

# PRICE LIST OF ADVERTISEMENTS

# 2023

## EDITION PLANS

**PRINTED MAGAZINES**

**ELECTRONIC MAGAZINES**

**WEBSITES**

**PROFESSIONAL PUBLICATIONS**

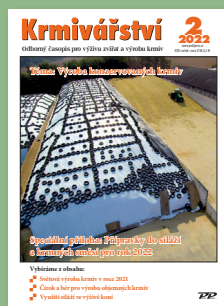
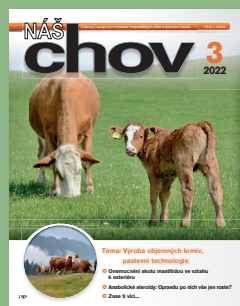
**TV ZEMĚDĚLEC**

**FACEBOOK**

**FIELD EVENTS**

**SOCIAL EVENTS**

# Profi Press s.r.o. publishes:



## PUBLISHER'S CONTACTS

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[www.profipress.cz](http://www.profipress.cz)

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# READ ELECTRONICALLY

You will always have all the issues of your magazines at hand – on mobile phone, tablet or computer. You don't have to download or install anything. Everything is just a few clicks away.

Katalog Jak číst Kontakty Přihlásit Košík

## Čtete elektronicky!

Přečtěte si naše časopisy i v mobilu, tabletu nebo na počítači.

Jak číst e-časopisy



### Jaké časopisy digitálně?

Vydavatelství odborných časopisů Profi Press s. r. o. poskytuje digitální podobu těchto časopisů: odborné zemědělské časopisy, časopisy pro města a obce, veterinární medicínu a časopis pro profesionální zahradníky.

### Tištěné + digitální spolu

Předplatitel tištěné verze odborného časopisu získává jako bonus bezplatný přístup do digitálního archivu časopisu. Bezplatný přístup do digitálního archivu je platný jen pro časopisy, na které má čtenář uhrazené předplatné pro tištěnou verzi.

Access is free of charge  
for advertisers

Katalog Jak číst Kontakty Přihlásit Košík

Domů / Přihlášení

### Přihlášení

E-mail

Heslo

Zapomněl(a) jsem heslo

Přihlásit

### Kdo se může přihlásit

Přihlásit se mohou všichni předplatitelé elektronické verze některého z časopisů vydavatelství Profi Press s.r.o., ale také předplatitelé tištěné verze časopisů, kteří získali přístup k elektronické verzi jako bonus k papírovému předplatnému.

Po přihlášení získáte přístup k:

- přehledu všech aktivních objednávek
- máte možnost změnit si heslo pro čtení elektronických titulů
- kontrolovat fakturační adresu

Pokud neznáte svoje přihlašovací údaje můžete požádat o [obnovení zapomenutého hesla](#).

Pokud máte problémy s přihlášením, prosím [kontaktujte nás](#), rádi vám pomůžeme.

## All the issues of your magazines always at hand – on mobile phone, tablet or computer.

Your magazines are conveniently organized on the home page. New issues can be easily ordered in our catalogue.



## Responsive design

Thanks to responsive design, reading articles will be comfortable on any device. The content of the pages adapts to the screen size of any device for easy reading.

The possibility of an active link from the advertisement (PDF, webpages, or video)

Price 80 EUR

The function will be activated for each link based on individual order





# LIVE WITH US ELECTRONICALLY



**Zemědělec**

## TV ZEMĚDĚLEC

Expert discussions, reportages,  
conferences, news

[WWW.TVZEMEDEC.CZ](http://WWW.TVZEMEDEC.CZ)



## DIGITAL SUBSCRIPTION

[DIGI.PROFIPRESS.CZ](http://DIGI.PROFIPRESS.CZ)



## E-SHOP

Offer of professional publications  
and models

[OBCHOD.PROFIPRESS.CZ](http://OBCHOD.PROFIPRESS.CZ)



**FACEBOOK** *PP*  
PROFI PRESS...

[WWW.FACEBOOK.COM/PROFIPRESS](http://WWW.FACEBOOK.COM/PROFIPRESS)



## TV FLORISTIKA

Reportages, discussions, professional  
shows

[WWW.FLORISTIKAWEB.CZ/VIDEO](http://WWW.FLORISTIKAWEB.CZ/VIDEO)



## TV MUNICIPAL

Reportages, discussions, professional  
shows

[WWW.MODERNIOBEC.CZ/VIDEO](http://WWW.MODERNIOBEC.CZ/VIDEO)

# ZEMĚDĚLEC / FARMER'S WEEKLY

## Professional and specialized weekly magazine

Professional weekly magazine in colour with 40 to 64 pages newspapers format A3 is the most read title for farmers. The magazine features information about new events in the agriculture area for last week. Moreover, included is 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.



