PALITRA HOLDING



30+
YEARS OF EXPERIENCE

GROUP COMPANY PRESENTATION

50+ COMPANIES • 7 BUSINESS DIRECTIONS

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The first issue of "Kviris Palitra" newspaper was published on April 18, 1995. This was the first step, which was the basis for saying a very important, true word to society.

Over the past years, the "Palitra" team, with dedicated and consistent work, turned the idea of a newspaper into a powerful media holding, which today has no analogues in Georgia.

Our goals and values remain the same, and our scope and importance are incomparably greater. For almost three decades, we have overcome many difficulties on the way of building a free and independent media. What helped us was loyalty to our customer and the work we started.

“PALITRA MEDIA” IS THE LARGEST MULTIMEDIA HOLDING IN GEORGIA.

We create a way to bring diverse information for all social group members using print, web, radio, TV media and publishing activities.

To our numerous corporate clients we offer various, fast, complex and effective means of marketing support for their own business.

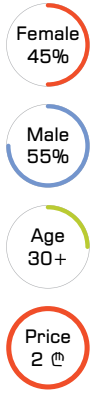
- 5 periodical newspapers
- More than 20 internet portals
- Radio
- TV
- Information agency
- Literature publishing house
- Book retail chain
- Printing house
- Advertising
- Internet commerce

Almost 3000 employees and more than 10 million readers and visitors every month.

OUR GOAL is to contribute to the development of free media in our country, to promote the establishment of democratic values, education and development.

OUR VALUE is to protect freedom of speech and principles of journalistic ethics. Information should always be actual, unbiased and operational, at the same time we also need to take into account the interests of all users as much as possible. Our main task is to be dedicated, innovative, and exercise high social responsibility.

PRESS





KVIRIS PALITRA

"WHAT'S GOING ON - FIND OUT ELSEWHERE; WHY IS IT HAPPENING - READ HERE!"

Weekly socio-political newspaper. It has been published since 1995.

TOPICS: "Kviris Palitra" newspaper covers the entire week news, important events, political, social, business and cultural news.

TARGET AUDIENCE: Readers of different ages who are deeply interested in the political and social life of Georgia and current events in the country.

POSITIONING: During the last 23 years, "Kviris Palitra" stably keeps the status of the most reliable, highly circulated and influential publication in Georgia. According to various studies, "Kviris Palitra" is constantly named as the most read publication.

DISTRIBUTION AREA: Widespread throughout Georgia.

RELEASE DAY: MONDAY
PAPER TYPE: A3 NEWSPRINT
PAGE QUANTITY: 32





LELO

"FAVORITE NEWSPAPER OF ALL TIME"

Daily sports newspaper. It has been published since 1934. Part of "Palitra Media" since 2008.

TOPICS: Sports news, analysis of Georgian and foreign sports events.

TARGET AUDIENCE: Fans of various types of sports, people directly engaged in sports.

POSITIONING: "Lelo" is the first sports newspaper. It has been providing sports fans with operational information about sports events in Georgia and abroad for many years, as well as the objective analysis of these events.

DISTRIBUTION AREA: Widespread throughout Georgia.

RELEASE DAY: MONDAY, THURSDAY
PAPER TYPE: A3 NEWSPRINT
PAGE QUANTITY: 12

Female 40%
Male 60%
Age 25+
Price 2 ₾



GZA

"CHOOSE YOUR WAY"

Weekly socio-political magazine. It has been published since March 31, 2000.

TOPICS: Politics, economics, history, news, humor, in addition to show-business and others.

TARGET AUDIENCE: People from 25 years old, for whom it is important to be informed about current social problems.

POSITIONING: One of the most highly circulated magazines in Georgia. In 2010, the magazine started the project – books with the press, at an affordable price. Book lovers are still enjoying with this project

DISTRIBUTION AREA: Widespread throughout Georgia.

RELEASE DAY: THURSDAY
PAPER TYPE: A4 NEWSPRINT + CHALK
PAGE QUANTITY: 84

Female 40%
Male 60%
Age 30+
Price 1.5 ₾



CROSSWORD CAROUSEL

"HAVE FUN WITH US"

"Crossword Carousel" offers loyal customers a wide variety of choices designed for people of all tastes.

TOPICS: Crosswords, sudokus, puzzles, scanwords, quizzes and fun information.

TARGET AUDIENCE: From 30 to 60 years old crossword and puzzle enthusiasts.

POSITIONING: "Crossword Carousel" is a magazine that trains the mind, helps a person to spend his free time interestingly.

DISTRIBUTION AREA: Widespread throughout Georgia.

RELEASE DAY: TUESDAY
PAPER TYPE: A4 NEWSPRINT
PAGE QUANTITY: 44

Female 70%
Male 30%
Age 25+
Price 1 ₾



KARIBCHE

"GOD, HOMELAND, HUMAN"

Orthodox magazine. It has been published since 2012.

TOPICS: Interview with a psychologist, science and religion, ambo, life of the fathers, theology, saint fathers' teachings, interpretations of the New Testament and psalms, lives of the saints, question to the confessor and others.

TARGET AUDIENCE: Orthodox men and women aged 25-55 who want to learn more about their religion.

POSITIONING: The most popular, high-circulation religious magazine in Georgia. The purpose of the magazine is to educate the public about their religion.

DISTRIBUTION AREA: Widespread throughout Georgia.

RELEASE DAY: ONCE A MONTH
PAPER TYPE: A4 NEWSPRINT
PAGE QUANTITY: 50











BEAUMONDE

“MORE INSPIRATION”

Monthly glossy magazine. It has been published since 1996 and it was rebranded in 2007.

TOPICS: The main content of the magazine is lifestyle, combining fashion, culture, travel and beauty sections.

TARGET AUDIENCE: These are the segment that are constantly informed about global and local fashion and culture news. They care about their own appearance and development, and for them it is important to discover new talented people. These are the opinion-makers

POSITIONING: The magazine cover format, concept and editorials are distinctive and exclusive. The priority of "Beaumond" magazine is fashion and promoting its development, so it is interesting for the readers to learn useful advices about what to wear, where to travel and how to take care of themselves with the help of this magazine. "Beaumonde" is distinguished by special author's photo sessions. The magazine has often become an area of interest for global and international brands. Reportages from global events are often covered in the magazine. Our global partners are: Ellie Saab, Shiseido, Galeries Lafayette, David Lynch Foundation, Stella McCartney etc.

DISTRIBUTION AREA: "Beaumond" is distributed throughout Georgia, both in the retail network and signatories, as well as in premium hotels and cafes. The magazine is also distributed among top management and marketing departments of companies.

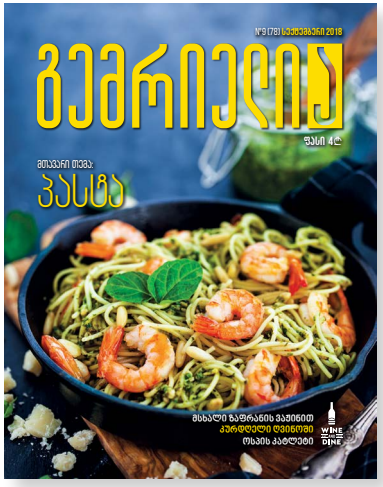
RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: A4 CHALK
PAGE QUANTITY: 132

Female 80%

Male 20%

Age 24+

Price 4 ₾



GEMRIELIA

"LIVE DELICIOUSLY"

Monthly culinary magazine. It has been published since 2012.

TOPICS: Culinary recipes and news about the origin of different dishes or ingredients.

TARGET AUDIENCE: Men and women of different ages.

POSITIONING: "Gemrielia" magazine is one of the most successful media projects of "Palitra Media", which attracted the attention of readers immediately after its release and achieved a high circulation in 2012. The recipes are adapted to the Georgian taste, and all the products used are available in the Georgian market. All recipes are designed with high quality visual material.

DISTRIBUTION AREA: Distributed throughout Georgia, both in the retail network and signatories, as well as in restaurants, cafes and bars.

RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: A4 CHALK
PAGE QUANTITY: 80

Female 65%

Male 35%

Age 18+

Price 3 ₾



MKURNALI

"FOR YOUR FAMILY HEALTH"

The purpose of the magazine is to make the population aware of medical issues, introduce a healthy lifestyle, take care of disease prevention and help in the correct diagnosis and treatment.

TOPICS: Top-rated sections of the magazine are: Medical News, Main Topic, Healthy Lifestyle, Dietetics, Psychology, Q&A, Medical Letters, Pediatrics Reference, Cosmetology, Women, Men, and more.

TARGET AUDIENCE: People over 18 who are interested in topics related to health, nutrition and self-care. Also, representatives of the medical field.

POSITIONING: The most popular, highly rated and highly circulated medical journal in Georgia.

DISTRIBUTION AREA: Distributed throughout Georgia. Part of the circulation is distributed in medical centers, fitness clubs, dental clinics.

RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: A4 CHALK, NEWSPRINT
PAGE QUANTITY: 82

Female 5%

Male 95%

Age 18+

Price 3 ₾



ARSENALI

"MILITARY ANALYTICAL MAGAZINE"

TOPICS: Analytical, historical and cognitive publications related to military topics, presentations of various weapons, military equipment.

TARGET AUDIENCE: 20 to 65 years old men who are interested in weapons and military issues.

POSITIONING: "Arsenal" is a highly polygraphic magazine, which is provided by high-ranking professionals in the military field, which leads to an in-depth presentation of military topics.

DISTRIBUTION AREA: Distributed throughout Georgia. Also, in the patrol and border police of the Ministry of Internal Affairs, the Ministry of Defense and military units.

RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: A4 CHALK
PAGE QUANTITY: 76

Female 35%

Male 65%

Age 15+

Price 3 ₾



ISTORIANI

"ISTORIANI MAGAZINE - THE TELLER OF THE BEST STORIES"

Historical-cognitive magazine. It has been published since 2010, every 3 months.

TOPICS: Unknown facts, news and discoveries of famous historical events in Georgia and abroad.

TARGET AUDIENCE: Readers interested in the history of Georgia and the world, including schoolchildren, students, their parents and teachers.

