

Mechanizace zemědělství

7-2016

TEMA: Traktory



Professional magazine for agricultural machinery

People making decisions about investments in agricultural machinery are its target group. Magazine informs about news and practical experience especially with agricultural machinery. You can find on its pages regularly notes on exhibitions and shows, reports on operation, tests and charts of machinery and a bit of history. Full colour magazine has approximately hundred pages. Magazine also has a significant presence among readers in the Slovak Republic and was ranked among the peer-reviewed journals.



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Marian Mrug

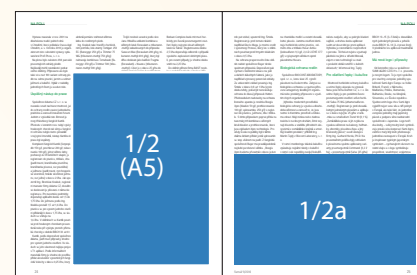
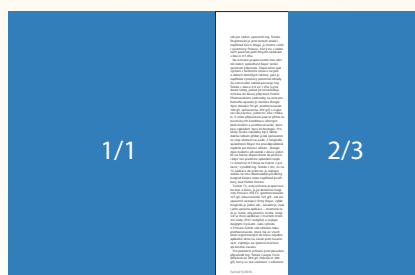
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Page ratio	Size (mm)	Price (eur)
1/1	230 x 297 (fall out)	1221
2/3	149 x 297 (fall out)	1073
1/2 (A5)	149 x 210 (height)	851
1/2a	200 x 120 (width)	703
1/2b	112 x 297 (height)	703
1/3a	230 x 93 (width)	629
1/3b	72 x 297 (height, fall out)	629
1/4a	149 x 94 (width)	481
1/4b	97,5 x 120 (height)	407
1/1*	text advertising (delivered)	1221
1/2*	text advertising (delivered)	703
1/1*	text advertising (magazine graphics)	611
1/2*	text advertising (magazine graphics)	352
Doublesleeper	460 x 100 (fall out)	1332
Rail	2x 72 x 297 (fall out)	1332
Series	2x 72 x 297 (fall out)	1443

Published every 1st week in the month



NEW ADVERTISING FORMATS



Doublesleeper



Rail



Series in editorial text



Month	Topic	Deadline	Content intention	Catalogue	Content
1	Tractors	1. 12. 2016	Tractors		
2	Soil tillage and sowing	11. 1.	Paring ploughs, seeding machines, precision seeding machines		
3	Harvesting forage crops	8. 2.	Harvesting cutters, mowers, hay trailers, tedders, rakes		
4	Harvesting cereal crops	8. 3.	Harvest threshers, shredders		
5	Precision agriculture	6. 4.	GPS navigation, monitoring vehicle movement, telemetry	Tractors (22. 3.)	Tractors
6	Transport and handling	11. 5.	Manipulators, articulated loaders, front tractor loaders, semi-trailers, trailers		
7	Tractors for special use	8. 6.	Tractors in non-agricultural sector, tractors for orchards and vineyards		
8	Soil tillage systems	10. 7.	Ploughs, paring ploughs, deep tillers, seeding machines		
9	Application of fertilizers and harvesting tuber crops	14. 8.	Distributors of farm and mineral fertilizers, manure machinery, sugar beet harvesters, potato harvesters		
10	Feeding carts	13. 9.	Feeding carts, separators		
11	Forest machinery	11. 10.	Trailers, tractor extensions, harvesters, chainsaws	Soil tillage and sowing (28. 9.)	Paring ploughs, seeding machines, ploughs, tiller
12	Sprayers	8. 11.	Sprayers, sprinklers		
1/2018	Tractors	4. 12.	Tractors		