Front page



PAGE 3



TOPIC OF THE WEEK PARTNER



FRONT PAGE OF PROFESSIONAL TOPICS



BACK PAGE



FORMATS OF ADVERTISEMENT INSIDE OF WEEKLY MAGAZINE



**Bc. Blanka Wernischová**  
+420 602 576 881

blanka.wernischova@profipress.cz  
www.profipress.cz



**Bc. Miroslav Šerák**  
+420 602 222 704

miroslav.serak@profipress.cz  
www.profipress.cz



Advertisement prices 2023	Sizes in mm (width and height)	Colour advertisement (EUR)
<b>Front page</b>		
A – upper half of the page	86 x 119	1 160
B – strip under the A	86 x 20	360
C – right side above the bottom banner	86 x 86	920
D, E, F – 1/3 of the bottom banner	86 x 86	920
<b>3rd page</b>		
G, H, I – 1/3 of the bottom banner	86 x 119	580
<b>5th page of weekly magazine</b>		
J – 1/2 on width	266 x 180	1 280
<b>Back page of weekly magazine</b>		
Z – „top“	86 x 58	320
Servis box	86 x 86	440
<b>Front page of specialized sections (Topic of the week, Plant production, animal production, agriculture equipment)</b>		
Bottom banner	266 x 86	1 160
Topic of the week partner (Logo of the partner on agroweb.cz)	266 x 119 176 x 230	1 440 1 520
<b>Advertising inside the magazine</b>		
1/1 page	266 x 365	1 980
Junior page	176 x 230	1 320
1/2 page – on height	131 x 365	1 200
1/2 page – on width	266 x 180	1 200
1/3 page – on height	86 x 365	1 040
1/4 page – on height	131 x 180	760
– on width	176 x 119	820
1/8 page – on height	86 x 119	400
– on width	131 x 88	460
1/16 page	86 x 58	220
<b>NEW: Advertising inside the magazine</b>		
1/4 page		440
1/2 page		800
2/3 page		1 080
1/1 page		1 240
<b>Inserted advertisement</b>		
1 – 4 page A4		1 000
4 – 8 page A4		1 200
8 – 32 page A4		1 400
More than 32 A4 pages		1 800
<b>Exclusive placement is not guaranteed</b>		
Last page of Zemědělec – extra charge 15 %		
Exact placement of advertisement – extra charge 20 %		
Extra charge for unconventional format 40 %		
Graphic processing of advertisement		28
Prices are without VAT		

Prices for stitching, gluing, strapping and other non-standard forms of advertisement will be negotiated

Issue Number	Topic of the week	Deadline (usually Tuesday)	Expedition (Monday)	Selected size	Commercial article	Note
1/23	Spring oilseeds	6. 12.	2. 1. 2023			
2	Application of mineral fertilizers	13. 12.	9. 1.			
3	Storage of produce	3. 1. 2023	16. 1.			
4	Soil cultivation, sowing and soil moisture	10. 1.	23. 1.			
5	Range of spring cereals	17. 1.	30. 1.			
6	Tractors over 200 horsepower	24. 1.	6. 2.			
7	Resistant fodders and their conservation	31. 1.	13. 2.			
8	Harvesting threshing machines, balers, picking wagons	7. 2.	20. 2.			
9	Economics of milk, milking systems	14. 2.	27. 2.			
10	Technical equipment for smaller farms	21. 2.	6. 3.			
11	Spring stands protection, not just pesticides	28. 2.	13. 3.			
12	Effective harvest of fodders	7. 3.	20. 3.			
13	News for current season	14. 3.	27. 3.			
14	Leasing, loans and insurance in agriculture	21. 3.	3. 4.			
15	For quality silage	27. 3.	11. 4.			
16	Economy in orchards, vineyards and hop-gardens	4. 4.	17. 4.			
17	Plant nutrition – fertilisation and stimulation	11. 4.	24. 4.			
18	High-volume semi-trailers	18. 4.	2. 5.			
19	Economy of swine production	25. 4.	9. 5.			
20	Municipal technology in services to farmers	2. 5.	15. 5.			
21	Seeds and technology for rapeseed sowing	9. 5.	22. 5.			
22	Mulching	16. 5.	29. 5.			
23	Tractor as essential farm equipment	23. 5.	5. 6.			
24	Service of agriculture technology	30. 5.	12. 6.			
25	Straw harvest	6. 6.	19. 6.			
26	Soil treatment after harvest	13. 6.	26. 6.			
27	Smart farming	20. 6.	3. 7.			
28	Stubble applications	26. 6.	10. 7.			
29	Transport in agriculture	3. 7.	17. 7.			
30	Varieties of winter cereals	11. 7.	24. 7.			
31	Front, wheel and skid driven loaders	18. 7.	31. 7.			
32	Grains storage	25. 7.	7. 8.			
33	Clever tractors equipment	1. 8.	14. 8.			
34	Corn harvest, Earth the provider “Země Živitelka”	8. 8.	21. 8.			
35	Feeding systems and nutrition of dairy cows	15. 8.	28. 8.			
36	Application of manures	22. 8.	4. 9.			
37	Precision agriculture – navigational systems	29. 8.	11. 9.			
38	Ploughs and deep cultivators	5. 9.	18. 9.			
39	Buildings and technology for animal production	12. 9.	25. 9.			
40	Equipment for biogas plant	18. 9.	2. 10.			
41	Handling technology	26. 9.	9. 10.			
42	For quality tillage	3. 10.	16. 10.			
43	Machine fleet management	10. 10.	23. 10.			
44	Harvesting threshing machines for new season	17. 10.	30. 10.			
45	Versatile tractors under 160 horsepower	24. 10.	6. 11.			
46	Finances and insurance in agricultural sector	31. 10.	13. 11.			
47	Cultivation and harvest of corn	6. 11.	20. 11.			
48	Sowing machines for spring season	14. 11.	27. 11.			
49	Application technology	21. 11.	4. 12.			
50	Feeding wagons	28. 11.	11. 12.			
51	Tires for agro-sector	5. 12.	18. 12.			
1/2024	Spring oilseeds	11. 12.	2. 1. 2024			
2	Application of mineral fertilizers	18. 12.	8. 1.			
3	Storage of produce	2. 1.	15. 1.			
4	Spring soil cultivation, sowing	9. 1.	22. 1.			