POSITIONING: Among the historical magazines published in Georgia, only "Istoriani" has a cognitive format. The magazine is created by professional historians. "This is a magazine that never gets old."

DISTRIBUTION AREA: Distributed throughout Georgia.

RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: B5 CHALK
PAGE QUANTITY: 92

Female 50%

Male 50%

Age 4+

Price 5 ₾



SABAVSHVO KARUSELI

"A joyful way to develop a child"

Monthly cognitive-entertaining children's magazine. Every issue comes with up to 100 stickers and gifts. A special drawing album with different pages is sewn in the middle.

TOPICS: The magazine contains crosswords and puzzles, fairy tales, poems, brain games and board games. Children's drawings are published for free.

TARGET AUDIENCE: Children from 4 to 10 years old.

POSITIONING: "Sabavshvo Karuseli" is an illustrated colorful magazine for children, the main task of which is to train children's minds with play and joy, the magazine constantly offers its readers news, surprises and gifts.

DISTRIBUTION AREA: Distributed throughout Georgia.

RELEASE DAY: ONCE A MONTH, AT THE BEGINNING OF THE MONTH
PAPER TYPE: A4 CHALK
PAGE QUANTITY: 72

Female 50%

Male 50%

Age 2+

Price 3 ₾



PEPELA

"MAGAZINE FOR THE KIDS"

Cognitive-entertainment magazine. All pages are designed with colorful illustrations.

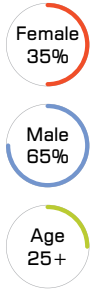
TOPICS: The magazine contains poems, fairy tales, riddles, fun puzzles. Cut-out and assembly activities.

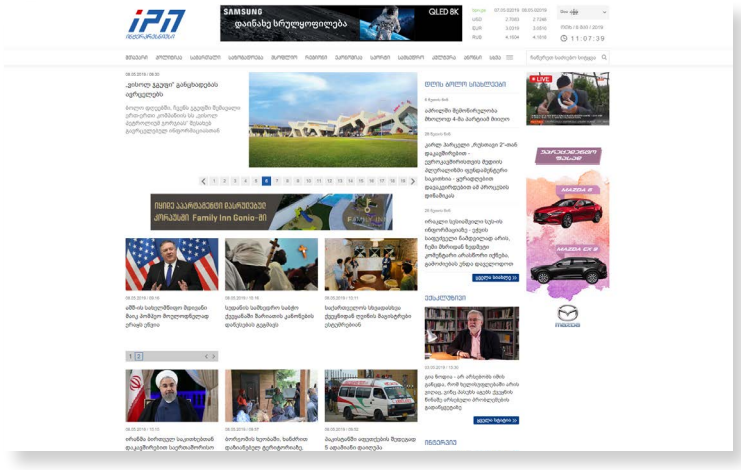
TARGET AUDIENCE: Children under 7 years old.

POSITIONING: A beautifully illustrated publication, which is one of the best tools for the intellectual development of children. It is published with the support of "Pepela" chain of stores, that's why the magazine often contains gifts and offers set by this chain of stores.

DISTRIBUTION AREA: Distributed throughout Georgia.

RELEASE DAY: ONCE EVERY 3 MONTHS
PAPER TYPE: A4 CHALK
PAGE QUANTITY: 28

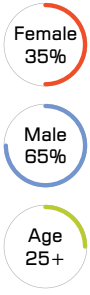


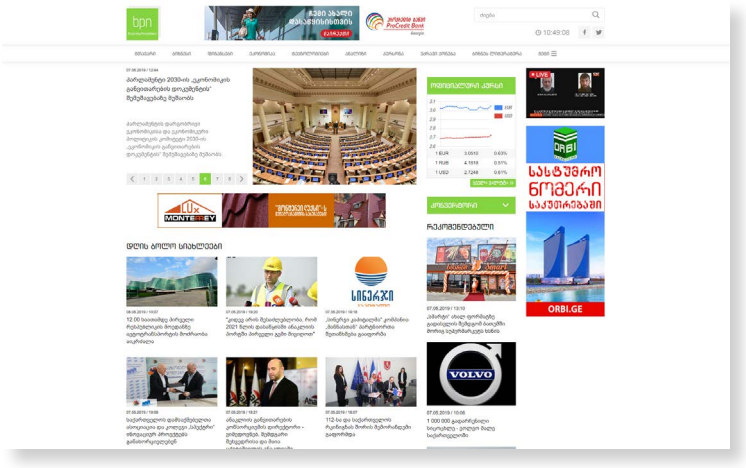


Visitors	Unique visitors	Page views
3,398,226	761,390	14,988,746

IPN.GE

Information agency InterPressNews offers its readers comprehensive and unbiased information on events in Georgia and abroad, its main principles are accuracy, operativeness, and balanced and objectivenews coverage. Permanent signatories of the InterPressNews are state agencies and private organizations, as well as leading media chanells.





Visitors	Unique visitors	Page views
725,432	392,603	3,038,090

BPN.GE

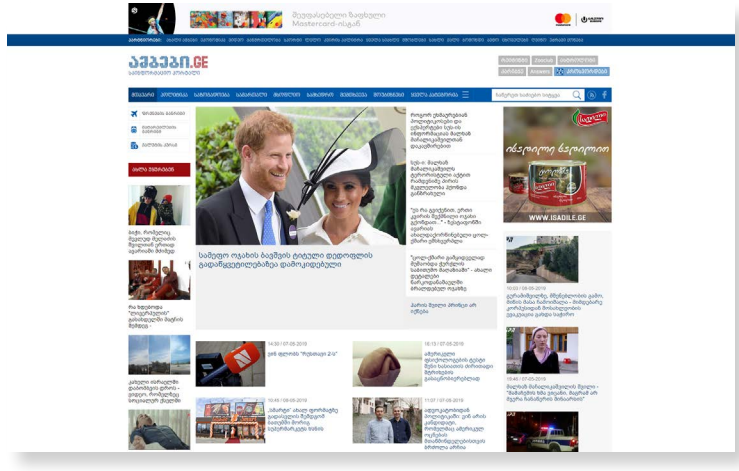
BusinessPressNews - the most reliable business and economic internet publication in Georgia, whose goal is to provide users with the latest relevant information.

The site presents business and economic news of Georgia and the world, as well as information about new products and inventions. One of the most requested sections of the site is the exchange rate. Along with businessmen, the target audience of BPN are readers interested in business and economic issues.









Visitors	Unique visitors	Page views
7,622,633	2,001,406	16,367,541

AMBEBI.GE

The most popular information portal, which is even ahead YouTube" and Facebook in terms of number of visitors in the Georgian market.

The site is distinguished by a variety of articles and sections that will interest readers of all tastes. The site provides the users with interesting and objective information. The audience of Ambebi.ge is people who want to get complete information about various topics, that's why the goal of the site is to provide interesting, comprehensive information to any user. The audience of the webpage consists of people who want to be informed, but due to lack of time they want to receive information quickly, comprehensively and concisely.









Visitors
1,741,075

Unique visitors
623,121

Page views
2,182,607

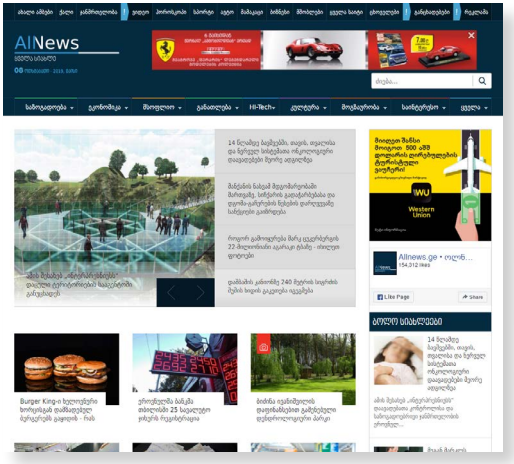
KVIRISPALITRA.GE

Social-political internet publication where topics are represented together with economic, military, sports, historical and legal columns. Its goal is to analyze current events and provide quality, exclusive and analytical articles to the audience. Its target audience are people who want to receive verified information, to learn about analysis of international events.









Visitors
259,649

Unique visitors
168,578

Page views
329,312

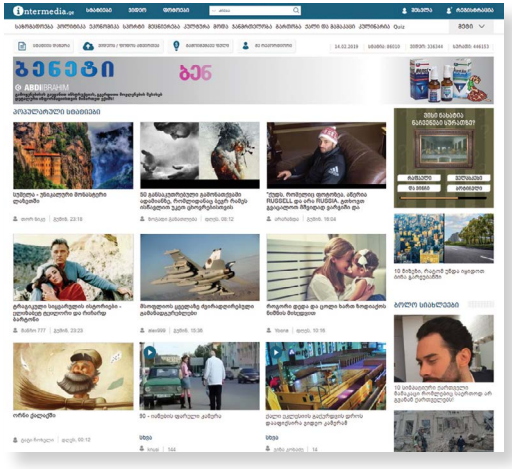
ALLNEWS.GE

The site is positioned as a youth and modern informational portal in Georgia, the site presents current topics, technological news and current events in the world with such cognitive sections as travel, technology, culture and others. The purpose of the site is to provide the users with relevant topics presented visually. Its target audience consists of people who are interested in science, technology and current news both in Georgia and in the world.









Visitors
1,437,987

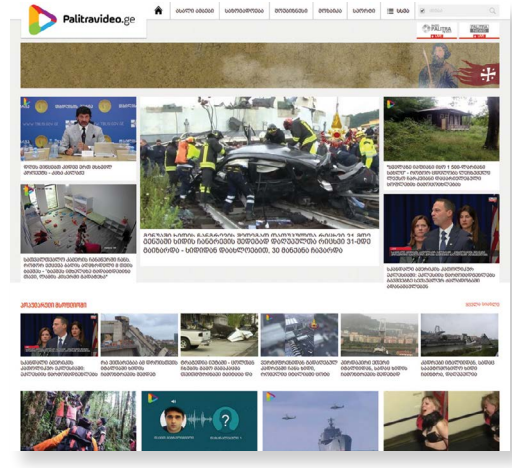
Unique visitors
778,112

Page views
2,719,620









Visitors
4,371,198

Unique visitors
1,256,885

Page views
8,868,386

INTERMEDIA.GE

The largest and most popular Georgian open platform, where the work of a civilian journalist is paid. The site presents news, facts, events and interesting articles about current topics. The target audience of the site is people who want to get to know different, subjective opinions about various current topics. The webpage is for both professional and amateur authors to help them reach wider audiences.

