



mediji **croatia airlines** media

 **CROATIA AIRLINES**

A STAR ALLIANCE MEMBER 

Croatia Airlines, hrvatska nacionalna zrakoplovna kompanija, postala je prepoznatljiv *brand* u zemlji i Europi. Već 20 godina svog postojanja vjerno smo na usluzi putnicima širom svijeta, dajući tako svoj doprinos razvoju hrvatskog turizma i cjelokupnoga gospodarstva.

Nudimo letove kratkoga i srednjeg doleta u ekonomskom i poslovnom razredu, u domaćemu i međunarodnom prometu. Sigurnost, kvaliteta i zadovoljstvo putnika za nas je imperativ praćen kompanijskim sloganom *Više od udobna leta*.

Croatia Airlines sudjelovao je na mnogim značajnim izložbama za grafički i industrijski dizajn u Hrvatskoj i inozemstvu te je zastupljen u više značajnih stručnih publikacija za dizajn i oglašavanje, pri čemu je dobio više nagrada i priznanja. Godine 2005. hrvatska zrakoplovna tvrtka dobila je međunarodno priznanje za novi vizualni identitet svojih zrakoplova. Naime, na prvoj godišnjoj dodjeli nagrada *ReBrand 100*, koja je održana u američkom Providenceu, redizajn naših zrakoplova nagrađen je u kategoriji *Notable*, prema izboru najuglednijih svjetskih stručnjaka za poslovni dizajn.

Croatia Airlines, u želji da osigura svojim putnicima još ugodniji let, nudi različite medije na raspolaganje. Luksuzni putni časopis *Croatia* već su mnogi oglašivači prepoznali kao idealan medij za prezentiranje svojih proizvoda i usluga. Video-program rado gledaju svi putnici jer sadržava kvalitetne filmove koji prikazuju ljepotu Hrvatske, a red letenja informativna je knjižica malog formata, koju putnici rado uzimaju sa sobom. Također u našim zrakoplovima nudimo i različite druge mogućnosti oglašavanja.

Sigurni smo da ćete oglašavanjem u našim ekskluzivnim, jedinstvenim i nesvakidašnjim medijima pronaći put do vaše ciljne skupine.

Croatia Airlines, the Croatian flag carrier, has become a recognisable brand in the country and in Europe. We have been faithfully at the passengers' service all over the world for 20 years, thus participating in the development of Croatian tourism and economy at large.

We offer short and long-range flights in economy and business class, on domestic and international routes.

Safety, quality and passenger satisfaction is an imperative for us and it is accompanied by the company slogan *More than a comfortable flight*.

Croatia Airlines has participated in many significant exhibitions of graphic and industrial design in Croatia and abroad and it is present in several important professional publications for design and advertising, for which it has been rewarded many times.

In 2005, the Croatian flag carrier received an international prize for the new visual identity of its aircraft. At the first annual award ceremony *ReBrand 100* held in Providence, USA, the redesign of our aircraft was awarded in the category *Notable* by the most prominent experts for business design.

Wishing to ensure its passengers an even more comfortable flight, Croatia Airlines offers various media at your disposal. A luxurious inflight magazine *Croatia* has been recognised by many advertisers as an ideal medium to present their products and services. Video entertainment programme is gladly viewed by all passengers because it contains quality films which show the beauty of Croatia and our Timetable is an informative booklet of a small format which our passengers always very eagerly carry with themselves. We offer other possibilities of advertising on our aircraft as well.

We are confident that advertising in our exclusive and unique media will help you find the way to your target group.



putni časopis inflight magazine



Croatia Airlines izdaje časopis CROATIA u kojemu su predstavljene tekstom i slikom ljepota, kulturna i povijesna baština Republike Hrvatske, te preko propagandnih poruka njezino gospodarstvo.

Često je upravo taj časopis strancu prvi kontakt, prva informacija o Hrvatskoj. Časopis se besplatno distribuira u svim zrakoplovima flote, na svim letovima, svim agentima i zastupnicima Croatia Airlinesa u zemlji i inozemstvu, veleposlanstvima i uredima RH, turističkim agencijama u inozemstvu, na svjetskim turističkim sajmovima na kojima sudjeluje Hrvatska turistička zajednica, stranim novinarima te na svim prezentacijama Croatia Airlinesa, dioničarima i istaknutim gospodarstvenicima.