Printed version

# ZEMĚDĚLEC V REGIONU / FARMER IN REGION

Similar to the weekly magazine Zemědělec, the target audience are managers and owners of agricultural holdings of all sizes and legal forms. However, the magazine always focuses on agriculture in a specific region. The magazine focuses on the conditions for different ways of plant and animal production, whether they are natural or commercial conditions. Furthermore, it introduces the region's agriculture, processing companies, but also trading companies that offer their products to farmers.



Electronic version  
from 1. 1. 2023

## Price list 2023

Sizes in mm  
(width and height)

Colour  
advertisement  
(EUR)

### Front page

A – partner of the region	266 x 86	1 400
B + C	172 x 86	1 000
B, C, D – partners of the regions	86 x 86	540

### 2nd and 3rd page

E – bottom banner	266 x 86	720
F, G, H – 1/3 bottom banner	86 x 86	240

### Presentation in article form – editorial article

1/1 page	266 x 365	920
1/2 page – on width	266 x 180	600

### Advertising inside the magazine

Delivered articlek – 1/2 page	266 x 180	560
1/2 page – on width	266 x 180	540
1/3 page – on height	86 x 365	600
Junior page	176 x 230	600
1/4 page – on height	131 x 180	400
– on width	176 x 119	440
1/8 page – on height	86 x 119	220
– on width	131 x 88	240

Extra charge for unconventional format 40 %

Prices are without VAT.



A



B



C



D



Junior  
page



F

G

H



1/2 š



1/4 š



1/4 v



1/8 š



1/8 v



1/16 š



1/3

## Number of the issue – month

## Region

## Deadline

## Distribution

## Notes

1 – January	Olomoucký	25. 11. 2022	9. 1. 2023	
2 – February	Zlínský	16. 1.	13. 2.	
3 – March	Královéhradecký	3. 2.	6. 3.	
4 – April	Jihomoravský	6. 3.	3. 4.	
5 – May	Plzeňský + Karlovarský	3. 4.	9. 5.	
6 – June	Pardubický	5. 5.	5. 6.	
7 – August	Jihočeský	10. 7.	14. 8.	
8 – September	Ústecký + Liberecký	9. 8.	4. 9.	
9 – October	Vysočina	4. 9.	9. 10.	
10 – November	Moravskoslezský	10. 10.	6. 11.	
11 – December	Středočeský	3. 11.	4. 12.	
1 – January 2024	Olomoucký	5. 12.	8. 1. 2024	

## JIHOČESKÝ REGION

For advertisers who publish in one issue an advertisement costing more than 200 EUR, their logo with QR code (Company name, telephone contact, email, webpages) will be placed in newspapers on the page with map of the region



Ing. Markéta Kratochvílová

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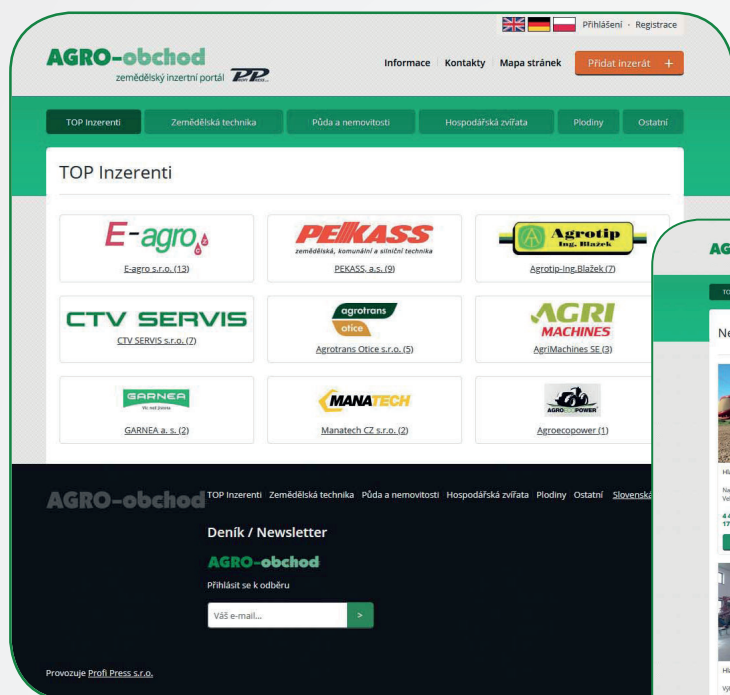