PALITRAVIDEO.GE

The most reliable political internet TV and video portal in Georgia, which presents the latest information about important events in Georgia and the world, as well as entertaining and unique video material. The purpose of the site is to provide users with quality content, exclusive and original video material, video stories about problematic topics and current events. Its target audience is employed people who do not have time to read the printed version of the news and prefer watching videos to get reliable information quickly.









Visitors
73,030

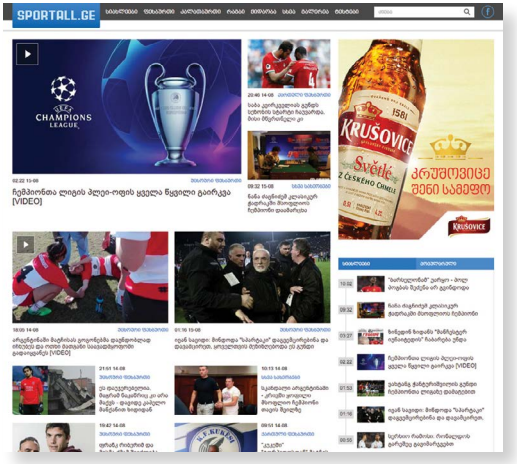
Unique visitors
64,358

Page views
85,236









Visitors
1,437,987

Unique visitors
778,112

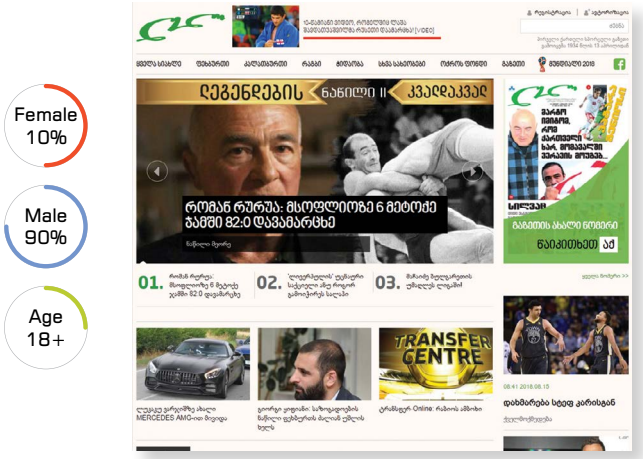
Page views
2,719,620

GEORGIANJOURNAL.GE

Georgian Journal - the most trusted and widely-respected English website in Georgia. The target audience of the site are foreigners who are interested in Georgia. The site gives them the opportunity to get the necessary information about important political and business events and also helps foreigners to learn about Georgian cuisine and locations for their visit to the country. The purpose of the site is to provide international readers with reliable information about Georgia.

SPORTALL.GE

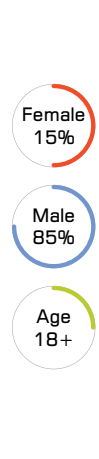
The most rated and operational sports website in Georgia. The site presents Georgian and foreign sports news, interviews, articles, detailed analysis, match reviews, videos and photos. The audience of the site is people who want to quickly get comprehensive information about various sports games and world sports news. The goal of the site is to promptly deliver quality, exclusive and original materials to the audience



Visitors
686,092

Unique visitors
220,114

Page views
871,470





Visitors
105,662

Unique visitors
74,512

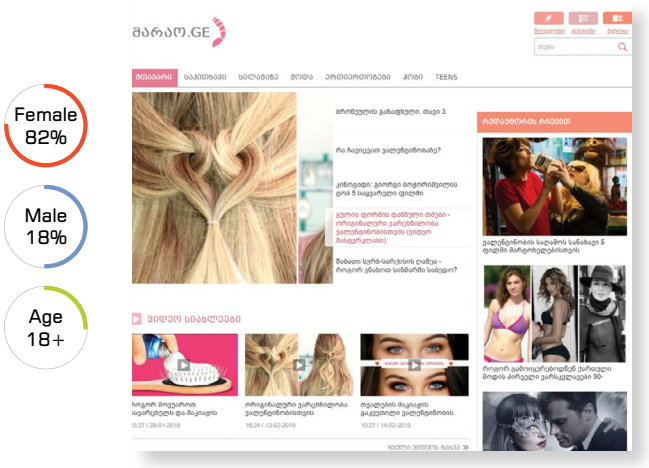
Page views
180,167

LELO.GE

The first Georgian sport publication where articles about all sports are presented -"Lelo" newspaper publications, match reviews and analytics. The site's target audience is people who are interested in sports and wants to get comprehensive information, matches reviews and various news about the sports worldwide. The purpose of the site is to promptly provide the users with objective and extensive analytical material.

AUTOCAR.GE

The most highly-rated, prestigious and informative website about automobiles in Georgia. The site presents the necessary information for drivers, as well as foreign and Georgian news from the field of the auto industry. Its audience is people interested in the auto industry and cars, who want to be regularly informed. The purpose of the site is to provide car enthusiasts with information of interest to them and help them make decisions related to cars.



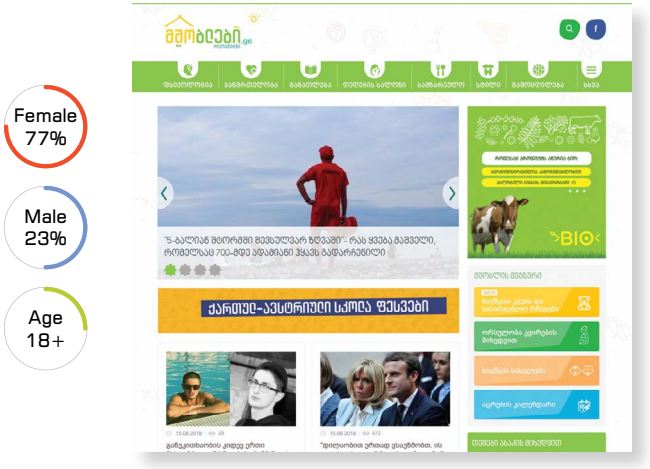
Visitors
1,494,143

Unique visitors
636,396

Page views
5,204,339

MARAO.GE

The most popular site for women featuring articles about: Fashion, Beauty, Diet, Fitness, Cinema, Travel and Psychology. The target audience of the site are women, who want to be informed by the newest trends, to know the different advice of different experts in topics of their interest. The purpose of the site is to provide useful advice to women and help them to raise their self-esteem.



Visitors
1,992,368

Unique visitors
914,463

Page views
8,135,390

MSHOBLEBI.GE

The first and the highest rated, full-fledged website for parents. The site presents interesting advice and recommendations regarding children's upbringing, education and health. The target audience of the site are parents of any age who want to be informed about their children's upbringing process. The purpose of the site is to give useful lifestyle tips with user-friendly webpage features.



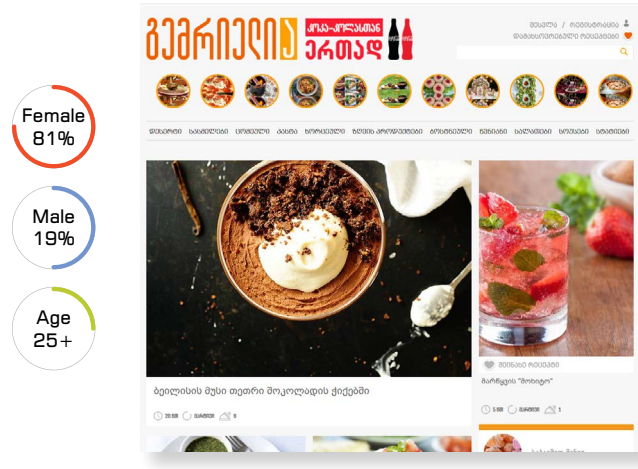
Visitors
1,026,291

Unique visitors
606,985

Page views
1,273,172

MKURNALI.GE

The most popular, reliable and interesting website about healthy lifestyle. The site presents everything about a healthy lifestyle, diets and psychology, medical drugs, medical plants, a medical encyclopedia, a database of doctors and clinics. One of the most popular rubrics is "Ask the doctor", where visitors can ask questions to the doctors. The target audience of the site are people, who want to be informed by the recommendations and medical advice. The purpose of the site is to help people to become aware of medical issues, to introduce a healthy lifestyle, to prevent diseases, to conduct diagnosis and correct treatment.



Visitors
4,010,107

Unique visitors
1,164,817

Page views
6,701,350

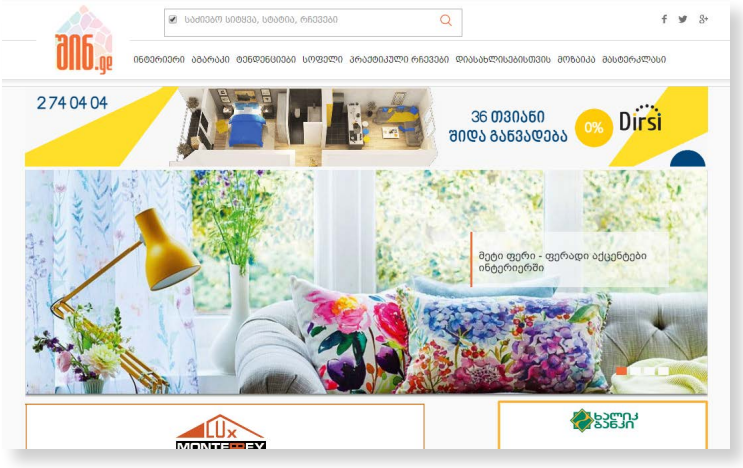
GEMRIELIA.GE

A daily culinary portal where recipes of easy-to-prepare dishes are presented with available ingredients. Interesting and practical advice for housewives. Culinary news and video recipes. Children's, vegetarian and dietary dishes. On the site, you can find exotic and familiar dishes from Georgian and other countries offered by famous chefs. The target audience of the site is people who love cooking, that's why the goal of "Gemrielia" is to be a culinary guide for these people.





