

PRICE LIST 2022

Zemědělec

MECHANIZACE
ZEMĚDĚLSTVÍ

NÁŠ
CHOV

Farmář úroda ZAHRADNICTVÍ

Zemědělec v regionu

agronom

Krmivářství

Energie **21**



KOMUNÁLNÍ
KOMUNÁLNĀ
TECHNIKA

ROSTLINOLÉKAŘ

Zemědělský

TÝDENÍK

rolnícké noviny

AGROWEB

tv

Zemědělec

Deník / Newsletter

Zemědělec



Zemědělec

ZEMĚDĚLEC

Professional and specialized weekly magazine

A whole colourful professional weekly magazine with 40 to 64 pages newspapers format A3 is the most read title for farmers. It brings information about new events in the agriculture area for last week. It contains complex political and commodity news, a regular page about the European Union, a calendar of agriculture events, specialized Topic of the week, rubric about Plant production, Animal production, Agriculture equipment. Part of the weekly magazine is also Ecological agriculture topic. Weekly magazine Zemědělec has regular appendix AGRO-shop and independently inserted regional appendix, that contains information for each region of the Czech republic. Zemědělec is a partner of agriculture interest organisations.

Published since 1919



FRONT PAGE



3RD PAGE



TOPIC OF THE WEEK PARTNER



FRONT PAGE OF SPECIALIZED SECTIONS



BACK PAGE



ADVERTISING INSIDE THE MAGAZINE



Bc. Blanka Wernischová
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www.profipress.cz



Bc. Miroslav Šerák
+420 602 222 704
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Advertisement prices 2022	Sizes in mm (Width and height)	Colour advertisement (EUR)
Front page		
A – upper half of the page	86 x 119	1120
B – strip under the A	86 x 20	340
C – right side above the bottom banner	86 x 86	880
D, E, F – 1/3 of the bottom banner	86 x 86	880
3rd page		
G, H, I – 1/3 pod of the bottom banner	86 x 119	540
5th page of weekly magazine		
J – 1/2 on width	266 x 180	1240
Back page of weekly magazine		
Z – „top“	86 x 58	300
Servis box	86 x 86	420
Front page of specialized sections (Topic of the week, Plant production, animal production, agriculture equipment)		
A – „top“	86 x 119	560
1/8 strany – of page on height	86 x 119	420
Bottom banner	266 x 86	1080
Topic of the week partner	266 x 119	1360
(Logo of the partner on agroweb.cz)	176 x 230	1440
Advertising inside the magazine		
1/1 strany	266 x 365	1920
Junior page	176 x 230	1240
1/2 of page – on height	131 x 365	1120
1/2 of page – on width	266 x 180	1120
1/3 of page – on height	86 x 365	1000
1/4 of page – on height	131 x 180	700
– on width	176 x 119	780
1/8 of page – on height	86 x 119	380
– on width	131 x 88	440
1/16 of page	86 x 58	220
NEW: PR articles with company contacts		
1/4 of page		420
1/2 of page		740
2/3 of page		1040
1/1 of page		1160
Inserts		
1 – 4 pages A4		1000
4 – 8 pages A4		1200
8 – 32 pages A4		1400
More than 32 A4 pages		1800
Exclusive placement is not guaranteed		
Last page of Zemědělec – extra charge 15 %		Prices for stitching, gluing, strapping and other non-standard forms of advertisement will be negotiated
Exact placement of advertisement – extra charge 20 %		
Extra charge for unconventional format 40 %		
Graphic processing of advertisement		28

Prices are without VAT.