Company name  
Phone contact  
E-mail  
Websites

# AGRO-SHOP

...the biggest database of second-hand equipment

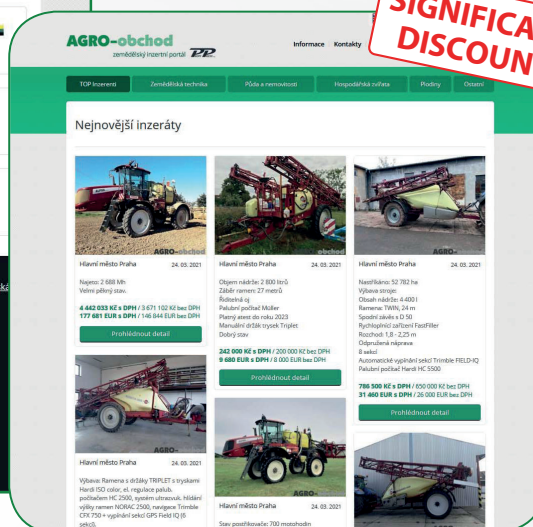
Supply and demand of agricultural equipment and commodities of plant and animal origin. The average number of visits to the website [www.agro-obchod.cz](http://www.agro-obchod.cz) is 11 250 per month. The electronic form is transferred to the press form every week and the advertisements are then published in the appendix to the weekly magazine Zemědělec. It is the most widely read title for farmers in the Czech Republic and provides up-to-date information on events in the field over the past week. Each advertisement is also distributed to registered subscribers of the AGRO-shop Newsletter.



[www.agro-obchod.cz/top-inzerenti](http://www.agro-obchod.cz/top-inzerenti)



**SIGNIFICANTLY DISCOUNTED**



## PAID IMAGE ADVERTISEMENT

Paid advertisement allows you to add a photo to your advertisement. The price for this advertisement is **6 EUR/week** + VAT. This entails single publication in Zemědělec weekly, in print form.

## TOP ADVERTISER – FOR ADVERTISEMENT WITH PHOTOGRAPHY

Order the publication of your advertisements with a photo and you will get unlimited access to [www.agro-obchod.cz](http://www.agro-obchod.cz) and the weekly magazine Zemědělec (more than 16,900 readers every week) for the price of an advertisement of **6 EUR/week** + VAT. Payment is made once a month via invoice. Your ads will be published in printed form in the weekly magazine Zemědělec, published on the front page under the heading with the company logo and contacts. The field with the contact and logo of the company is free of charge. At [www.agro-obchod.cz](http://www.agro-obchod.cz), your company will be listed in the Top Advertiser column, where the customers will see all equipment, that you offer, together.

## FREE OF CHARGE LINE ADVERTISEMENT

You have an option to add an unlimited number of advertisements to section USED EQUIPMENT and also to other sections of Agro-shop.

**Contact:** +420 277 001 645, [michal.ricanek@profipress.cz](mailto:michal.ricanek@profipress.cz)

## NEWSLETTER AGRO-SHOP

Sign up for a free newsletter [Agro-shop.cz](http://Agro-shop.cz) with newly submitted advertisements. You won't miss anything. We send the newsletter daily to 1,500 addresses.

**Petr Mikuš**

**+420 721 247 205**

[petr.mikus@profipress.cz](mailto:petr.mikus@profipress.cz)

[www.profipress.cz](http://www.profipress.cz)







Printed version

# FARMÁŘ / FARMER

## Magazine for modern farm

The Farmer magazine is a professional monthly magazine whose target group are readers from family farms and farms with combined agricultural production. The customers are both, small farmers and large farms. The magazine offers up-to-date information from agriculture and professional articles. Great emphasis is placed on reportages from practice. The content of the magazine is divided into sections Crop Production, Animal Production and Technology. The magazine also contains sections about Agricultural Policy, European Union, Ecological Farming, Curiosities, On the Farm, Commodities, History, Abroad and more. Four times a year, the Farmer magazine has an appendix Farmer Special.



Electronic version



230 x 297\* 1 520 EUR  
149 x 297\* 1 360 EUR



149 x 210 1 120 EUR  
200 x 120 920 EUR



112 x 297\* 920 EUR  
1/8: 98 x 63 280 EUR  
1/3: 200 x 81 840 EUR



72 x 297\* 840 EUR  
a) 97,5 x 120 520 EUR  
b) 149 x 94 520 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for advertising of text advertisements and commercial articles – see general conditions on page 27. Prices are without VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

## Poster

The poster contains quality photographs that can be supplemented with logos, distribution networks and additional data. The poster is double-sided, and the backside is intended for additional images and information. The graphic design of the poster is created according to the customer's requirements. The poster is A2 or A3, folded, printed on 150g paper, and placed behind the cover. The price of an A2 size poster is 1 200 EUR and an A3 size 1 440 EUR



## Characteristic of appendix Farmer Special

- The topic completely compiles the basic agricultural fields, crop production, animal production, agricultural equipment
- The appendix makes up 50% of the magazine's scope, 36–40 printed pages, including advertising. The issue of Farmer itself has a scope of 32–40 pages, the magazine includes articles and reports from all fields of agricultural activity, economics and journalism.



Ing. David Němeček, Ph.D.