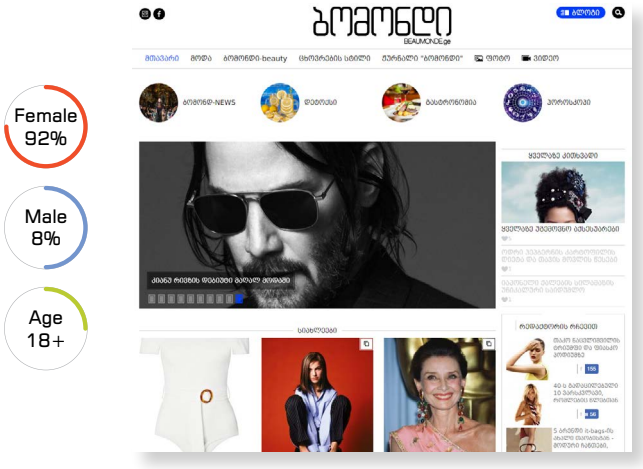




Visitors	Unique visitors	Page views
269,023	183,961	378,269

SHIN.GE

Top rated site for interior design, farming and gardening. The site features tips, recommendations and useful information about interiors, exteriors, plants' care and celebrity homes. The target audience of the site are people who are interested in the latest trends, interior and exterior design, home renovation or gardening. The purpose is to provide readers with theoretical and practical information.





Visitors	Unique visitors	Page views
279,640	206,884	319,593

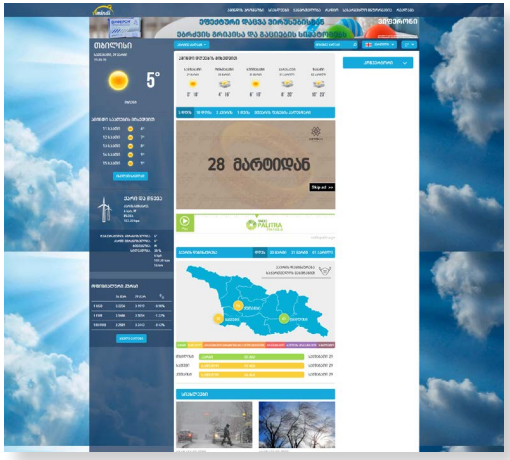
Visitors	Unique visitors	Page views
368,191	246,999	466,226

BEAUMONDE.GE

It is a platform for lifestyle, fashion and contemporary look about the unique news. The website offers the main trends of the season, the latest fashions news about designers and collections. Articles about beauty and self-care, as well as articels by invited bloggers and exclusive photo-video material about the current events of the Georgian fashion industry. The target audience are people who are working in the field of fashion, as well as fans, for whom information about the latest trends and self-care is important. The purpose of the site is to provide the audience with quality and exclusive material about the changes in world fashion.

OKMAGAZINE.GE

OK! It's a magazine about successful people. This is a magazine for people who are interested in the details of the lifestyles of famous people, as well as their success stories. Fashion, perfumery, household appliances, cooking, health, self-care, travel and all the industries that are related to the modern person's life. Famous people trust OK!



Female 55%

Male 45%

Age 15+

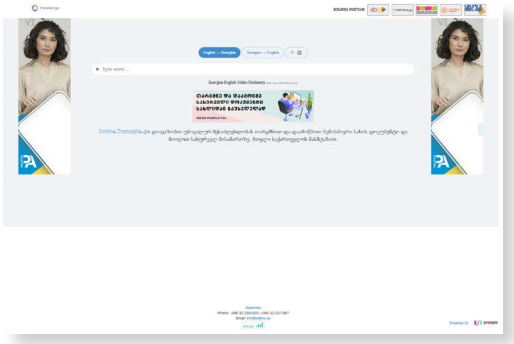
Visitors 2,163,474

Unique visitors 459,745

Page views 6,830,979

AMBEBI.GE

A multifunctional platform where the visitor can get accurate and detailed information about the weather forecast in a long period. We forecast at every point with the highest accuracy.



Female 40%

Male 60%

Age 18+

Visitors 846,787

Unique visitors 204,123

Page views 1,236,457

TRANSLATE.GE

Translate.ge is the professional Georgian online dictionary, the goal of the portal is to help people with quality translations. It combines both general and scientific vocabulary. In addition to the online dictionary, the platform is constantly developing digital translation and additional services.

Printing House “Color Group” is one of the most diversified printing company in the region, which serves large domestic and international companies as well as small and medium-sized entrepreneurs.

Company covers a variety of industries, including: food and fast food products, alcoholic and non-alcoholic beverages, publishing, media, pharmaceutical and medical, automotive, banking, insurance, aviation, entertainment.

Due to the capabilities of the production and high-tech equipment, it has a wide variety of products to offer:

- Books and Press;
- Advertising and Commercial Products;
- Hard (Corrugated Boxes) and Soft Packaging;
- Thermal and Shrink labels;
- Textile.

Also strategic services: Design and Distribution, which allow company to offer clients a comprehensive range of services at their maximum comfort.


SOMA

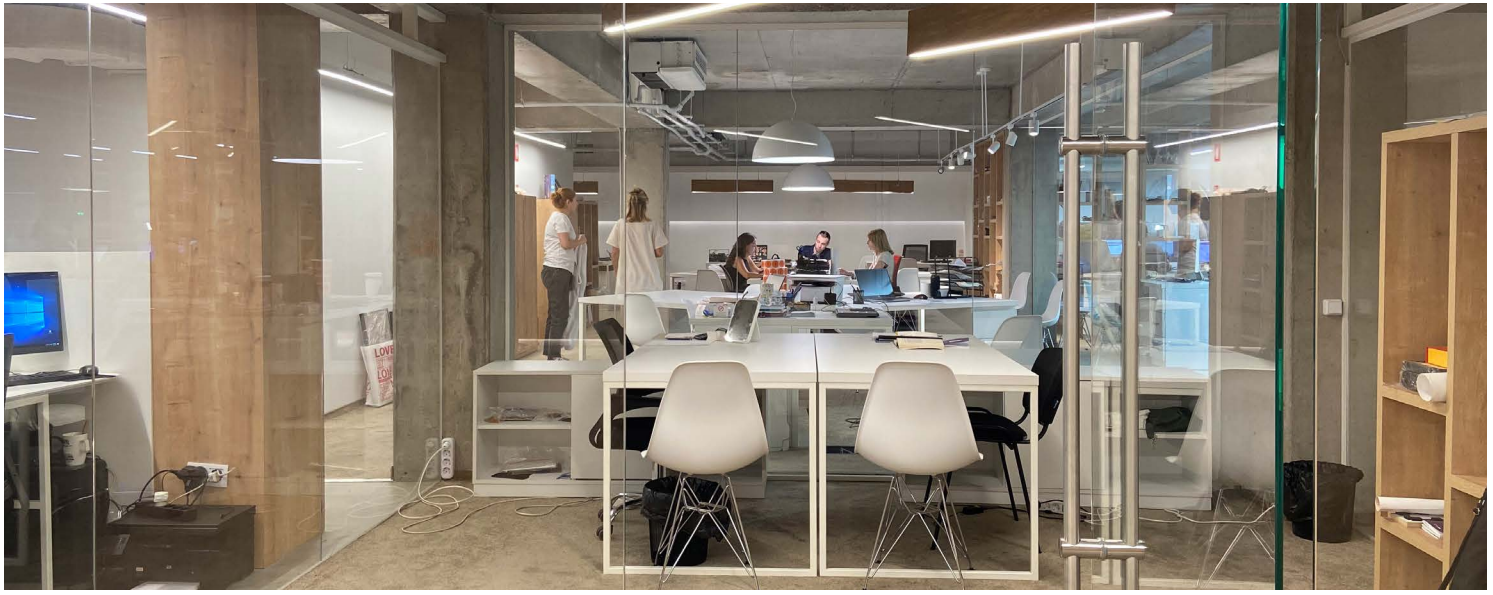


პრინტაარეა

PRINTAREA

“Printarea” has been doing operational, digital polygraph since 2010 year. The company has the ability to provide customers with full polygraphic services - digital printing, wide format printing, branding of promo materials, engraving, textile printing, hard surface printing. “Printarea” customers are organizations and individuals working in various kind of fields. The company has highly qualified employees.

Position: “Printarea” occupies one of the leading positions in the market of creation and printing of advertising and branded materials - which is carried out with the latest equipment and techniques. Its advantage is to print in the highest quality on a variety of materials with different shapes, textures and colors in the shortest possible time - at least 15 minutes. It also offers transportation service to any place throughout Georgia.




hp
HP Indigo 3900 Digital Press
CO2 neutral

Favorite

"Favorite" is the most multifunctional printing company in the region.

The list of services is diverse, giving the opportunity to create a number of different products, such as:

- Commercial Materials;
- Flexible and Solid Packaging;
- Labels;
- Books and Press;
- Textile.

The equipment is manufactured by world-renowned manufacturers, any form required for printing is produced in the company's workshop and laboratory.

Using such cutting-edge technology enables company to be leader in the market.


SMAG
iconcept



The company “GeoPaper” was founded in 2005 and it is a subsidiary of Palitra Media Holding and represents the biggest importer of paper and polygraphic materials, major organization, which occupies the largest part of Georgia paper market. Our production includes the world-recognized paper manufacturing brand list: Holmen; Eska Board; Perlen; UPM; Heinzel; Toras Papel; Stora Enzo and etc. We are imposed high responsibility to printing media lovers as we believe that printing media represents the source of receiving world-wide information, which will always have its own audience.