Časopis Croatia izlazi četiri puta na godinu po godišnjim dobima: 21. ožujka., 21. lipnja, 23. rujna, 21. prosinca.

Naklada časopisa: **25-30.000 primjera**, ovisno o sezoni

Croatia Airlines publishes the magazine CROATIA in which the beauty, culture and historical heritage of the Republic of Croatia is presented both in the articles and the accompanying photographs. The Croatian economy is also presented through the advertising of its companies. This magazine is often the first contact visitors have with Croatia. The magazine is distributed free of charge in all Croatia Airlines aircraft, on all flights, to all Croatia Airlines agents and representatives at home and abroad, to Croatian embassies and offices, to tourist agencies abroad, at world tourist fairs, to foreign journalists, at all Croatia Airlines presentations, to share holders and distinguished businessmen.

The magazine CROATIA is published four times a year at the beginning of each season of the year: 21st March, 21st June, 23rd September, 21st December.

The circulation of the magazine: **25-30 000 copies**, depending on the season

Cjenik i dimenzije oglasnog prostora

Dimenzije časopisa: 210 x 280 mm + 3 mm za napust
(format sloga: 183 x 256 mm)

- duplerica, unutarnje stranice	420 x 280 mm	39.000 kn
- unutarnja	210 x 280 mm	22.000 kn
- druga stranica omota		26.000 kn
- treća stranica omota		26.000 kn
- zadnja stranica omota		44.000 kn
- 2/3 stranice okomito	140 x 280 mm	15.000 kn
- 1/2 stranice vodoravno	210 x 140 mm	13.000 kn
- 1/2 stranice okomito	105 x 280 mm	13.000 kn
- 1/3 stranice vodoravno	210 x 93 mm	9000 kn
- 1/3 stranice okomito	70 x 280 mm	9000 kn

Cijena sponzoriranog članka izračunava se prema cjeniku oglašnih prostora u putnom časopisu.

Posebni količinski popust na godišnji ugovor:

(1 oglašivač - 4 broja) 20%

Poseban smještaj naplaćuje se 10% cijene oglasa (cijena prema cjeniku), a to se može ostvariti isključivo za oglase formata 1/1, 2/3 i 1/2 stranice.

Cijena izrade oglasa iznosi 20% vrijednosti jednokratne objave oglasa (cijena prema cjeniku). Na cijenu izrade ne odobravaju se popusti.

U cijenu nije uključen porez na dodanu vrijednost.

Popusti za agencije

- jedna objava = 10%, četiri objave (godišnji ugovor) = 25%
Ako agencija u jednom izdanju zakupi četiri i više oglasa, ostvaruje popust od 5% na ukupni iznos prihoda u istom izdanju.

Agencija nema pravo dijeliti popust sa svojim klijentima iznad popusta za godišnji ugovor izravnog oglašivača.

Avansni popust od 3% odobravamo za uplatu ukupnog iznosa godišnjeg ugovora (četiri oglasa).

Klijent ostvaruje popust samo ako realizira sve oglase iz ugovora.

Ako klijent ne realizira sve dogovorene oglase iz godišnjeg ugovora, Croatia Airlines će mu za objavljene oglase naplatiti razliku između punog iznosa oglasa za jednokratno oglašavanje i oglasa s popustom za godišnje oglašavanje.

Tehnički podaci za predaju oglasa

Oglašni za objavu u putnom časopisu *Croatia* trebaju biti u formatima koji su određeni cjenikom, u mjerilu 1:1.

Poslati se mogu *e-mailom* ili se spremaju na CD koji su formatirani za Mac (PC) kompatibilna računala.

Formati - tif ili jpg rezolucija 1/1 - 300 dpi

- pdf za tisak

Izlazak lista: početak godišnjeg doba (proljeće 21. ožujka, ljeto 21. lipnja, jesen 23. rujna, zima 21. prosinca)

Rok predaje narudžbenice (rezervacija):

40 dana prije izlaska lista

Rok predaje gotovih materijala:

30 dana prije izlaska lista

Price and dimensions of advertising space

Magazine dimensions: 210 x 280 mm + 3 mm bleed
(print type: 183 x 256 mm)

- center spread, inside pages	420 x 280 mm	39 000 kn
- inside	210 x 280 mm	22 000 kn
- second cover page		26 000 kn
- third cover page		26 000 kn
- last cover page		44 000 kn
- 2/3 page vertical	140 x 280 mm	15 000 kn
- 1/2 page horizontal	210 x 140 mm	13 000 kn
- 1/2 page vertical	105 x 280 mm	13 000 kn
- 1/3 page horizontal	210 x 93 mm	9 000 kn
- 1/3 page vertical	70 x 280 mm	9 000 kn

The price of a sponsored article is based upon the advertising space price in the travel magazine.

