

## Professional horticulturalists' magazine

pomology • viticulture • vegetable farming • floristry  
• nurseries • greenery realization and maintenance

It is targeted at companies specializing in realization and maintenance of public greenery and gardens, garden centre operators, nursery operators, florists, pomologists, vintners and vegetable growers. The only complex professional horticultural magazine on our market. It contains the topic of the month and permanent sections. It informs about new products in the field (mechanization, growing technologies, plant nutrition and protection, etc.). It also contains reports from companies and exhibitions. The magazine also features prominently in the Slovak Republic and has been listed among the reviewed specialized journals. It presents complex information service to all horticulturalists.



**Zahradnictví**  
**www.zahradaweb.cz**  
**Ing. Martina Smolková**  
**cell phone: +420 602 196 088**

tel.: +420 277 001 655

e-mail: martina.smolkova@profipress.cz



Page ratio	Size (mm)	Price (eur)
1/1	230 x 297 (fall out*)	1200
2/3a	149 x 297 (fall out*)	920
2/3b	230 x 185 (fall out*)	920
1/2 (A5)	149 x 210 (height)	760
1/2a	200 x 120 (width)	680
1/2b	97,5 x 254 (height)	680
1/2c	112 x 297 (height, fall out*)	680
1/3a	200 x 81 (width)	480
1/3b	72 x 297 height, fall out*)	480
1/4a	97,5 x 120 (height)	400
1/4b	149 x 94 (width)	400
1/8	97,5 x 60 (width)	220
1/1	text advertising (delivered)	1200
1/2	text advertising (delivered)	680
1/1	text advertising (magazine graphics)	600
1/2	text advertising (magazine graphics)	340

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



Month	Introductory topic of the month	Deadline	Supplement	Contents of the supplement
1	<b>Gardens differently</b> – new technologies, modern features, alternative gardens	10. 12. 2018	<b>Pomology</b>	Chemical and biological protection, fertilizers, seedlings, seeds for avenues, mechanization for orchards
2	<b>Spring protection and nutrition of fruit crops and grapevine</b>	18. 1. 2019	<b>Growing substrates and containers</b>	Seeding and planting, roof substrates, wood fibres in substrates, peat mixtures, hydrogels, hydroponics, urban furniture, LED lighting, etc.
3	<b>Irrigation systems</b> – for greenhouses, public and private greenery, soluble fertilizers, sprayers	15. 2.	<b>Nurseries</b>	Substrates, varieties, nursery equipment (tools, containers, stands, grids, packaging and protective material), machinery
4	<b>Machinery and technologies for orchards and vineyards</b>	15. 3.	<b>Lawns from A to Z</b>	Seed mixtures, grass carpets, fertilizers, irrigation, mechanization for establishment and maintenance, herbicides
5	<b>Starring perennials</b> – range, containers, labels, tools, use in private and public greenery	17. 4.	<b>Garden plant nutrition and protection</b>	Chemical and biological protection, fertilizers, irrigation systems
6	<b>Leasing, loans, insurance in horticulture</b> – subsidies, legislative support, norms, labels and labelling	15. 5.	<b>Equipment for gardeners</b>	Seeding machines, lawn mowers, compact tractors, additional equipment – sprinklers, sprayers, robotic systems, electric machinery, mulchers, cultivators, small garden mechanization – power tools
7	<b>New technologies and their use in horticulture</b> – irrigation, heating in greenhouses, mechanization, microbial protection, increasing sales	17. 6.	<b>Greenery realization and maintenance</b>	Lawn mowers, tractors, sprinklers and irrigation systems, professional hand tools, shredders and mulchers, biomass, stone, wood residue, unwooven textiles, protective equipment for gardeners, drip irrigation
8	<b>Water, vegetation and temperature in the garden</b> – ornamental and utility reservoirs, construction material, water bodies, wells, water pumps, sewage plants, drainage, solar panels, lighting, water flora and fauna, protection of animals from drowning	22. 7.	<b>Orchard management, fruit growing and viticulture</b>	Equipment for orchards and vineyards, harvesting and handling machinery + accessories, chemical sprays, biological protection, planting mixtures for long-term and short-term greening, news on the market – resistant varieties
9	<b>Establishing vineyards and orchards</b> – seeding mixtures for rows between vines, news on the market - resistant varieties, equipment, fertilizers, tools	14. 8.	<b>Autumn revolving around nurseries</b>	Substrates, varieties, nursery equipment (tools, containers, stands, grids, packaging and protective material), machinery, hydrogels
10	<b>Special machines for harvesting in the field, orchard and vineyard</b>	16. 9.	<b>Florist news</b>	News in the range of seasonal, perennial varieties of plants, annual plant mixtures
11	<b>Processing and storing fruit and vegetables</b> – refrigerating units, containers, technologies and equipment for warehouses, news in processing (dryers, preservation...)	18. 10.	<b>Covered growing areas</b>	Constructions, new growing technologies, irrigation, lighting, shades, fertilizers, chemical and biological protection, protection of greenhouses
12	<b>Architectural features in gardens and parks</b> – stone, concrete, metal, outdoor lighting, fountains, ponds, software for architects	13. 11.	<b>Seeds and planting flowers, vegetables, herbs</b>	Seeds, seedlings, cuttings – rooted and unrooted, substrates for seeding and planting, planting multipacks and other tools
1/2020	<b>Gardens differently</b> – new technologies, modern features, alternative gardens	9. 12.	<b>Pomology</b>	Supplement Pomology

Published every 2<sup>nd</sup> week of the month