“GeoPaper” prioritizes quality and high level of service. All our products have certificates corresponding to all international standards. The range of products is gradually increasing and we are trying to be the first to introduce innovations to the market. With an individual approach, we have established ourselves as a reliable partner for many of our customers. It is the first Georgian company that started the production of A4 printer sheets in Georgia at the beginning of 2021, under the brand name "Ponto"

TRULY GEORGIAN

The enterprise has been operating since 2014. It is one of the largest enterprises in Transcaucasia. The company was created within the project “Enterprise Georgia “. The enterprise employs 150 people, and more than 100 people distribute its products throughout the country. With modern technology and qualified staff, we introduce Georgian, high quality and eco-friendly products.

“Kriala” LTD is the first high-tech equipped paper-manufacturing factory in Georgia, which produces hygienic paper under such brands as “Asfurtsela”, “Eko Paper”, “Kriala”, “Fafuki”. The company produces both industrial hygienic paper (100% cellulose) and products obtained by recycling secondary paper.

“Kriala” products can be found in any chained and local stores. At the same time, negotiations are actively underway to export “Kriala” products. Our customers are the largest medical institutions, high-class hotels, shopping centers, government structures.

The company is involved in various kind of environmental projects, such as: “Restore” project that aims to collect wasted paper and plant trees instead of them. Residents and organizations have the opportunity to collaborate in waste paper and receive new books in return.

The company also produces cash register check and thermal paper for printers.

Favorite Distribution is one of Georgia's fastest-growing food packaging businesses. Developed as a focused packaging operation from 2021 and established as a dedicated daughter company in 2023, it has rapidly expanded across the market and built strong partnerships with major foodservice and retail brands.

- Fast-growing business with year-on-year expansion
- Trusted by major brands including Domino's Pizza, Pizza Hut, Gulf, Socar, Wendy's, Starbucks and Dunkin'
- Unique distribution model for food packaging in Georgia and the wider Caucasus
- Online shop and corporate VIP ordering model for premium clients
- **60%** of assortment supported by in-house group production
- **40%** strategically imported, mainly from Turkey and Italy
- Branding, private label, HoReCa packaging and export development

A new-generation distribution company shaping the future of food packaging.


Favorité
DISTRIBUTION
PIZZA BOXES
TAKEAWAY BAGS
FOOD CONTAINERS
CUPS & ACCESSORIES
Pizza


Favorité
DISTRIBUTION

ᲘᲑᲔᲠᲘᲐ
IBERIA | 2005

Notebooks - wholesale production

The company was founded in 2005. In 2015, within the framework of the “Invest in Georgia" project, the company developed and acquired a modern fully automated machine for the production notebooks, which significantly increased the quality and productivity. At the end of 2020 the company became member of the holding. 12 people are employed in Iberia 2005 LTD.

We manufacture the following products:

Notebooks A5 squared/single lined (48P–40P-96P-12P)

Stationery notebook A4 drawer/single line

Notebooks for Georgian writing (1st -2nd -3rd Grades)

Drawing-books- A5/A4 sizes

Note-papers

NEW PACK

The company „New Pack” was established in 2016 as a corrugated cardboard enterprise.

In 2020 the manufacturer of rigid cardboard boxes “Inbox” joined the “New Pack”.

With this union, a unique enterprise in the field of boxes was created, as a result of which the company competes with European and Chinese companies, both in terms of quality and prices. The company is equipped with modern Italian machine tools, which allows us to create high-quality products in Georgia. This year, the “New Pack” bought new equipment and now we can offer to our customers puzzles and board games, an Eco-friendly product intended for children together with the boxes. Currently, the company employs about 40 employees.



"Logistic Center" LLC operates on 8,500 square meters, which is divided into four parts:

1. Kiziki warehouse

- The total space of the warehouse is 3900 sq.m.

2. Anvol warehouse

- The total space of the warehouse is 1100 sq.m.

3. "Pepela" warehouse

- The total space of the warehouse is 1300 sq.m.

4. Auxiliary warehouse

- The total space of the warehouse is 2200 sq.m., Open space.

- The number of employees is 102 people;
- Supplying the chain of stores included in the holding within 8 hours of receiving the order, a total of 100 stores throughout Georgia (except for high mountain regions);
- Supplying a chain of large stores with products produced or purchased in the holding (Carrefour, Goodwill, Magnit, Euro products, etc.);
- Management of products sold on the websites of companies included in the holding (order fulfillment, delivery of products to the courier);
- Fulfillment of individual orders (Full Filament);
- Services for corporate clients (Bank of Georgia, Evex, etc.);
- Cargo transportation throughout Georgia (except for high mountain regions);
- The fleet owned by "Logistic Center" LLC consists of 4 vehicles, of which 2 trucks (up to 3-5 tons) and 2 inter type vehicles;
- In terms of supply, we additionally manage 12 vehicles on the holding balance;



INTER LOGISTICS

The company “Inter Logistics” was founded in 2011 in Tbilisi.

After the few years of successful operation, the “Inter Logistics” has been formed a middle sized established Transportation Company on cargo market, which has been achieved by the professionalism of staff.

Today, “Inter Logistics” offers customers a wide range of road, sea and air freights services. The company is involved in close cooperation with international companies working in transportation field, which supplies customers with most diversified services.

Our mission is, to offer high quality international cargo transportation at reasonable prices to the companies involved in trading, industrial and service activities.

PALITRA L
Publishing House

"READ THE BEST"

"Palitra L" publishing is a subsidiary company of "Palitra Media Holding", it was founded in 2005, and today it is the largest and most successful publishing house in the Georgian market.

We publish books for readers of all ages and tastes. We actively participate in international exhibitions and festivals. We cooperate with the world's leading publishers and agencies, such as: Penguin Random House, DK, Disney, HarperCollins, and others.

We interact with thousands of different people every day with the books, and together with them we create the greatest value, which is called a book, the emotion and education derived from it.

"Palitra L" is focused on quality and innovation. We offer our readers diverse literature, the largest palette of readings. Along with classical literature, we actively publish translations of modern foreign prose, children's literature; We try to be as close as possible to Georgian readers, to give them the opportunity to get involved in the book selection and publishing process, to ask for only the best.

During our existence, we have implemented a number of important, innovative and large-scale projects. Among them are "50 books you have to read while you are alive", "Illustrated history of Georgia", teenage project "Libertines", business literature series "Blue Ocean" and others.

"Palitra L" publishes more than 500 titles of Georgian and foreign author's books of various genres during the year.

We are proud of our history and achievements, which are manifested in the development of Georgian books and literature in the state, in the creation of family libraries, in arousing public interest in the country's history and culture, and in the new generation's interest in books.

Our mission is to make books accessible and desirable to people of all ages, social groups and interests.

"READ MORE TO FEEL BETTER"

Short description: "Biblusi" bookstore chain was founded on May 23, 2008. Over the course of 14 years, "Biblusi" was able to create the widest trading network of publishing products in Georgia, which today meets modern standards and enjoys the well-deserved trust of numerous customers.

"Biblusi" unites 74 branches throughout the country at present. "Biblusi" is one of the largest employers in the country, and all employees of the company are united by one goal - to make books available in all parts of Georgia and to make people fall in love with reading even more. Today, "Biblusi" has an updated website, www.biblusi.ge, which gives customers the opportunity to buy products without leaving home.

Position: "Biblusi" bookstore chain is the largest bookstore chain in Georgia, which now includes 74 branches across the country. Its purpose is to promote the books and make them accessible to anyone. Our mission is to help raise the level of literacy in the country. That is why the "Biblus" chain of stores is presented throughout Georgia. To gain and maintain the loyal attitude of the customer through the variety of choices, "Biblusi" emphasizes the consistency of quality and price. "Biblusi" is one of the largest suppliers of office supplies.

ADVANTAGES:

- Flexible service
- Flexible payment schedule
- Delivery throughout Georgia
- Affordable prices
- Full selection of office products
- Personal manager

A COMPLETE ASSORTMENT OF STATIONERY:

- Office papers
- Stapler
- Binder
- Office file
- Marker
- Magnetic board
- pen
- Business notebook, e.t.c


ბიბლუსი
Books
english book education

„LET'S PLAY TOGETHER"

Pepela chain of toy stores was founded in 2006 and has been operating in the consumer market of Georgia for 12 years. Currently, Pepela is one of the largest and most successful companies in the toy business sector. It is represented in the market by numerous networks. In particular, it owns several branded stores in Tbilisi and Batumi, as well as a wide distribution network in both Georgia and the Caucasus region. The company offers customers a wide range of both European and international brands, designed for children of all ages. In addition to branded stores, customers can also use online services. Since its establishment, the main mission of the company has been to offer customers the best quality products.

Nowadays "Pepela" chain of toy stores includes 22 branded stores, 15 of which are located in Tbilisi, 1 in Rustavi, 2 in Kutaisi, 1 in Bakuriani, 1 in Telavi ,2 in Batumi.

In addition to retail sales, "Pepela" is the main distributor of toys in hypermarkets and supermarkets of Georgia. It is the exclusive representative of various international brands in the Georgian market, including: Clementoni, Mattel, Polosie, Dream Makers, 4M, Papo, Sluban, etc.

"Pepela" toys meet EU standards, including EN71, which is the most stringent quality control for toys. In October 2016, the company created the first online store www.pepela.ge, which makes purchasing products even easier and more convenient.


