

VIZUALNE KOMUNIKACIJE

VALAMAR RIVIERA D.D. / STANCIJA KALIGARI, POREČ

# Substance

BY VALAMAR



VALAMAR  
All you can holiday

// Meet

# Što je Substance

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Substance by Valamar hotelski je lifestyle magazin koji ima zadaću zabaviti gosta dok je na odmoru i na jedinstven način mu prezentirati zanimljivosti Hrvatske s naglaskom na destinacije u kojima Valamar posluje.

Elegantan i sofisticiran, modernog dizajna, obogaćen vrhunskim fotografijama i vedrim ilustracijama, Substance je više od magazina koji se nosi na plažu. On je poput zanimljive putopisne knjige koju će gosti rado ponijeti sa sobom doma.



Magazin je na engleskom jeziku, izlazi jednom godišnje u nakladi od 7500 primjeraka i distribuira se besplatno u Valamar objektima 4 i 5 zvjezdica te u premium kampovima. Dostupan je u sobama i u javnim prostorima te se isto tako može pronaći na My Valamar aplikaciji i u Digital Library knjižnicama.

Do sada je publicirano dva izdanja časopisa i trenutno je u izradi novi broj, koji će se distribuirati početkom travnja 2023.



Substance je hotelski magazin koji će gosta zabaviti, informirati i približiti mu Valamar destinacije. Opisuju se povijesne raznolikosti i zanimljivosti, prirodne ljepote, gastronomija, tradicija, kulturna bogatstva, arhitektura, dizajn i zanimljive lifestyle teme.

Cilj je gostu kroz interesantne priče i atraktivne fotografije dočarati ljepote i posebnosti naših destinacija te mu dati ideju za izlet ili sljedeću destinaciju za odmor.





Vrhunskim dizajnom, sadržajem, fotografijom i ilustracijama, komuniciraju se visoki standardi poslovanja Valamara. Odmičemo se od vizualnog izričaja klasičnih hotelskih magazina i približavamo se niši internacionalnih lifestyle magazina, prateći pritom globalne trendove.



Naglasak je na temama koje umjesto da direktno reklamiraju Valamar, dodaju vrijednost brendu i destinacijama gdje je Valamar prisutan te sadržajem intrigiraju čitatelja.

Predstavljamo lokalne proizvođače, promoviramo kulinarsku baštinu i otkrivamo čari i lokalne insider priče iz naših destinacija.



1. BECOME ONE WITH THE DESTINATION IN **[PLACES]**
2. **[PLACESINSIDER]**
  - The lace that could have been tequila
  - The flower that made a superhero
  - The cookie that could tell the weather
3. HOLIDAYS IN NATURE: CAMPING WITH A TOUCH OF GLAM
4. WHEN ROOTS CALL: A LOVE LETTER TO RAB
5. ISTRIA: A CULINARY JOURNEY THROUGH THE LAND OF PLENTY
  - Istrian dairy delights
  - The feast of smoked meats
  - Passion-infused olive oil
  - The art of winemaking that spans six generations
6. CROATIA'S ADRIATIC SEA: BEYOND THE SPARKLING SURFACE
7. #VITAMINSEA: THE HASHTAG WITH POWER TO HEAL
8. STON, A TOWN BUILT ON A GRAIN OF SALT
9. BIKINI, A REVOLUTIONARY GARMENT
10. CROATIAN DESIGNERS IN THE GLOBAL SPOTLIGHT
  - From jewellery to clothes, Croatian designers think globally
  - Prostoria: Croatian furniture brand which conquered the world
11. TIPS & TRICKS FOR TOP PHOTOGRAPHY
12. CYCLING IN CROATIA, AN ACTIVE HOLIDAY FOR ENTHUSIASTS AND ATHLETES
13. ALL YOU CAN ART AT VALAMAR
14. BRUNCH: A HAPPY FEAST TO START THE DAY
15. CROATIA'S COUNTERPART TO THE FAMED FRENCH COGNAC
16. SMALL EVERYDAY STEPS TOWARD SUSTAINABILITY
17. VALFRESCO DIREKT: FOR THE LOVE OF FOOD
18. PET-FRIENDLY HOLIDAYS IN CROATIA
19. DUBROVNIK, THE BIRTHPLACE OF THE QUARANTINE
20. JURAJ ZIGMAN: CROATIA'S FASHION DESIGNER SUPERSTAR
21. MAKARSKA, WHERE THE MOUNTAINS MEET THE SEA