Special discount

1 year contract (1 advertiser- 4 issues): 20%

Guaranteed position

-10% of the price of the advertisement (price according to the price list). This applies just for the following dimensions: 1/1, 2/3 and 1/2 of the page.

The price of designing the advertisement is 20% of the charge for one publication of an advertisement (price according to the price list). No discounts apply.

V.A.T. is not included

Agency discounts

- 1 edition = 10%, 4 editions (1 year contract) = 25%

If an agency places 4 or more advertisements in one issue, it is entitled to a 5% discount on the total amount spent in that issue.

Agencies are not entitled to share discounts with their clients giving them more discount than advertisers would be entitled to on the basis of a one year contract if booking themselves.

We grant a 3% discount on the total amount of a one year contract (4 advertisements) for advance payment.

Clients get a discount only in case of realizing all advertisements from this contract.

In case a client does not realize all agreed advertisements from the annual contract, Croatia Airlines will charge the difference between the full price for a one-time advertising and the price for an annual advertising, for the published advertisements.

Technical requirements

Advertisements must be in the formats specified in the price list, on a scale of 1:1.

Advertisements can be submitted in one of the following ways: by e-mail or on CD formatted for the MAC (PC) compatible computers.

Format: - tif or jpg resolution 1/1 - 300 dpi

- pdf for the press

Publication date: The beginning of the season

(autumn 21st March, summer 21st June, autumn 23rd September, winter 21st December)

Booking deadline: 40 days prior to publication date

Copy deadline: 30 days prior to publication date

Dimenzije oglasa bez okvira:

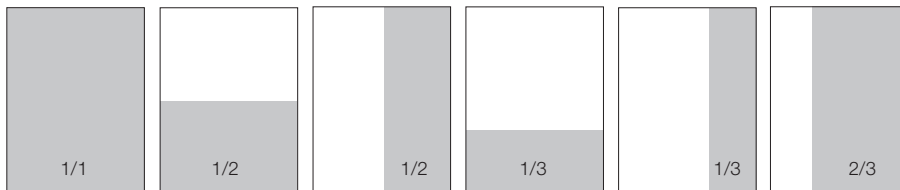
210 x 280 mm 210 x 140 mm 105 x 280 mm 210 x 93 mm 70 x 280 mm 140 x 280 mm

Dimenzije oglasa s napustom:

216 x 286 mm 216 x 143 mm 108 x 286 mm 216 x 96 mm 73 x 286 mm 143 x 286 mm

Dimenzije oglasa s okvirom:

183 x 256 mm 183 x 126 mm 93 x 256 mm 183 x 79 mm 58 x 256 mm 120 x 256 mm



Dimensions of the advertisement without the frame:

210 x 280 mm 210 x 140 mm 105 x 280 mm 210 x 93 mm 70 x 280 mm 140 x 280 mm

Dimensions of the advertisement with the bleed:

216 x 286 mm 216 x 143 mm 108 x 286 mm 216 x 96 mm 73 x 286 mm 143 x 286 mm

Dimensions of the advertisement with the frame:

183 x 256 mm 183 x 126 mm 93 x 256 mm 183 x 79 mm 58 x 256 mm 120 x 256 mm

Paketni popust moguće je ostvariti ako se klijent odluči za oglašavanje u više medija. Tada se cijena oglašavanja posebno dogovara, ovisno o količini oglasa i vrsti medija.

A package discount is possible if a client opts for advertising in more media. The price is then calculated separately, depending on the size of the advertisement and the type of media.



SUPI dječja knjižica children's comic book



Za djecu koja lete zrakoplovima Croatia Airlinesa u ponudi je dječja knjižica *Supi*, koja se distribuira besplatno na svim letovima, u poslovnome i ekonomskom razredu.

Izdanje je posebno napravljeno za Croatia Airlines, likovi su ilustrirani i namijenjeni djeci od tri do trinaest godina, s poučnim stripom, a sadržava mozgalice i ostale igre za djecu. Uz knjižicu djeca dobivaju u kompletu i bojice.