სათამაშოები
პეპელა
პეპელა
Pepela
TOYS


SALE
-30%


ოდი ერთად ვითამაშოთ
პეპელა
Barbie
Barbie
DISNEY



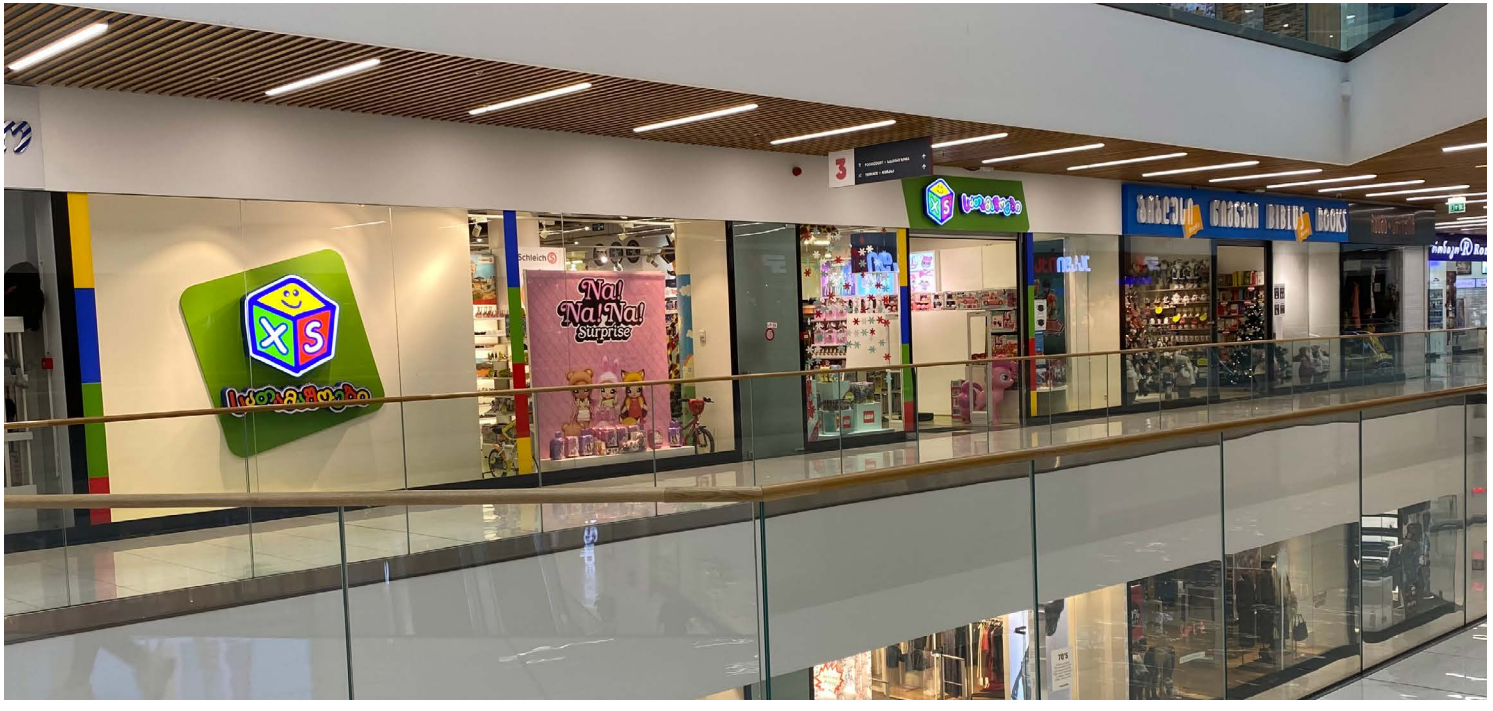
“IT’S BETTER WITH US”

XS toys is the only international European toy store chain in Georgia.

The company offers customers the products of the world’s leading toy manufacturing companies, which are intended for children of all ages.

XS Toys offers its loyal customers the highest quality products and presents them in a friendly and modern environment. Special attention is paid to the latest licenses, characters based on TV and Internet content, and exclusive “XS Toys” product lines.

The main priority for the company is to pay special attention to the quality of toys and service.


Na! Na! Na!
Surprise
BOOKS

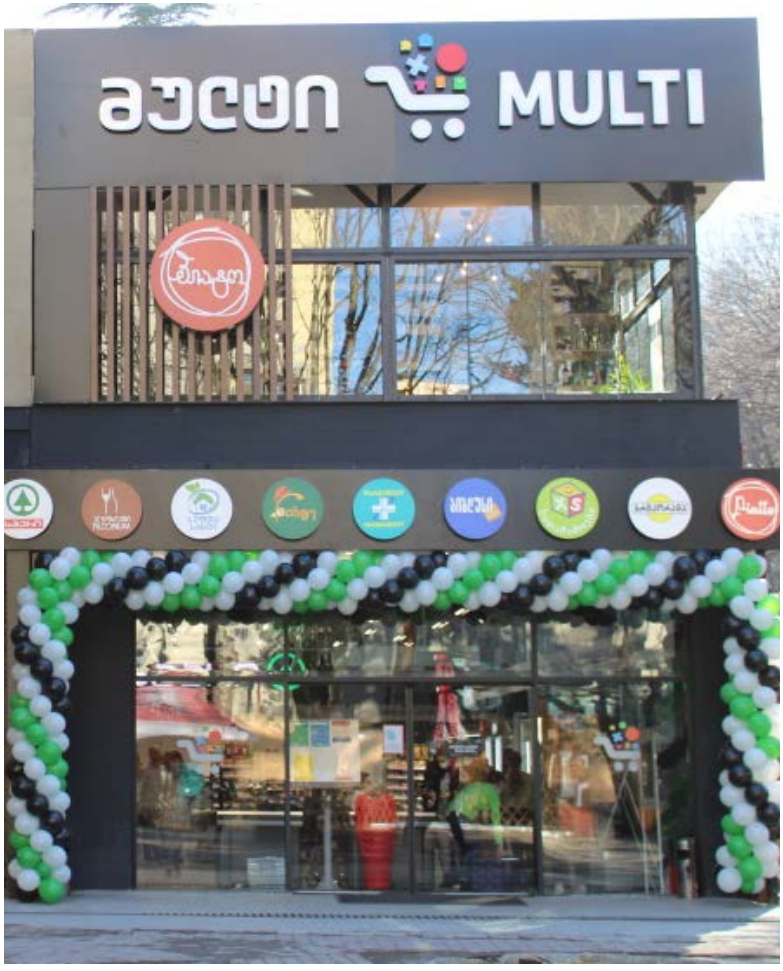

HOT WHEELS
FORTNITE


LEGO

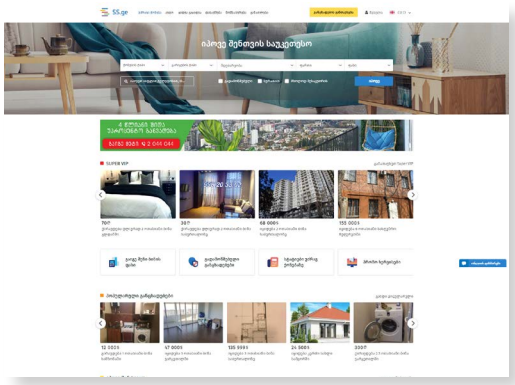


“ALL IN ONE SPACE”

Georgian multi-brand shopping space “Multi” is a flexible, focused on customers’ wishes. Its main distinguishing feature is the combination of various successful brands in one space and after shopping in each of them, finally paying at one checkout. In future plans “Multi” wants to introduce a self-service cash register in its service, where the costumers will carry the products theirself, the possibility of Wallet parking. “Multi” is a small ecosystem designed for costumers’ convenience.

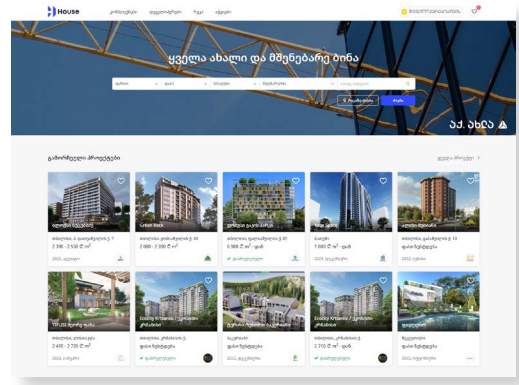

MULTI


CASH DESK
SPAR
CLEAN
HOUSE



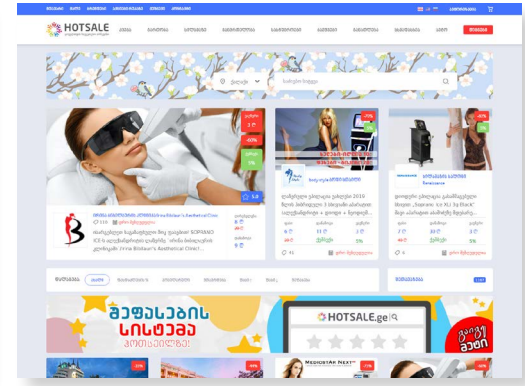
SS.GE

SS.GE, the largest real estate portal in Georgia, which was created based on "Sitkva Da Sakme". It offers the customers constantly innovative news. The company aims to make this process easier, convenient and comfortable for both the buyer and the seller. In this direction, SS.GE is the first in the Georgian market to integrate artificial intelligence in its activities. As a result, a powerful platform was created, which became a full guarantee of a successful purchase or sale. The SS.GE team is constantly focused on creating such innovative services as real estate price calculator, verification service, 360-degree photos. Each statement posted on the portal is moderated, meaning that each statement on the website is reliable and verified.



HOUSE.GE

For the developer, House.ge is an alternative version to have their own website, because they can fully present they own projects, have a branded page which will combine all their projects or offers. Therefore, real estate seekers can now see all the developers' offers in one place.

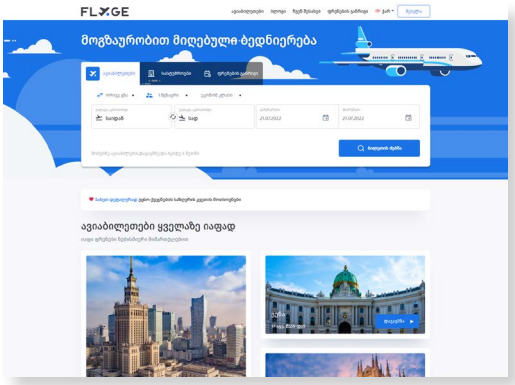


HOTSALE.GE

Discount site hotsale.ge has appeared in the internet sales market since 2011. The field of activity of the site is E-commerce. The customer has the opportunity to purchase various services and products at a discount of 20% to 90% every day.

Hotsale.ge positions itself as a leader in the field of e-commerce on the market, a discount site, which offers customers only a wide variety of quality products and services. Hotsale.ge's highly qualified staff verify the description of products and services that are offered by the companies.