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www.profipress.cz





Month	Crop production	Livestock production	Equipment	Deadline	Distribution
1	Soil protection measures	Correct young animal breeding	Tractors	28. 11. 2022	6. 1. 2023
2	Spring nutrition and stimulation of stands	Swine-breeding	Machines for soil cultivation	11. 1.	6. 2.
Special issue	<b>Milk farms</b>				
	3 Crops and their varieties suitable for nutrition, using of grazelands	Animal housing technology, milking technology, cattle welfare requirements, diseases prevention, dairy cattle breeding, cattle nutrition and feeding	Feeding wagon, handling technology, unrollers	8. 2.	6. 3.
4	Storage of crops	Pasture and pasture	Sowing machines	10. 3.	4. 4.
5	Winter rapeseed	Roughages production	Fodder harvest machines	11. 4.	5. 5.
Special issue	<b>Cereals cultivation</b>				
	6 Offer of wheat varieties, establishment of stands, seed pickling, protection and nutrition	Using of cereals in nutrition, preparation of feeding mixtures, concentrates	Sowing machines, nutrition and protection of plants, production processing, storage	11. 5.	6. 6.
7	Autumn protection and nutrition	Poultry breeding	Spreaders	12. 6.	7. 7.
8	Legumes and root crops	Goats and sheep breeding	Cisterns and application equipment	13. 7.	7. 8.
Special issue	<b>Precision agriculture and smart farming</b>				
	9 Plant nutrition and protection in precision agriculture, application and yield maps, soil sensors, using of agronomic software	Automation in stables, animal tracking, modern technologies in stables, new trends in feeding	Precise sowing, targeted application of fertilizers and plant protection, new technologies, drone usage in agriculture, programs for precision agriculture	14. 8.	8. 9.
10	Organic matter in soil	Livestock nutrition	Sprayers	11. 9.	6. 10.
11	Permanent grass stands	Horse-breeding and agrotourism	Handling equipment on the farm	11. 10.	6. 11.
Special issue	<b>Corn</b>				
	12 Classification of corn hybrids, technique of corn cultivation, methods of protection and nutrition	Inclusion of corn to feed rations, silage and parameters for silage quality	Machines for cultivation of corn, machines for sowing and harvest	8. 11.	6. 12.
1/2024	Catch crops and greening	Buildings and reconstructions on the farm	Tractors	4. 12.	5. 1. 2024

## MECHANIZACE ZEMĚDĚLSTVÍ / MECHANIZATION IN AGRICULTURE

### Professional monthly magazine for agricultural technique and technologies

The magazine's target audience are investment decision makers in agricultural machinery and technologies. The magazine informs about news and practical experience with agricultural technology. Magazines contains reportages from exhibitions and shows, from the practice, tests and tabular overviews of machines. The individual issues of the full-colour monthly magazine are thematically focused. The scope of the magazine is approximately 80 pages. Mechanization in Agriculture also has a significant presence among readers in the Slovak Republic, the magazine is included among the professional peer-reviewed journals.

You can use professional TV shows **Born to drive** and **Day With** (Den S) about your technique on TV Zemědělec

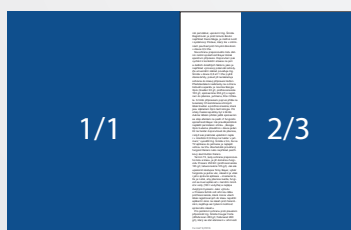


Printed version

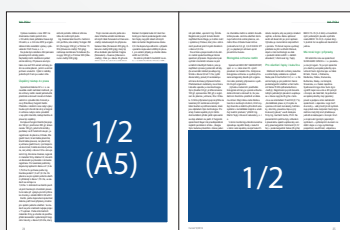


Electronic version

Month	Topic	Intended content	Deadline	Distribution
1	Tractors	Tractors	24. 11. 2022	6. 1. 2023
2	Soil cultivation and sowing	Paring ploughs, sowing machines, precision sowing machines	9. 1. 2023	7. 2.
3	Fodders harvest	Harvesting cutters, mowers, hay trailers, tedders, rakes	7. 2.	8. 3.
4	Cereals harvest	Harvesting threshers, shredders	8. 3.	6. 4.
5	Precision agriculture + appendix tractors	Gps navigation, monitoring vehicle movement, telemetry	5. 4.	5. 5.
6	Transportation and handling	Manipulators, articulated loaders, front tractor loaders, semi-trailers, trailers	9. 5.	7. 6.
7	Tractors for special uses	Tractors in non-agriculture spheres, tractors for orchards and vineyards	6. 6.	7. 7.
8	Systems of soil cultivation	Ploughs, paring ploughs, deep tillers, sowing machines	10. 7.	7. 8.
9	Application of fertilizers	Distributors of farm and mineral fertilizers, slurry distributors	8. 8.	7. 9.
10	Feeding wagons	Feeding wagons, unrollers	7. 9.	6. 10.
11	Forestry equipment	Trailers, tractor extensions, harvesters, chainsaws	9. 10.	7. 11.
12	Sprayers	Sprayers, sprinkles	3. 11.	7. 12.
1/2024	Tractors	Tractors	28. 11.	8. 1. 2024



230 x 297\* 149 x 297\*  
1 520 EUR 1 360 EUR



149 x 210 200 x 120  
1 120 EUR 920 EUR



112 x 297\* 1/8: 98 x 63  
920 EUR 280 EUR  
1/3: 200 x 81  
840 EUR



72 x 297\* a) 97,5 x 120  
840 EUR 520 EUR  
b) 149 x 94  
520 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.mechanizaceweb.cz](http://www.mechanizaceweb.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week month	400 1 280
Banner C	1 120 x 230 or 1 120 x 400	week month	240 840
Banner D	714 x 80	week month	160 560
Banner B1	300 x 300	week month	220 800
Banner B2	300 x 300	week month	220 800
Banner B3	300 x 300	week month	140 460
Banner B4	300 x 300	week month	140 460
Banner B1+B2	300 x 600	week month	300 1 040
Banner B3+B4	300 x 600	week month	200 720