Knjižica se tiska na hrvatskome i engleskom jeziku dvaput na godinu, u vrijeme nastupanja zimskoga i ljetnog reda letenja (ožujak/listopad).

Naklada svakog izdanja: 15.000 komada

Iskustvo pokazuje da je knjižica djeci zanimljiv dar koji rado uzimaju sa sobom i sudjeluju u nagradnoj igri, za koju postoji osobito velik odaziv.

Cijene za objavu u jednom izdanju:

- | | | |
|---------------------------------|----------------|-----------|
| - 1/1 unutarnja stranica | 14,5 x 21 cm | 10.800 kn |
| - 1/2 stranice vodoravno | 14,5 x 10,5 cm | 6000 kn |
| - 1/3 stranice vodoravno | 14,5 x 7 cm | 4000 kn |
| - duplerica, unutarnje stranice | 29 x 21 cm | 16.000 kn |

Obvezan je napust od 3 mm.

Osim objave oglasa, suradnja se može ostvariti i na drugi, obostrano prihvatljiv način, kojim bi se promicale usluge oglašivača:

- Oglašivači mogu odabrati, predložiti i sponzorirati neku od igara, mozgalica i spajalica. Postoji mogućnost da se zada tematika igre, npr. pronadi skriveni predmet, pronadi skrivenu maskotu tvrtke oglašivača
- Može se priložiti neki od tiskanih, promidžbenih materijala tvrtke ili dogovoriti umetanje kataloga
- Na raspolaganju je i duplerica u sredini knjižice, te objava postera, nagradne igre ili kupona
- Moguće je i u nekoliko sličica stripa pokazati kako *Supi* rabi proizvode ili posjećuje tvrtku oglašivača.

Cijena bi u tom slučaju bila posebno dogovorena.

Popusti:

- 10% agencijski popust
- 3% popusta za avansno plaćanje
- 5% bonus dobrodošlice
- 10% količinski popust (oglašavanje u dva broja)

Paketni popust moguće je ostvariti ako se klijent odluči za oglašavanje u više medija. Tada se cijena oglašavanja posebno dogovara, ovisno o količini oglasa i vrsti medija.

To the children who travel on board Croatia Airlines aircraft we offer *Supi*, a comic book which is distributed as a free personal copy on all flights, in both business and economy class.

The comic book was created especially for Croatia Airlines, the characters are illustrated and meant to be read by children aged 3 to 13. It contains an educational part and various mind games for children. A set of crayons is handed out together with the comic book.

The comic book is printed in Croatian and English twice a year, when our winter and summer Timetable is issued (March/October).

The circulation of each edition: 15 000 copies

Our comic book has proven to be an interesting gift to the children which they gladly take and participate in the prize game in large numbers.

Prices for advertising in one issue:

- | | | |
|------------------------------|----------------|-----------|
| - 1/1 inner page | 14,5 x 21 cm | 10 800 kn |
| - 1/2 page horizontally | 14,5 x 10,5 cm | 6000 kn |
| - 1/3 page horizontally | 14,5 x 7 cm | 4000 kn |
| - center spread, inner pages | 29 x 21 cm | 16 000 kn |

The obligatory bleed is 3 mm.

Apart from advertising, a co-operation can be made in a different, mutually acceptable way, by which your services would be promoted:

- Clients can choose, suggest and sponsor some of the mind games. A new topic of the game can be invented (e.g. Find a hidden object, Find a hidden mascot of the client).
- Some of the printed promotional materials of the client can be added or catalogue insertion can be arranged.
- We offer you the center spread, and the publishing of posters, prize games or coupons.
- It is possible to present *Supi* using the client's products or visiting the client's offices in the comic book.

The price would be specially arranged should that be the case.

Discounts:

- 10% agency discount
- 3% discount for advance payment
- 5% welcome bonus
- 10% discount for quantity (advertising in two issues)

A package discount is possible if a client opts for advertising in more media. The price is then calculated separately, depending on the size of the advertisement and the type of media.

pretinci za ručnu prtljagu video entertainment in aircraft



OGLAŠAVANJE NA PRETINCIMA ZA RUČNU PRTLJAGU

Velike naljepnice s atraktivnim vizualom postavljaju se na četiri pretinca za ručnu prtljagu (vanjska i unutarnja strana), dva na početku i dva na kraju zrakoplova.