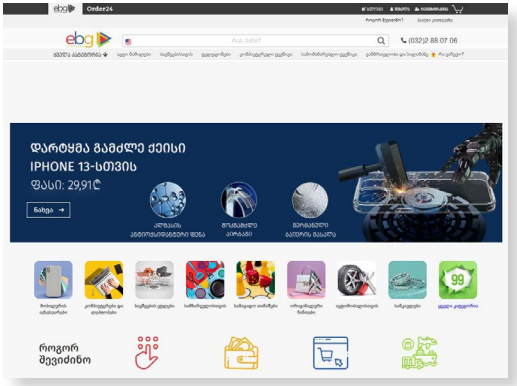
The mission of the portal is to give the costumers exclusive sale and maximum saving.



FLY.GE

Online tourist agency with 9 years of operating experience in the local market now with multifunctional web-site enabling flexible ticket filtrations.

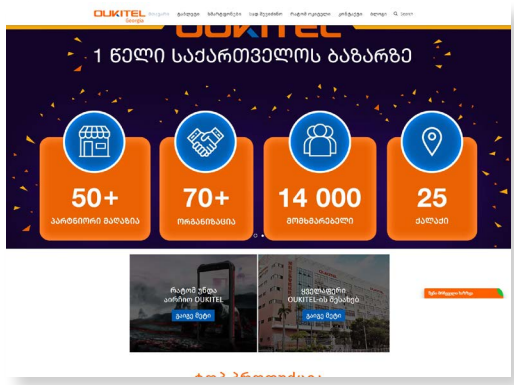
- tickets from airlines of a customer's choice – personal concierge, purchase, reservation, check-in, luggage management;
- all transport tickets - bus and train, transfer from airport;
- travel-related services - hotel reservations, health insurance, tour planning, PCR test reservations;
- well-known and respected brand name locally;



EBG.GE

Official partner of eBay.com and the biggest online shop in Georgia.

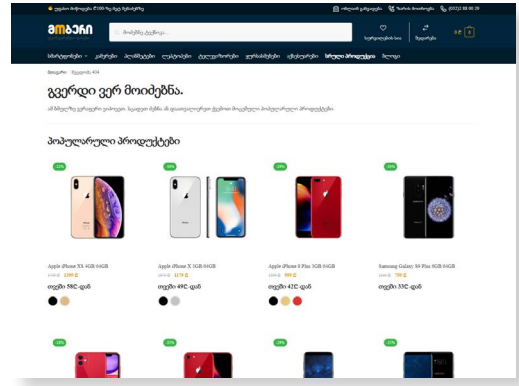
- access to more than 1 000 000 000 eBay products online;
- product descriptions provided in Georgian and payment available in GEL;
- additional services like: Warranty and Pay-in-Installments;
- product shipping service to Georgia and local delivery in more than 40 regions;
- 100 000+ unique visitors a months;



OUKITEL.GE

Official Representative of smartphone brand Oukitel since January. Profit Commerce's one of the subsidiaries.

- leader brand in high-tech, budget-friendly smartphones;
- leader brand focused on long-lasting battery life;
- physically enduring, suited for extreme conditions;
- well-fit for individuals and corporate clients with specific needs;
- being sold by 17+ online and on-site technic stores;



MOBER.GE

Profit Commerce's one of the subsidiary platforms in the category of Digital Technics.

- self importing, shipping and distributing smartphones to sell;
- budget-friendlier new and refurbished smartphones and accessories;

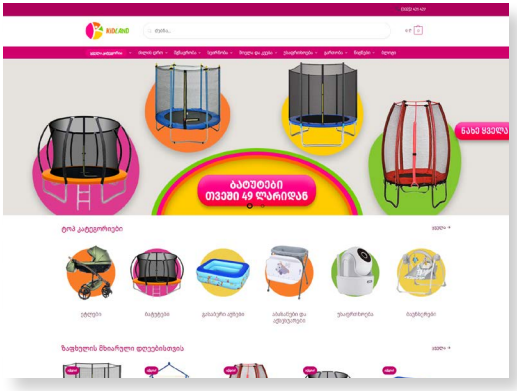


OHOHO.GE

Profit Commerce's one of the subsidiary platforms in the category of Products for Kids.

Space where you can buy everything for your newborn or a teenager. Only certified products from leading brands in the category. Customer oriented, smooth and always available service. A team that takes care of the order from selection to delivery.

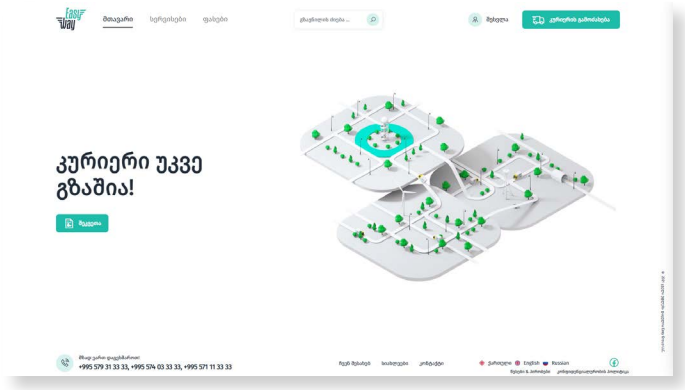
- A simple and flexible website
- More than 1000 products
- Secure payment system
- Online installments of 4 banks
- Delivery service on 80% of the territory of Georgia



KIDLAND.GE

Profit Commerce's one of the subsidiary platforms in the category of Home and Yard.

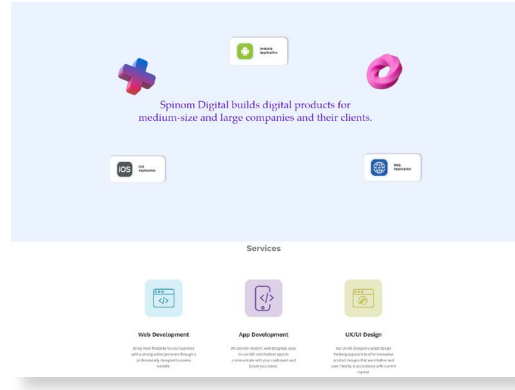
- self importing, shipping and distributing home and yard accessories to sell;
- supplying 10+ online and offline stores;



EASYWAY.GE

Courier services in the shortest possible time in Tbilisi and regions. There are no restrictions for us, the customer can transport parcels of any weight and size – the customer chooses the desired service package himself:

- across the city
- between cities
- regions
- parcel imaging for guaranteed safety
- change of address;



SPINOM.DIGITAL

Software Development company that creates software of any size and complexity.

- creating digital products that simplifies the operations of companies and thus, save on operating costs
- delivers products using modern Agile methodology and carries out its technical monitoring
- 12 corporate clients, 5 corporate clients on long-term Support;

mycourier

Scooter-riding courier company for express delivery;

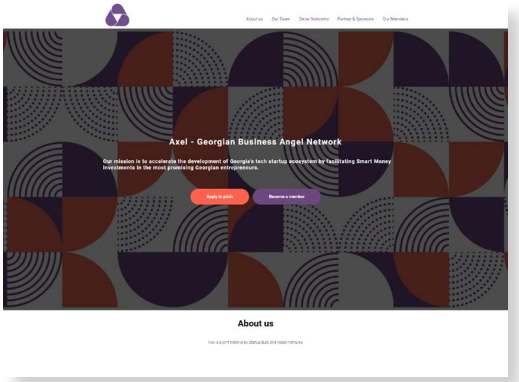


STARTUPBURO.ORG

One of the main supporters of the Georgian startup ecosystem, partnering private and public sectors to implement skills development programs for entrepreneurs, innovators, and creators.

International Licenses to host in Georgia:

- Techstars Startup Week
- Fuckup Nights
- Future Agro Challenge
- ProductTank
- PechaKucha Night
- NASA Space Apps Challenge
- Founder Institute workshops, and more;



AXELNETWORK.ORG

Angel Investors' Network - Joint initiative of Startup Buro and Kedari Ventures.

Mission Statement "To accelerate the development of Georgia's tech startup ecosystem by facilitating smart money investments in the most promising Georgian entrepreneurs."

- 20+ Angel Investors, 3 international conferences, 6 international partner angel investors' networks from Baltics and Nordics.



News Tv

"Palitranews" TV has been broadcasting since November 2015. The TV company provides 24-hour, continuous, up-to-date, reliable and unbiased information to its viewers.

THEME: "Palitranews" is quick, fact-focused television Political, Economic, Cultural, Sports news are broadcasted constantly. The News is provided every hour and offers the viewers to learn about the processes based only on the real facts. It also offers daily talk shows, current affairs with the most interesting topics and guests, expert analysis and information that is important and interesting to the viewers.

THE TARGET AUDIENCE: "Palitranews" target audience is people with the different lifestyle who need unbiased, relevant and objective information on time.

POSITION: "Palitranews" is positioned as a fact-oriented, unbiased, informative, news television with 24-hour broadcasting.

DISTRIBUTION AREA: broadcasts all over the country across both cable operators and through digital broadcasting.




PAUTA NEWS





Your Trusted Companion

News-music radio, which has been broadcasting since 2008 on FM103.9

THEME: Radio "Palitra" covers current political, social, cultural news in the country and abroad. It offers to listeners daily talk-shows where guests discuss interesting events and offer competent analysis to listeners. The best hits of all time. The listener has the opportunity to receive the most reliable, unbiased information throughout the day, to be aware of the important processes taking place in the country and abroad.

TARGET AUDIENCE: listeners of Radio "Palitra" are business-related, medium and high-income, educated, socially active people who are interested in current news and analysis of events in the country and abroad.

POSITION: Radio "Palitra" positions itself as an informational-musical radio.

DISTRIBUTION AREA: Radio "Palitra" broadcasts in Tbilisi, Gudauri, Borjomi, Bakuriani and their surroundings. Since March 2018, radio "Palitra" can be heard: in Adjara, Guria and its surroundings on the same wave FM103.9.


