

Specialized and professional weekly magazine Agriculturalist

A fully coloured weekly magazine containing 40 to 64 pages in the A3 newspaper format is the most frequent title for farmers and provides information about events in agriculture from the previous week. It contains complete political and commodity news coverage, a regular European Union page, agricultural events calendar, a specialized Weekly topic, sections focusing on Plant production, Animal production, Farming equipment. The magazine is supplemented with the topic of Organic farming. Moreover, Agriculturalist contains a regular supplement AGRO-shop and a special regional supplement devoted to agriculture in individual regions of the Czech Republic. It is a partner for organizations interested in agriculture.



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Price list 2019	Size (width x height)	Coloured adds (eur)
Front page		
A – cover top	86 x 119	1080
B – band below A	86 x 20	320
C – right above full bottom	86 x 86	840
D, E, F – 1/3 of bottom	86 x 86	840
Third page		
G, H, I – 1/3 of bottom	86 x 119	540
Fifth page		
J – 1/2 width	266 x 180	1200
Back page of the periodical		
Z – „top“	86 x 58	280
Servis box	86 x 86	400
The page of specialized part (Topic of the week, Crop management, Animal production, Farm Machinery and Technology)		
A – „top“	86 x 119	540
1/8 t. s. o. r.	86 x 119	420
Full bottom I	266 x 86	1040
Partner of the weekly topic (partner logo on agroweb.cz)	266 x 119 176 x 230	1320 1400
Advertisement inside the jurnal		
1/1 page	266 x 365	1880
Junior page	176 x 230	1200
1/2 page – height	131 x 365	1080
1/2 page – width	266 x 180	1080
1/3 page – height	86 x 365	960
1/4 page – height	131 x 180	680
– width	176 x 119	760
1/8 page – height	86 x 119	360
– width	131 x 88	420
1/16 page	86 x 58	200
NEW Product box	86 x 86	200
Inserted advertisements		
1 – 4 pages A4		1000
4 – 8 pages A4		1200
8 – 32 pages A4		1400
More than 32 pages A4		1800
Back cover – 15 % extra charge		Prices for non-standard forms of advertising will be determined by agreement
Axact placing – 20 % extra charge		
Special size of ads – 40 %		
Advertising Graphic Price		
		28



NEW

Product box In the section Topic of the week

– new opportunity to present
 your company news

Product photograph + short text

Size: 86 x 86 mm

Size of the photograph: 86 x 58 mm

Number of characters: 330 including spaces



Number	Topic of the week	Deadline (thuesday)	Expedition (monday)	Chosen size of advertisement	Company article	Note
1	Spring oil crops	11. 12. 2018	2. 1. 2019			
2	Application of mineral fertilizers	18. 12. 2018	7. 1.			
3	Storing	2. 1. 2019	14. 1.			
4	Soil tillage and seeding	8. 1.	21. 1.			
5	Varieties of spring cereal crops	15. 1.	28.1.			
6	Most powerful tractors on the market	22. 1.	04. 2.			
7	Alfalfa and clover grass mixtures	29. 1.	11. 2.			
8	Harvesting threshers, shredders, picking carts	5. 2.	18. 2.			
9	Successful pig management - economics, nutrition, technology	12. 2.	25. 2.			
10	Machinery for smaller farms	19. 2.	4. 3.			
11	Spring vegetation protection	26. 2.	11. 3.			
12	Harvesting fodder crops	5. 3.	18. 3.			
13	Dairy cow nutrition	12. 3.	25. 3.			
14	Leasing, loans and insurance in agriculture	19. 3.	1. 4.			
15	Good quality ensiling	26. 3.	8. 4.			
16	Orchard, vineyard and hopyard management	2. 4.	15. 4.			
17	High-volume semi-trailers	9. 4.	23. 4. thuesday			
18	Plant nutrition - fertilization and stimulation	16. 4.	29. 4.			
19	Technology and equipment in dairy cow management / Animal Tech	23. 4.	6. 5.			
20	Municipal machinery serving farmers	30. 4.	13. 5.			
21	Mulchers	07. 5.	20. 5.			
22	Equipment for servicing BGS	14. 5.	27. 5.			
23	Tractors	21. 5.	3. 6.			
24	Seeds and technology for sowing rape plant	28. 5.	10. 6.			
25	Harvesting straw	4. 6.	17. 6.			
26	Post-harvest soil tillage	11. 6.	24. 6.			
27	Cattle health - production diseases	18. 6.	1. 7.			
28	Stubble applications	25. 6.	8. 7.			
29	Transport in agriculture	2. 7.	15. 7.			
30	Winter cereal crops	9. 7.	22. 7.			
31	Front, articulated and skid steer loaders	16. 7.	29. 7.			
32	Storing grains	23. 7.	5. 8.			
33	Tractor equipment	30. 7.	12. 8.			
34	Harvesting corn	6. 8.	19. 8.			
35	Trends in animal farm nutrition	13. 8.	26. 8.			
36	Farm fertilizers	20. 8.	2. 9.			
37	Precision agriculture - navigation systems	27. 8.	9. 9.			
38	Ploughs and harrows	3. 9.	16. 9.			
39	Construction, renovation and modernization in AP	10. 9.	23. 9.			
40	Servicing and obtaining spare parts	17. 9.	30. 9.			
41	Manipulators	24. 9.	7.10.			
42	Machine fleet management	1. 10.	14.10.			
43	Tyres for agricultural vehicles	8. 10.	21.10.			
44	Choosing a harvesting thresher	15. 10.	29.10. thuesday			
45	Choice of tractors with under 160 horsepower	22. 10.	4. 11.			
46	Insurance for field crops, farm animals and forest crops	29. 10.	11. 11.			
47	Cultivating and harvesting corn	5. 11.	18. 11.			
48	Seeding machines for spring season	12. 11.	25. 11.			
49	Sprayers	19. 11.	2. 12.			
50	Choosing a paring plough	26. 11.	9. 12.			
51	Feeding carts, bale choppers	3. 12.	16. 12.			
1/20	Spring oil crops	10. 12.	6. 1. 2020			
2	Application of mineral fertilizers	17. 12.	13. 1.			
3	Storing	7. 1. 2020	20. 1.			
4	Soil tillage and seeding	14. 1.	27. 1.			