



Magazine for a modern farm

The magazine is targeted at family farms and companies with combined agricultural production. With its responsive format, the magazine provides up-to-date information from agriculture, specialized articles and reportage from real life. Farmer is issued six times a year with a specialized supplement Farmer Special. The second half of issues is divided into Plant production, Animal production and Machinery. The magazine is supplemented with the sections of Agricultural policy, European Union, Organic farming, Curiosities, On a farm, Commodities, History, Foreign countries, and other areas. The specialized monthly magazine contains minimum 80 pages, while the issues with a supplement contain approximately 40 extra pages.

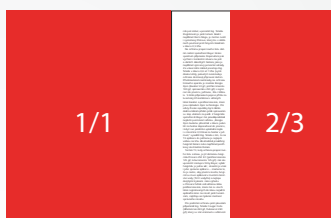


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Page ratio	Size (mm)	Price (eur)
1/1	230 x 297 (fall out*)	1360
2/3	149 x 297 (fall out*)	1200
1/2 (A5)	149 x 210 (height)	960
1/2a	200 x 120 (width)	800
1/2b	112 x 297 (height)	800
1/3a	200 x 81 (width)	720
1/3b	72 x 297 (height, fall out*)	720
1/4a	149 x 94 (width)	560
1/4b	97,5 x 120 (height)	480
1/1	text advertising (delivered)	1360
1/2	text advertising (delivered)	800
1/1	text advertising (magazine graphics)	680
1/2	text advertising (magazine graphics)	400
Doublesleeper	460 x 100 (fall out*)	1480
Rail	2x 72 x 297 (fall out*)	1480
Series	2x 72 x 297 (fall out*)	1480

*need to add 5 mm to all sides of advertisement as fall out.



Doublesleeper

Rail



Series in editorial text

Tip for you

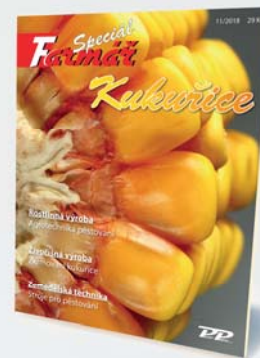
The space on the first page of the section devoted to PP, AP or MACH, generally covering the whole page. The purpose of the section is to describe an interesting product, method or technology. The section tip for you should contain visuals, description of technology, technical data. The price is 50 % of an advertising page.

Machine of the month – poster

The poster contains a good quality photo which can be accompanied by a logo and technical data. The second page of the poster is intended for other photographs. The A3 poster, folded, printed on 150g paper, and inserted under the cover. The price is 25,000 CZK.

Characteristics of the Farmer Special supplement

- The topic compactly and comprehensively compiles basic agricultural fields, i.e. PP, AP, machinery.
- The supplement amounts to 50 % of the magazine volume, i.e. 36–40 printed pages including advertisements. Farmer alone then contains 32–40 pages, including articles and news reports from all the areas of agricultural activity, economics and journalism.
- The supplement will have an extra designed cover.
- The number of supplements printed in addition will be c 1,000 pcs.



Month	Plant production	Animal production	Machinery	Deadline
1	Potatoes	Properly managed pasture	Machines for pasture maintenance	3. 12. 2018
Extra supplement	Precision agriculture and smart farming – plant growing / breeding / equipment and technology			14. 1. 2019
	2	Plant nutrition and protection in precision agriculture, yield map	Automatization in stables, monitoring animals	
3	Rape plant – varieties, nutrition, protection	varieties, nutrition, protection Correct calf breeding	Towed sprayers	11. 2.
Extra supplement	Haylage – cultivation / consumption / machinery			11. 3.
	4	Variety composition, establishment and maintenance of perennial grass stands, undesired weeds, other crops for haylage	Introduction of haylage in feed ration for dairy cows and other categories of cattle, feeding sheep and goats with haylage	
5	Pea – cultivation, machinery, processing	Smaller pig farms	Application of fertilizers	10. 4.
Extra supplement	Cereal farming – cultivation / nutrition of farm animals / machinery			13. 5.
	6	Selection of suitable varieties, establishing vegetation, protection, nutrition, current offer of varieties in CR	Use of cereals in nutrition of monogastric species Preparation of feed mixtures containing cereals Grain feeds for ruminants	
7	Autumn plant protection and nutrition	Poultry in deep litter	Well-equipped tractor	11. 6.
Extra supplement	Dairy farms			15. 7.
	8	Production of GMO-free soybean, feed base in Czech regions	Stabling technologies, milking technologies, cattle welfare requirements, impacts on milk quality	
9	Organic matter in soil	Breeding rainbow trout in a small reservoir	Farm handling equipment	12. 8.
Extra supplement	Tackling drought			13.9.
	10	Varieties resistant to drought, soil condition, anticorrosive measures, selection of cultivated crops, retention of water in soil	Solutions to insufficient amount of voluminous fodder a farm, animal welfare in droughts, agroforestry systems of animal breeding	
11	Orchard – establishment, treatment, harvest, economics	Sheep and goat breeding	Harvesting threshers – lower performance series	10. 10.
Extra supplement	Corn – cultivation / consumption / machinery			7. 11.
	12	Agrotechnology of cultivating corn Basic division of corn hybrids and their suitability for cultivation in CR, Establishing vegetation, variety composition suitable for various soil and climatic types of CR	Feeding corn Parameters of quality silage, feed rations for dairy cattle, beef cattle, fattening bulls, sheep, goats	
1/2020	Malt barley	Pig management	Seeding machines	3. 12.