რადიო
პალიტრა
FM 103.9

Content ROOM

Content marketing is one of the priority directions of "Palitramedia", within the framework of which "Palitramedia" marketing, PR and copywriters team plans a complex content marketing strategy for various organizations, the content developed by them will be placed on various media platforms.





WHAT DOES CONTENT MARKETING MEAN?

Content marketing is a strategic marketing approach that aims to create and distribute valuable, relevant and consistent content to target audiences across multiple platforms. As a result, raising awareness, increasing credibility and loyalty, strengthening the brand.

WHAT DOES CONTENT MARKETING OFFER?

It offers companies to plan communication channels appropriate to their target audience, prepare materials according to various selected topics and place them on these channels. Providing the desired messages to the target audience through interesting and useful content.

The content marketing team creates a community of followers, likers, and fans for the client organizations that will turn into their customers.

Content marketing materials can be in different formats: article, video/story, infographic, blog post, video blog, audio (story), branded content, 360-degree video/photo, drone story.

CONTENT MARKETING CAMPAIGN RESULT

- Establishing a long-term relationship with the customer
- Increase awareness
- Increasing credibility
- Brand strength

Bloom events

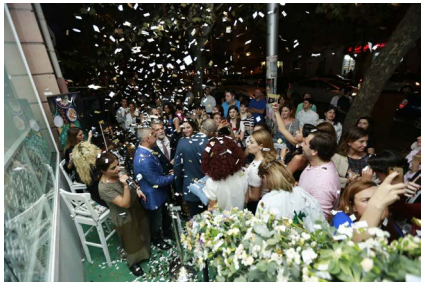
"Palitramedia" established the event group in 2013, which offers numerous corporate customers effective and diverse event planning and marketing support for their activities.

"Bloom Event" has been established as a separate company since 2016. It is managed by an experienced and powerful team that has been planning and implementing various events and promotions for 4 years. The list of events organized by the company includes many presentations, official receptions and solemn ceremonies.

Position: "Bloom Event" provides coverage of the event by the most rated and high-circulation media platforms. It also owns a variety of internal resources, uses the capabilities of various companies within the media holding.

What does "Bloom Events" offer to customers: presentations, conferences, grand opening ceremonies, corporate evenings and other kind of events.









Adline is an advertising agency which was established in 2009 as part of “Palitramedia”. From the very beginning, the agency aimed to offer innovative advertising solutions to customers.

Accordingly, it took the first successful steps in the direction of Internet advertising. Today, the agency is actively running advertising campaigns on other media platforms as well (Internet, television, radio, press).

Position: The company’s main difference from others is integrated offerings. It offers users Internet advertising and other mixed packages and technologies for different platforms.

The company’s mission is to expand the users’ understanding of the possibilities of Internet marketing as much as possible and to offer an innovative, creative and effective means of online advertising.

The company “Mercuri” is a part of Palitra Media Holding, its main field of activity is the distribution of magazines, newspapers and books both as in Tbilisi also throughout Georgia. Products are delivered to customers through the company's press booths and retail facilities, as well as through a number of chain companies.

During the periods, Merkuri has grown the range of products significantly, and nowadays, along with polygraphic products, the company offers customers a wide selection of toys, stationery, chemistry and hygienic items. Within the framework of the new concept, the company is establishing a new direction, which is aimed to create a chain of wholesale and retail stores for chemical-hygiene and other similar products starting from 2021. One such kind of store has already been opened in Gori, which was quite well adopted by local customers.

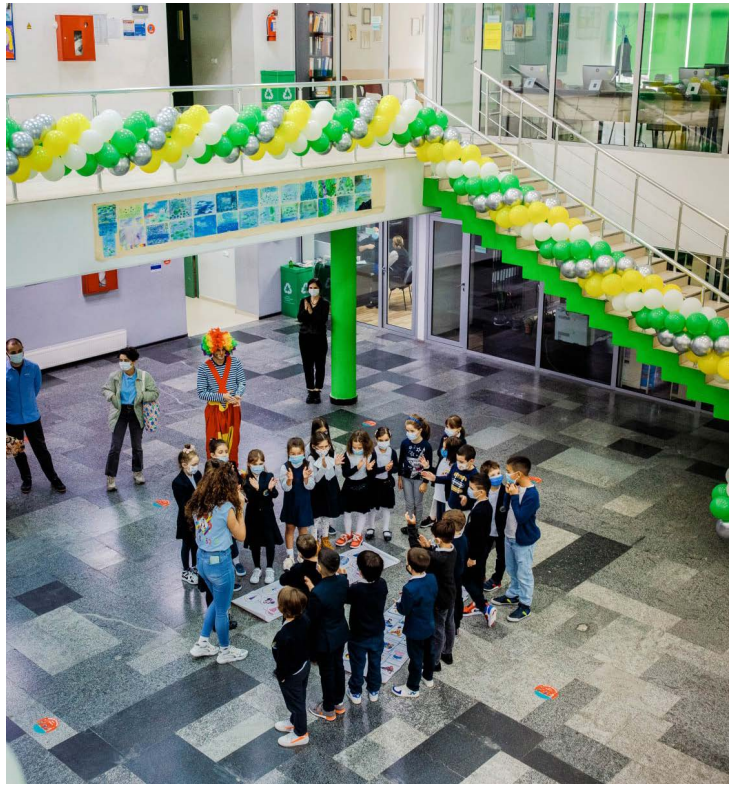


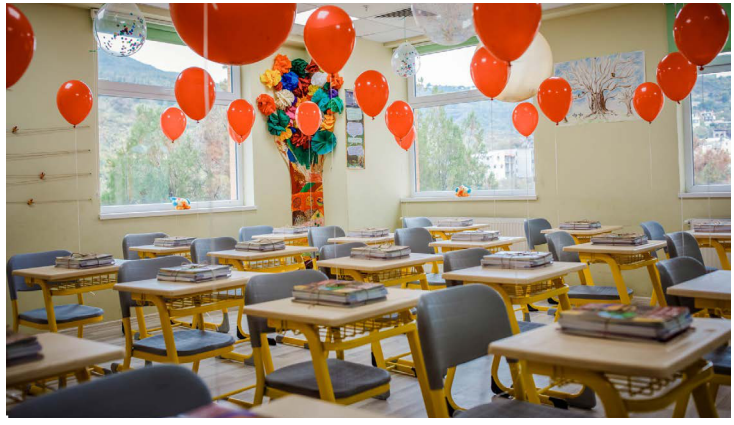
St. George International School, using methods and technologies corresponding to modern standards, allows professional teachers and educators to raise a person who will be able to realize himself, orient himself in the environment, and protect state and public interests.

The mission of the school is to raise a literate person who is spiritually and physically healthy, carrying Orthodox values and national traditions, who will be able to realize his knowledge and skills both within the country and beyond, to successfully navigate the environment and protect state and public interests.

The motto of the school is: “non scholae sed vitae discimus” - “we study not for school, but for life”.


ჭადა ბარბეს სახელობის
საერთაშორისო სკოლა





BTU – Business and Technology University; Launched in 2016.

The mission is to contribute to the development of the innovation ecosystem in the country and on an international level. To offer society a unique experience in the field of business and IT, to develop leadership and entrepreneurial skills of the person, by the means of creating an entrepreneurial ecosystem and integrating business with digital technologies. To give motivation and opportunity to compete in an international market.

Programs:

Bachelor's:

- Business Administration (Management); Business Administration (Finances); (ACCA Accreditation) Digital Marketing; Information Technology.

Master's:

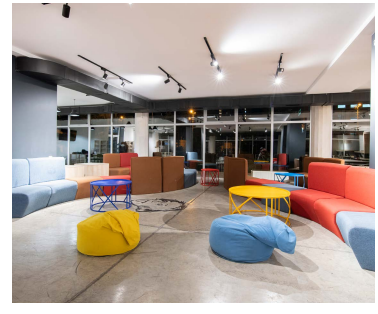
- Business Administration and Modern Technologies (MBA); Information Systems Management - DevOps. (AWS Academy Partner)

PhD:

- Business Administration; Digital Governance and Artificial Intelligence in Public Sector (being under accreditation process).









PALITRA HOLDING

PEOPLE
IDEAS
BUSINESS
FOR A STRONGER
GEORGIA



30+
YEARS
OF EXPERIENCE

102,000 m²
PRODUCTION FACILITIES
& OWN LAND

150,000 m²
WAREHOUSES, LOGISTICS
& OTHER FACILITIES

PALITRA HOLDING

PEOPLE IDEAS BUSINESS
FOR A STRONGER GEORGIA

30+
YEARS OF
EXPERIENCE

MEDIA & BROADCASTING

PALITRA MEDIA
PALITRA NEWS NEWS TV
Radio PALITRA FM 103.9

PUBLISHING & BOOKSTORE

BIBLUSI Books
PALITRA L Publishing House

PRINT & PACKAGING

COLOR GROUP
PRINTAREA
NEW PACK
Kriala

IMPORT, EXPORT & DISTRIBUTION

GeoPaper
Favorité DISTRIBUTION

ADVERTISING & EVENTS

ADLINE
Bloom events
Content ROOM

TOYS & RETAIL

Pepela
XS toys
MULTI

E-COMMERCE

ss.ge
house.ge
FLYGE
hotsale.ge
ebg.ge
oukitel.ge
mober
ohoho.ge
kidland.ge

3,000+
EMPLOYEES

10M+
READERS AND
VISITORS MONTHLY

“Kviris Palitra” newspaper has been published for more than two decades. “During this time, it was able to maintain the academic level and provide diverse and correct information to the population, thereby gaining the trust and love of the people.”

CATHOLICOS-PATRIARCH OF GEORGIA, HIS HOLINESS AND BLESSED ILIA II

Influencing public opinion is not exclusive to government. “Perhaps my statement does not have as much trust in society as the information spread by “Interpress-News”.

DAVID USUPHASHVILI

The ambassador of the United States of America called “Palitramedia” - “It was very nice to visit you. I learned a lot about this Bastion of free media and an iconic figure. This organization has a really good future.”

FORMER US AMBASSADOR TO GEORGIA IAN KELLY

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2 38 78 70
2 23 80 09
2 38 62 52

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