Ovakvim načinom oglašavanja klijent dobiva specifičan i atraktivan kanal oglašavanja koji im jamči vidljivost poruke koju žele poslati svojim potencijalnim i stalnim korisnicima proizvoda i usluga.

Flota:
Q400 - 6 zrakoplova
Airbus A 319 - 4 zrakoplova
Airbus A 320 - 2 zrakoplova

- jedan mjesec oglašavanja: 80.000 kn;

Agencijski popust: 10%

Na navedene cijene obračunava se PDV.

Minimalni period oglašavanja: mjesec dana; u svim zrakoplovima naše flote

Rok dostave pripreme za naljepnice: cca. tri tjedna prije početka oglašavanja

ADVERTISING ON OVERHEAD STORAGE BINS

Graphics are applied on four bins - two in the front and two at the back of each aircraft (front and back of each bin).

This medium allows your to create an appealing advertising message, visible during the whole flight.

Fleet:
- Q400 - 6 aircraft
- Airbus A 319 - 4 aircraft
- Airbus A 320 - 2 aircraft

Prices & conditions:
- Duration period/price:
- 1 month - HRK 80.000

- Agency discount: 10%
- The prices do not include VAT.
- Min. advertising period: 1 month
- Deadline for material delivery: approx. three weeks in advance

video sustav u zrakoplovima video entertainment in aircraft

OPUSTITE SE TIJEKOM LETA

Videosustav u zrakoplovima Croatia Airlinesa idealan je medij za prikazivanje propagandnog spota. Svaka zrakoplovna kompanija koja u svojoj floti ima zrakoplove opremljene videosustavom koristi se njime za prikazivanje uputa u slučaju opasnosti i za prikazivanje svog programa namijenjenoga opuštanju i razonodi putnika tijekom leta.

Program Croatia Airlinesa *Opustite se tijekom leta* počeo se emitirati 15. srpnja 2001. u svim zrakoplovima opremljenima videosustavom (4 zrakoplova Airbus 319 i 3 zrakoplova Airbus 320), na svim domaćim i međunarodnim, redovitim i charter letovima. U programu u kratkim se filmovima, koji traju 2-3 minute, prikazuju hrvatska turistička odredišta i teme.

Predstavljamo vam ovaj program kao **idealan medij zato što je videnost spota gotovo zajamčena**, a svako emitiranje tijekom leta putnicima privlači pažnju.

Cijena za emitiranje spota u sklopu programa *Opustite se tijekom leta* za razdoblje emitiranja od mjesec dana:

- 1 sekunda: 3000 kn
- agencijski popust: 5%
- minimalna duljina spota: 20 sek
- maksimalna duljina spota: 30 sek
- minimalno razdoblje zakupa prostora: mjesec dana
- predaja gotovog materijala: propagandni spot treba dostaviti na beta kaseti

Primjer: zakup mjesec dana, duljina spota 20 sek = 60.000 kn

RELAX WHILE FLYING

Video entertainment system on Croatia Airlines aircraft is an ideal media for the presentation of commercials. Every airline which has aircraft equipped with video entertainment system in its fleet uses it to present safety instructions and its entertainment programme during a flight.

Croatia Airlines' programme *Relax while flying* started to broadcast on 15th July 2001 in every aircraft equipped with video entertainment system (4 Airbus 319 aircraft and 3 Airbus 320 aircraft), on all domestic and international, scheduled and chartered flights. The programme consists of short films that last for 2 or 3 minutes in which Croatian themes and sights of touristic interest are shown.

We present this programme to you as an **ideal medium since it is almost guaranteed that everyone on board would see it** and it draws passengers' attention every time it is broadcast.

The price of broadcasting a commercial as part of *Relax while flying* programme for a period of one month:

- 1 second: 3000 kn
- agency discount: 5%
- minimal length of the commercial: 20 sec
- maximal length of the commercial: 30 sec
- minimal period of purchase of space: one month
- the delivery of finished material: a promotional commercial should be delivered on a beta- type tape

An example: one - month period purchase of media space, duration of the commercial 20 sec = 60 000 kn

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ostale usluge other services

U dogovoru sa službom promotivnih aktivnosti Croatia Airlinesa moguće je ostvariti marketinšku suradnju i na razne druge načine. Načina za promicanje proizvoda i usluga ima mnogo pa vam stoga navodimo samo neke od njih.