Commercial professional text  
**160 EUR**

Commercial professional text  
with video  
**200 EUR**

**Petr Mikuš**  
**+420 721 247 205**

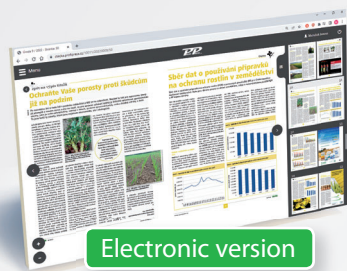
[petr.mikus@profipress.cz](mailto:petr.mikus@profipress.cz)  
[www.profipress.cz](http://www.profipress.cz)



# ÚRODA / CROP HARVEST

## Specialized professional magazine for plant production

The target audience of this magazine are workers specializing in crop production. The magazine covers all fields of crop production, within the year/season context. The articles are listed in the system of crop sections and currently reflect the topics of the season in terms of plant protection and nutrition, seeds and seedlings and cultivation technology. One topic is then considered more comprehensively. The magazine is full colour, with an average scope of 88 pages. It is also significantly represented among readers in the Slovak Republic and is included among the professional peer-reviewed periodicals.

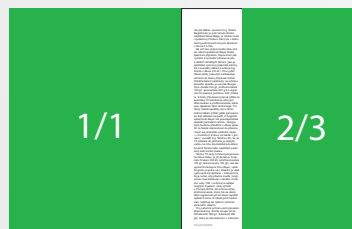


Electronic version



Printed version

Month	Topic	Intended content	Deadline	Distribution
1	Soil preparation and spring cereal sowing	Varieties of spring barley and spring wheat, pickling of cereals, soil preparation system and sowing machines, nutrition of malting barley and recommended varieties by malt-house, fodders	21. 11. 2022	2. 1. 2023
2	Cultivation of spring	Rapeseed, mustard, sunflower and poppy – variety offer, protection against diseases, pickling and production processing, variety offer of catch crops	2. 1.	30. 1.
3	Fertilizing and stimulation during vegetation	Foliar fertilizers, morpho regulators, stimulants and adjuvants substances, biopreparations, offer of application technology	1. 2.	27. 2.
4	Weed management in stands + <b>Appendix rapeseed</b>	Preparations for herbicide treatment of agricultural crops, weed control technology, catch crops	1. 3.	29. 3.
5	Treatments against diseases and pests	Fungicidal and insecticidal protection of cereals, rapeseed and other field crops, biological protection and application technology	29. 3.	28. 4.
6	Winter rapeseed	Offer of rapeseed varieties, tillage technology and machines for precision sowing, basic fertilization	4. 5.	30. 5.
7	Winter cereals	Offer of wheat varieties, rye, triticale and winter barley, establishment of stands, basic fertilization, seed pickling	30. 5.	29. 6.
8	Autumn applications + <b>Appendix wheat</b>	Autumn tillage, fertilization, plant protection, weed control and stubble applications	3. 7.	1. 8.
9	Storage of production	Storage of grains, oilseeds and root crops - silos, dryers, warehouses and transport routes, silages and silage technology	7. 8.	31. 8.
10	Legumes and root crops	Paring ploughs, sowing machines, soil protection technologies and stands establishment	30. 8.	29. 9.
11	Anti-erosion measures and soil protection	Paring ploughs, sowing machines, soil protection technologies and stands establishment	4. 10.	30. 10.
12	Corn and sorghum cultivation	Offer of corn varieties for the year 2024 - grain and silage hybrids, varieties suitable for biogas production, sorghum varieties, technology of establishing corn and sorghum stands	1. 11.	29. 11.
1/2024	Soil preparation and spring cereal sowing	Cereals, soil preparation system and sowing machines, nutrition of malting barley and recommended varieties by malt-house	27. 11. 2023	3. 1. 2024



230 x 297\*  
1 520 EUR

149 x 297\*  
1 360 EUR



149 x 210  
1 120 EUR

200 x 120  
920 EUR



112 x 297\*  
920 EUR

1/8: 98 x 63  
280 EUR

1/3: 200 x 81  
840 EUR



72 x 297\*  
840 EUR

a) 97,5 x 120  
520 EUR

b) 149 x 94  
520 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.uroda.cz](http://www.uroda.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1+B2	300 x 600	week	300
		month	1 040
Banner B3+B4	300 x 600	week	200
		month	720

Commercial professional text  
**160 EUR**

Commercial professional text  
with video  
**200 EUR**

**Ing. Barbora Pučoková**

+420 602 378 575

barbora.pucokova@profipress.cz

[www.profipress.cz](http://www.profipress.cz)







# AGRONOM / AGRONOMIST

## Practical guide for plant protection

This monthly magazine brings tabular overviews of plant protection products in the form of an attractive design. Introduced products used to reduce the presence of harmful factors (weeds, diseases and pests) are divided by crop. They are supplemented by the main characteristics, important when deciding on treatment. Some issues also provide information on the varieties of the main agricultural crops, the important characteristics and parameters which are clearly summarized in the individual tables. Emphasis is placed on the timeliness of the provided information.