Issue Number	Topic of the week	Deadline (usually Tuesday)	Expedition (Monday)	Selected size of advertisement	Commercial article	Note
1/22	Spring oilseeds	7. 12.	3. 1.			
2	Application of mineral fertilizers	14. 12.	10. 1.			
3	Storage of produce	4. 1. 2022	17. 1.			
4	Spring soil cultivation, sowing	11. 1.	24. 1.			
5	Spring cereals	18. 1.	31. 1.			
6	Tractors over 200 horsepower	25. 1.	7. 2.			
7	Resistant fodders, conservation	1. 2.	14. 2.			
8	Harvesting threshing machines, balers, picking wagons	8. 2.	21. 2.			
9	Successful breeding of swine – economy, nutrition, technology	15. 2.	28. 2.			
10	Technic for smaller farms	22. 2.	7. 3.			
11	Spring protection of stands	1. 3.	14. 3.			
12	Harvest of fodders	8. 3.	21. 3.			
13	Techagro	15. 3.	28. 3.			
14	Leasing, loans and insurance in agriculture	22. 3.	4. 4.			
15	Quality silage	29. 3.	11. 4.			
16	Equipment for orchards, vineyards and hop-gardens	4. 4.	19. 4.			
17	Plant nutrition – fertilisation and stimulation	12. 4.	25. 4.			
18	high-volume semi-trailers	19. 4.	2. 5.			
19	Robotic milking	26. 4.	9. 5.			
20	Municipal technology in services to farmers	3. 5.	16. 5.			
21	Mulchers	10. 5.	23. 5.			
22	Seeds and technology for rapeseed sowing	17. 5.	30. 5.			
23	Tractors	24. 5.	6. 6.			
24	Spare parts + service	31. 5.	13. 6.			
25	Straw harvest	7. 6.	20. 6.			
26	Soil preparation after harvest	14. 6.	27. 6.			
27	Smart farming	21. 6.	04. 7.			
28	Stubble applications	28. 6.	11. 7.			
29	Transport in agriculture	4. 7.	18. 7.			
30	Varieties of winter cereals	12. 7.	25. 7.			
31	Front, wheel and skid driven loaders	19. 7.	1. 8.			
32	Grains storage	26. 7.	8. 8.			
33	Clever tractors equipment	2. 8.	15. 8.			
34	Corn harvest, Earth the provider “Země Živitelka”	9. 8.	22. 08.			
35	Feeding systems and nutrition of dairy cows	16. 8.	29. 8.			
36	Application of manures	23. 8.	5. 9.			
37	Precision agriculture – navigational systems	30. 8.	12. 9.			
38	Ploughs and deep cultivators	6. 9.	19. 9.			
39	Buildings and technology for animal production	13. 9.	26. 9.			
40	Equipment for BGS	20. 9.	3. 10.			
41	Handling technology	27. 9.	10. 10.			
42	For quality tillage	4. 10.	17. 10.			
43	Machine fleet management	11. 10.	24. 10.			
44	Harvesting threshing machines for new season	17. 10.	31. 10.			
45	Choosing a tractor under 160 horsepower	25. 10.	7. 11.			
46	Finances and insurance in agricultural sector	1. 11.	14. 11.			
47	Cultivation and harvest of corn	7. 11.	21. 11.			
48	Sowing machines for spring season	15. 11.	28. 11.			
49	Sprayers	22. 11.	5. 12.			
50/51	Feeding wagons/Tyres minimizing the soil compaction	29. 11.	12. 12.			
1/2023	Spring oilseeds	6. 12.	2. 1. 2023			
2	Application of mineral fertilizers	13. 12.	9. 1.			
3	Storage of produce	3. 1.	16. 1.			
4	Spring soil cultivation, sowing	10. 1.	23. 1.			

Publishing Rules

Inserted advertisement

Number of pages	1–4	5–8	9–32	33 and more	
Price	1000 EUR	1200 EUR	1400 EUR	1800 EUR	
Weight of inserted material	do 20 g	21–50 g	51–100 g	101–250 g	250 g and more
Price: insertion/piece	0,036 EUR	0,088 EUR	0,16 EUR	0,204 EUR	0,26 EUR

Weight division is based on Czech Post Service current tariffs

Other possible formats

Glued advertisement	1000 EUR
Envelope retaping (tape+advertisement 1/1 page + article 1/1)	1800 EUR
Envelope flap	2000 EUR
Foldable envelope (2/1-page advertisement)	2200 EUR

Discounts

Magazine's option	Publishing's option		
Discount depends on number of repetitions in one magazine in one year and can be calculated retrospectively as well.	Discount depends on a sum of all pricelist prices of binding orders of advertisement in any magazine belonging to our publishing house and is set as bonus for exceeding sums in the table:		
	2000 EUR	5 %	
Repetitions number	Discount	2800 EUR	7 %
3x	5 %	4000 EUR	10 %
6x	7 %	8000 EUR	11 %
9 and more repetitions	10 %	12000 EUR	12 %
		Furthermore for each hundred thousand + one percent	

When ordering advertising agency maximum discount for client is 15 %.

Extra charges

2 nd page of cover	25 %	Extra charge for unusual format	40 %
3 rd page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4 th page of cover	30 %	Extra charge for print of fifth colour	10 %
5 th page of cover (next to the content)	25 %		

Price of advertisement graphic processing: 28 EUR

Technical requirements for advertising

PC Platform

Materials delivery on CD/DVD, e-mail (up to 30 MB), FLASH disk

a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 DPL saved as CMYK, compatible with InDesign, minimum 3 mm padding from each side) TIFF, JPG (300 DPI, CMYK), AI, EPS (all in curves, CMYK, 300 DPI) documents INDESIGN (and lower) with source data

b) ADVERTISEMENT TO BE PRODUCED::

Texts and tables: Microsoft Word

Graphs: Microsoft Excel

Logos: EPS (curved, saved without background)

Photos for scan: originals for scan max in A3 format

Photos in data formats: TIFF, JPG (all in 300 DPI)

It is possible to upload all the data to the FTP server after an agreement.