1. AMICOR, WHERE GREEN IS MORE THAN JUST A COLOUR
2. THE RISE OF SLOW TRAVEL THE DELICIOUS SIDE OF HVAR ISLAND
3. THE BRILLIANT CROATIAN MINDS
4. THE TASTE OF THE ADRIATIC - IN A SHELL
5. ISTRIA, THE LAND OF LEGENDS
6. A NEW WAY TO CAMP: PUNTO BLU PREMIUM VILLAGE
7. SECRET BEACHES OF RAB AND KRK ISLANDS
8. THE FORWARD-THINKING REPUBLIC OF POLJICA
9. TOP SECRETS, TIPS & TRICKS OF SUP
10. THE UNIQUE TRADITION OF SILK-MAKING IN DUBROVNIK'S KONAVLE VILLAGES
11. STUDIO TISSA: CREATING SPACES BEYOND ARCHITECTURE & DESIGN
12. EAT & MEET: THE MEDITERRANEAN RECIPE FOR LONGEVITY
13. CROATIA, A COUNTRY GREAT FOR CYCLING
14. FIG: MEDITERRANEAN MISS SUNSHINE
15. CROATIA'S OLIVE OIL: A GLOBAL SUPERSTAR
16. SNAPPING OUT OF A HANGOVER IN STYLE
17. A SMOOTH SAIL THROUGH THE ELAPHITE ISLANDS
18. INTRODUCING MARO SMART PLAY, AN INNOVATIVE NEW CONCEPT
19. CRAFT BEER: A BOOM OF LOCAL FLAVOURS
20. HAPPY FISH FROM THE ADRIATIC
21. GET THE SCOOP ON THE HISTORY OF ICE CREAM
22. GOING PLACES IN DALMATIA?
23. [PLACESINSIDER] MAKARANA
  - The sweet taste of Makarska
  - Ice, ice baby! The arduous past of cool drinks
  - Whats' in a name?
  - A snail that paved the trail





## U našoj je prirodi da čuvamo prirodu

U novom izdanju za 2023., posebnu smo važnost dali temama održivosti, budući da se Valamar kao kompanija okrenuo održivom turizmu, slijedom kontinuiranih napora i investicija u očuvanje okoliša.

Vodimo posebnu brigu o zaštiti Jadranskog mora i o suradnji s lokalnim dobavljačima hrane. Želimo osigurati odgovorno upravljanje otpadom i osvijestiti i naše goste o važnosti ovih tema, te ih kroz praktične savjete potaknuti da nam pomognu u očuvanju prirode.

1. OBSERVATORY OF ISTRIA
2. DUBROVNIK: IDEAL HOMES - DALMATIAN STYLE
3. BAŠKA'S GLAGOLITIC ALPHABET TRAIL
4. OBERTAUERN - FAMOUS APRES SKI
5. MAKARSKA - TOP REASONS TO EXPLORE CROATIA'S WILD CORNERS
6. RAB - HIKING TRAILS
7. LOCAL HONEY PRODUCERS - WHY BEES ARE ESSENTIAL TO PEOPLE AND PLANET

8. SUSTAINABLE CLOTHING - INTERVIEW SA STASHOM RANDALL LOCAL DESIGNER FROM ISTRIA - PROJECT UNIFORMS FOR VALAMAR GREEN RESORT
9. PROTECTED ANIMALS OF THE ADRIATIC
10. IT IS IN OUR NATURE TO PROTECT NATURE - GREEN HOLIDAY
11. MATERIALS OF THE FUTURE (BIOPLASTICS FOR PACKAGING, RECYCLING MATERIALS IN ARCHITECTURE AND ARTS, NATURAL MATERIALS IN FASHION:

APPLE LEATHER, ORGANIC COTTON, RECYCLED POLYESTER...)

12. INTERVIEW HANA TINTOR - AN ILLUSTRATOR FROM ZAGREB WHO ENRICHED THE CONTENTS OF PREVIOUS EDITIONS OF SUBSTANCE MAGAZINE WITH HER ILLUSTRATIONS
13. DUBROVNIK - THE ANCIENT ART OF FILIGREE (TYPICAL JEWELRY FROM DUBROVNIK)
14. ZERO WASTE WHERE TO BEGIN (FOOD, BATHROOM...)

15. AMICOR I PLACES SOLID SOAPS (COOPERATION WITH CROATIAN MANUFACTURE TINKURA)
16. BIODYNAMIC WINES
17. HOW TO USE EVERYTHING FROM GROCERY (RECIPES)
18. TRUFFLE HUNT IN ISTRIA
19. MIRAMARE RESTAURANT: FOOD WITH A VIEW

20. PASTRY CHEF DRAGANA KOVAČEVIĆ (SPINNAKER RESTAURANT)
21. BIKE - BIKE TRAIL PARENZANA
22. CAMPING - SUNSET GARDEN VILLAGE AND LUXURY CAMPING IN ISTRIA
23. WOW WOW PET FRIENDLY HOLIDAY

# Valamar partneri

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# Hvala!



**VALAMAR**  
All you can holiday

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