Month	Deadline	Plant protection products	List of varieties/ fertilizers
1	21. 11. 2022	<b>Complex protection of winter wheat</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
2	2. 1. 2023	<b>Cereals</b>	
		<ul style="list-style-type: none"> <li>growth and development regulators</li> </ul>	
3	1. 2.	<b>Complex protection of winter rapeseed</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> <li>growth and development regulators</li> <li>applied on the leaf</li> </ul>	<ul style="list-style-type: none"> <li>legumes: peas, beans, soybeans, lupine and sugar beets</li> <li>foliar fertilizers</li> </ul>
4	1. 3.	<b>Complex protection of spring barley</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
5 – 6	29. 3. distribution is in May	<b>Complex protection of corn</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
7	30. 5.	<b>Complex protection of sunflower</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> <li>regulators of growth and development</li> </ul>	<ul style="list-style-type: none"> <li>winter rape</li> </ul>
8	3. 7.	<b>Pre-harvest application</b>	
		<ul style="list-style-type: none"> <li>winter wheat and spring barley</li> <li>winter rape</li> <li>peas</li> <li>potatoes</li> <li>red clover, crimson clover</li> </ul>	
9 – 10	7. 8. distribution is in September	<b>Additives, adjuvants and other beneficial substances</b>	
11	4. 10.	<b>Autumn protection of winter rapeseed</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides and morpho regulators</li> <li>regulators of growth</li> <li>insecticides, molluscicides and rodenticides</li> <li>pickling agents</li> </ul>	
12	1. 11.	<b>Cereals and rapeseed</b>	
		<ul style="list-style-type: none"> <li>beneficial plant products for pickling</li> </ul>	

Month	Deadline	Plant protection products	List of varieties/ fertilizers
8	3. 7.	<b>Winter cereals – protection and varieties</b>	
		<ul style="list-style-type: none"> <li>herbicides – for autumn application</li> <li>insecticides</li> <li>pickling agents</li> </ul>	<ul style="list-style-type: none"> <li>winter wheat, winter barley, winter rye and winter triticale</li> </ul>
9 – 10	7. 8. distribution is in September	<b>Pickling agents of spring crops</b>	
		spring wheat, spring rye, spring triticale, spring barley, oat, corn, spring rape, poppy, potatoes, sugar beets, peas, beans, lupine, soybeans	
11	4. 10.	<b>Beneficial substances for pickling</b>	
		<ul style="list-style-type: none"> <li>spring crops</li> </ul>	
12	1. 11.	<b>Overview of corn hybrids and varieties of sorghum for 2023</b>	
			<ul style="list-style-type: none"> <li>corn and sorghum</li> </ul>
1/2024	27. 11. 2023	<b>Overview of spring cereals and sunflower varieties for 2023</b>	
			<ul style="list-style-type: none"> <li>spring barley, spring wheat, spring oat and spring triticale</li> <li>sunflower</li> </ul>
1/2024	27. 11. 2023	<b>Complex protection of winter wheat</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
1/2024	27. 11. 2023	<b>Cereals</b>	
		<ul style="list-style-type: none"> <li>growth and development regulators</li> </ul>	

Date of distribution of subscribers is the same as magazine CROP HARVEST

We will be happy to include in any edition a complex graphically processed occurrence of harmful pests, supplemented by plant protection recommendations regarding the developmental stages of the crop. You can choose from two scopes: a double-sided in the middle of the magazine and a folding flap the size of three A4 pages.

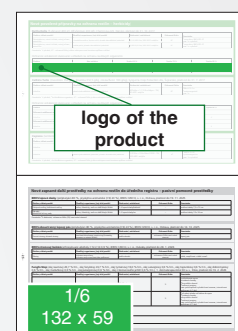
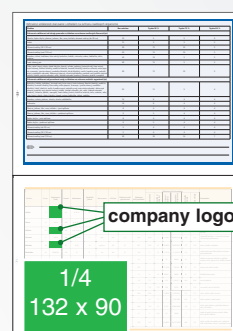
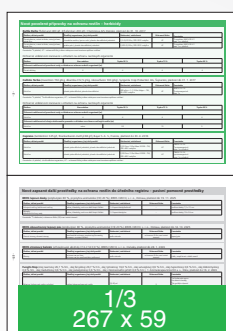
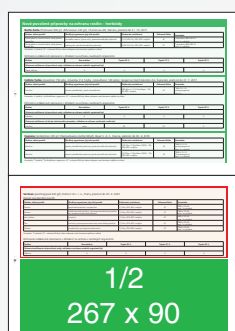
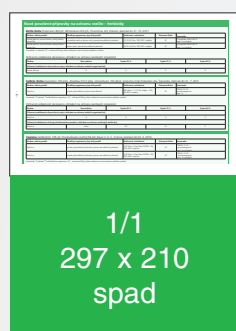
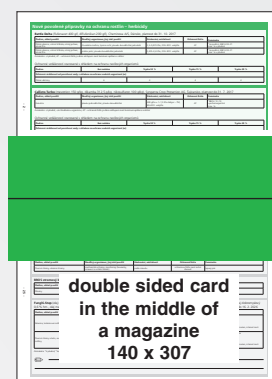
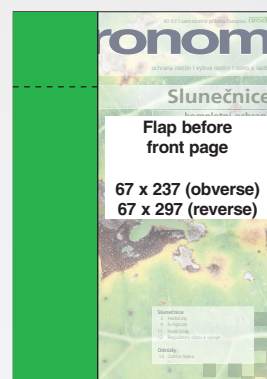
**We implement this project for wheat, rape, corn, potatoes, peas, poppies, sunflowers and sugar beets.**