All formats need to be at least 3 mm bigger from each site for the processing.

The detailed information we will send by email on request

Notice

The advertiser guarantees that in the document (ai, eps, pdf) will be no invisible characters and that the attributes will be defined correctly. If the advertisement in pdf or eps formats do not have the appropriate parameters, we will convert the document into a bitmap with a resolution of 300 dpi, which may cause illegibility of small prints and colour changes. The publisher is not responsible for these changes and any complaints are the responsibility of the advertiser. Logos and graphics from the fax are unacceptable. Poor quality materials such as copies from duplicating machines, business cards or letterheads, materials from colour inkjet printers, bit-mapped photographs, etc. will be accepted with a warning of poor quality in the press. We are not responsible for errors caused by the poor quality of the text or other hidden defects in the supplied documents. If the colour preview of the advertisement is not provided (cromaline, digital proof), the publisher does not guarantee the colour scheme.

The rules of publishing text advertisement and commercial articles

1. Text advertisement – price corresponds to prices for all over sheet advertisement

Text advertisement is equivalent to classical all over sheet advertisement. Text advertisement is paid in full amount according to the price list and it does not have to be prepared in the graphic design of the magazine, should be prepared by the client (company, advertisement agency). Part of text advertisement could be logo and contacts to producer or seller. The article is marked to be an advertisement. Text of the advertisement must be completely delivered by the client. Redactors do not prepare the text of the advertisement.

2. Commercial company text is paid 50 % of price all over sheet advertisement according to the price list

A commercial article that does not include logo and contact to producer or seller. The topic should cover the topic of the magazine in some way. In signature is the name of the author and the name of the company. The article is marked to be an advertisement. The article is graphically modified according to the graphic of the magazine and made in publisher graphic studio. Commercial company article must be completely delivered by the client. Redactors do not prepare this text advertisement.

3. Rules for publication nonpaid PR articles delivered by company together with graphical advertisement

It is required to comply with the specified range in proportion 1:1 /advertisement: PR article. In case of request for exceeding the range of the article, form of payment will be worked out individually.

General terms of advertising

1. Advertisement ordering

- The publisher accepts advertisements only based on a written order or contract and the supplied documents. The order must contain the trade name of the company, company address, address of business or address of residence, company ID, tax code, stamp and signature of the client, date of signature.
- The client is responsible for the delivery of the text of the advertisement and flawless data for printing
- The client is responsible for the content and legal admissibility of texts and pictures for advertising
- The publisher is not responsible for the accuracy of the data in the published advertisements and is not obliged to examine whether they do not infringe the rights of third parties

2. Returning of materials and prints revision

- Print materials are returned to the client only on request. Revised advertisements produced in the publishing is sent to the client for approval. If the client does not accept the modification of the advertisement within the specified time, it is presumed as approved.
- The publisher guarantees the normal print quality within the possibilities provided by the provided printing material and by used technology.

3. Edits and placing of advertisement in magazine

Advertisements, that there are not possibly recognized as an advertisement due to their stylisation, will be marked with word "advertisement".

4. Right to reject an advertisement

- The publisher reserves the right to reject the advertisement on the grounds of content or technical quality if it conflicts with applicable legal or official standards, good morals and customs, given technical conditions or in conflict with the interests of the publisher.
- The publisher reserves the right not to accept the order from the client who owes for the previously published advertisement or to suspend fulfilment of the order until the amount due has been paid.

5. Payment for advertisement

- The price for the advertisement is invoiced by the publisher within 5 days after its publication. The invoice is sent to the client together with a magazine control copy. The invoice is usually payable within 14 days. Another date can be agreed upon by contract.
- If the client is in delay with the payment of the invoice, the publisher retains to charge the client with interest on delay in the agreed amount. If no amount is agreed, it is 0.1% of the amount due for each calendar day of delay.

6. Complaints – compensation

- In case when the advertisement is printed completely or partially illegible, incorrect or incomplete, the client has the right to discount or have an advertisement printed again correctly.

7. Prices in the price list are in CZK and without VAT

Different conditions for publishing the advertisement can be agreed upon in the contract. A contract is a required for orders with other than normal conditions of cooperation.