CONTENT

Geography / Science
Discovery / Research

INTERNATIONAL AFFILIATE

The National Geographic Society

READERS PROFILE

AB SES groups / 25+ years of age
City-dwellers / Well-educated

DISTRIBUTION

Nationwide

The Robb Report joined Doğuş Media Group in 2008, as Turkey's first magazine focused on the luxury market. Its mission is to become an exclusive guide for high net worth individuals who are passionate about celebrating life. From yachts and automobiles to jewelry, priceless watches, fashion and premiere vacation spots, Robb Report readers can have all the elements for a luxurious lifestyle. This magazine covers both the latest products and original styles from world-renowned luxury brands.



robbreport.com.tr



facebook.com/RobbReportTurkiye



twitter.com/RRTurkiye

LAUNCHED IN

February 2009

CONTENT

History / Research

READERS PROFILE

AB SES groups
25+ years of age / City-dwellers / Well-educated

DISTRIBUTION

Nationwide

NTV History is a monthly popular history magazine. Its original and insightful content is based on independent academic research and conveyed in a simple language. The Magazine analyzes events according to their specific historical context, and opens new windows to the material conditions, everyday life, social relations and practices of a variety of historical periods. NTV History contributes a refreshing scientific approach both to past events and the current debates that are related to them.

The mission of NTV History is to inform readers, to contribute to the development of a sense of history and to increase awareness about the preservation of all historical, cultural and environmental values, be they national or international.



2012

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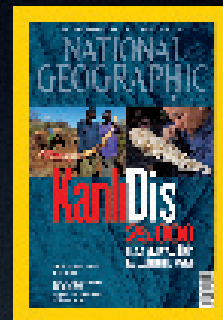
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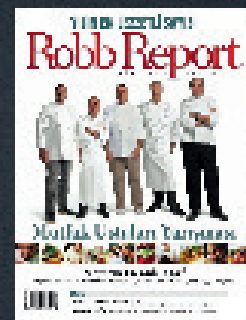
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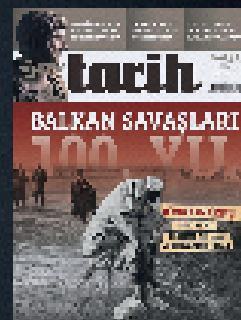
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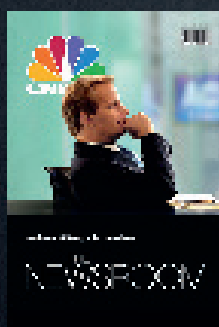
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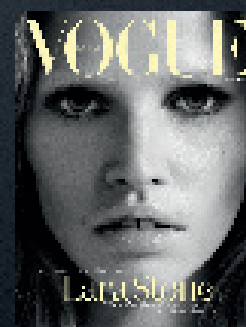
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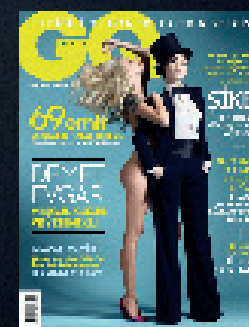
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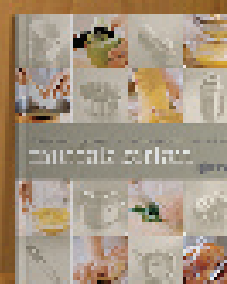
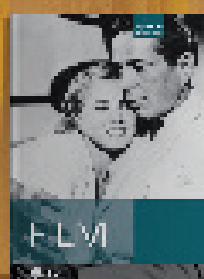
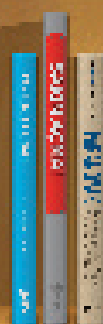
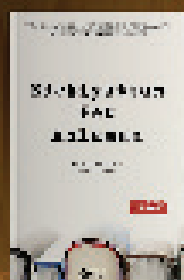


APR 2012

LAUNCHED IN	March 2007
CONTENT	Reference Books / Popular Science/ Almanacs Graphic Novels / Cooking / Children
NUMBER OF PUBLISHING	Over 100
READERS PROFILE	ABC1 SES groups /Over school age / Educated
DISTRIBUTION	Nationwide

Ever since March 2007, NTV Publications has offered a new perspective in reading and thinking. While acting as a reference for subjects such as history, science, the arts, photography, politics, nature and environment, NTV has also covered the fields of cooking, children books and graphic novels. Expanding its product line every month, NTV Publications has become an important and prestigious brand in the public eye in only six years with its bestselling non-fiction titles. In addition to presenting their readers outstanding foreign books with fluent translations, NTV has also encouraged local projects with books on the historical and cultural heritage of Turkey as well as its natural treasures.

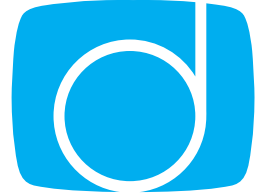






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