OGLAŠAVANJE U ZRAKOPLOVU

Distribucija promidžbenih proizvoda i letaka

Na svim letovima Croatia Airlinesa moguće je organizirati distribuciju letaka i promidžbenih proizvoda, koji bi se podijelili putnicima tijekom leta.

Oglašavanje na stolicima u zrakoplovima

Naljepnice s vašom porukom lijepe se na stoliće koji su na postavljeni na najvidljivijim mjestima u našoj kompletnoj floti. Minimalno razdoblje oglašavanja je dva mjeseca. Vidljivost vaše poruke na naljepnicama zajamčena je i originalna.

Cijena i uvjeti:

- 2 mjeseca oglašavanja: 216.800 kn
- agencijski popust: 10%
- na navedene cijene obračunava se PDV - rok za dostavu vizuala: 3-4 tjedna

Flota:

- Q400 - 6 zrakoplova
- Airbus A 319 - 4 zrakoplova
- Airbus A 320 - 2 zrakoplova



ON-LINE OGLAŠAVANJE

Newsletter

Objavljivanje promidžbene poruke u *newsletteru* Croatia Airlinesa, koji se šalje registriranim korisnicima na hrvatskome i engleskom jeziku.

Banner

Prilikom kupnje zrakoplovne karte na *web* stranici www.croatiaairlines.com u procesu potvrde kupnje moguće je prikazivanje *banner*a.

To je veoma koristan kanal oglašavanja jer zapažanje je poruke zajamčeno.

Slobodno nam se javite s novim idejama i prijedlozima, jer sigurni smo da zajedničkom suradnjom možemo ostvariti bolje poslovne uspjehe, na obostranu korist.

Oglašavanje u newsletteru Croatia Airlinesa

Newsletter izlazi početkom svakog mjeseca i distribuira se elektroničkim putem na veliku bazu čitatelja. Objavljujemo tekstove dužine max. 300 znakova s razmacima i naslovom od cca. 30 znakova, vizual 138x138 px i URL adresu.

- cijena (mjesec dana): 15.000 kn + PDV

Oglašavanje na potvrdi pri kupnji zrakoplovne karte

Na našoj se potvrdi možete oglašavati u razdoblju od minimalno mjesec dana.

Dimenzije banner na potvrdi su 500 x 150 pixela.

- više od 15.000 objava na mjesec
- cijena: 15.000 kn + PDV

It is possible to arrange a marketing co-operation in various different ways with Croatia Airlines Marketing Department. There are many ways of promoting products and services so we would like to mention only a few of them.

ADVERTISING ABOARD

Distribution of promotional products and leaflets

It is possible to organize the distribution of promotional products and leaflets to be handed out to passengers on all Croatia Airlines flights.

Advertising on table trays in Croatia Airlines airplanes

Stickers with your message are placed on table trays that are positioned at the most visible places in our entire fleet. The minimum advertising period is two months.

The visibility of your message on the stickers is guaranteed and authentic.

Fleet:

- Q400 - 6 aircraft
- Airbus A 319 - 4 aircraft
- Airbus A 320 - 2 aircraft

Price and conditions:

- 2 months of advertising: HRK 216,800
- agency discount: 10%
- VAT is added to the listed prices - deadline for the delivery of visuals: 3-4 weeks

ON-LINE ADVERTISING

Newsletter

Publishing a promotional message in the Croatia Airlines' newsletter which is sent to registered users in Croatian and English.

Banner

During flight ticket purchase via our web-site www.croatiaairlines.com it is possible to show a banner in the process of ticket purchase confirmation.

This is an extremely useful channel of advertising since the message is definitely seen.



Feel free to contact us with your ideas and suggestions because we are certain that in cooperation we can achieve better business results, to our mutual satisfaction.

Advertising in the Croatia Airlines newsletter

The newsletter is published at the beginning of each month and distributed in electronic form to a large readership.

We publish texts with a maximum length of 300 characters with spaces, and with a title of approximately 30 characters, a 138x138 px visual and URL address.

- price (per month): HRK 15,000 + VAT

Advertising on flight tickets

You can advertise your services on our flight tickets for a period of at least one month.

The dimensions of the banner on the confirmation are 500 x 150 pixels.

- over 15,000 publications per month
- price: HRK 15,000 + VAT



kontakti contacts

Gabrijela Lochert
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CROATIA AIRLINES

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