**Crop harvest and Magazine of plant medicine**  
**Ing. Barbora Pučoková**  
**+420 602 378 575**  
 barbora.pucokova@profipress.cz  
 www.profipress.cz



Type of advertisement	Size (mm)	Price (EUR)
<b>Flap before front page</b>	67 x 237 (obverse), 67 x 297 (reverse)	1 760
<b>Folding flap with phenophases</b>	logos of plant products and their use on the page 610 x 297	1 560
<b>Double page with phenophases inside the magazine</b>	420 x 297 (fallout*)	1 000
<b>double sided card in the middle of a magazine</b>	140 x 307	1 240
<b>1/1</b>	210 x 297 or 297 x 210 (fallout*)	1 400
<b>1/2 – bottom banner</b>	267 x 90	840
<b>1/3 – bottom banner</b>	267 x 59	680
<b>1/4</b>	132 x 90	560
<b>1/6</b>	132 x 59	360
<b>Logo of the product with text range of 500 characters</b>	placing in the table	160
<b>Logo of the company at all varieties or products</b>	price per 12 issues Price per issue	720/year 180

\*To the stated sizes it is necessary to add 5 mm on each side.  
Prices are without VAT.



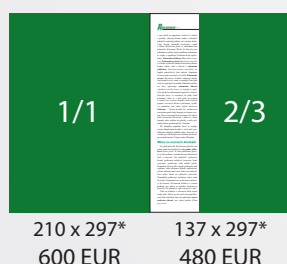
## ROSTLINOLÉKAŘ / MAGAZINE OF PLANT MEDICINE

### Professional magazine for plant protection

This independent peer-reviewed periodical specialized in plant protection, published in cooperation with the Czech Plant Protection Society, is a guarantee of comprehensive, objective and well-founded information. In agricultural and cultivation practice magazine helps to monitor pests and decide what and when to use against them in crops. The journal contains current knowledge of science, research and results of field experiments in plant protection. Rostlinolékař is published six times a year in the scope of 28 pages.

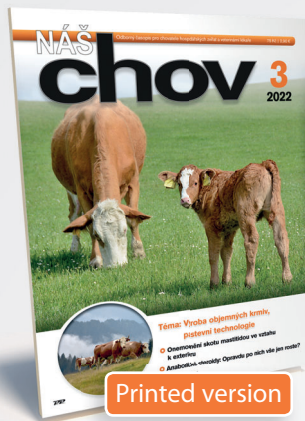


Issue	Intended content	Deadline	Distribution
<b>1 / February</b>	Plant protection in February and March, over winter and early spring pests on fruit trees, weeds, diseases and pests of cereals and rape	6. 1. 2023	31. 1. 2023
<b>2 / April</b>	Plant protection in April and May, late spring weeds, diseases and pests of crops and fruit trees	6. 3.	1. 4.
<b>3 / June</b>	Plant protection in June and July, diseases and pests of vegetables and fruit trees	15. 5.	9. 6.
<b>4 / August</b>	Plant protection in August and September, weeds, diseases and pests	7. 7.	7. 8.
<b>5 / October</b>	Plant protection October – January, weeds, diseases and pests	1. 9.	9. 10.
<b>6 / December</b>	Evaluation of pests occurrence for year 2023, reports about mechanization in plant protection	23. 10.	20. 11.



\*To the stated sizes (mm) it is necessary to add 5 mm on each side. For advertisement there are no discounts.  
Rules for advertising of text advertisements and commercial articles – see general conditions on page 27. Prices are without VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap



Printed version

# NÁŠ CHOV / OUR BREEDING

## Magazine for livestock breeders and veterinarians

The target audience of this magazine are livestock specialists. Náš chov magazine focuses on all fields of breeding activities in terms of breeding work, animal nutrition, health and housing technology. Once a year, it has a specialized appendix. The monthly magazine is full colour. It has a significant presence among readers in the Slovak Republic, the magazine is included among professional peer-reviewed journals.



Electronic version

Month	Topic	Intended content	Deadline	Distribution
1	Application of welfare in breeding practice	Principles of good breeding practice with regard on welfare	21. 11. 2022	3. 1. 2023
2	Reproduction and care for young animals	Creation of suitable conditions for proper rearing of young animals, wean management, breeding, reproduction	4. 1. 2023	1. 2.
3	Roughages production, grazing and grazing technology	Harvesting technology, conservation, storage, handling grazing technologies, care of grazing areas	1. 2.	1. 3.
4	Technological innovations in breeding and smart farming <b>Magazine appendix:</b> Animal tech (22. – 26. 4. 2023)	Technological equipment of operations, modernization automation, digitization, robotics, herd management programs, smart technologies, animal production 4.0	1. 3.	3. 4.
5	Milk production and it's quality	Technological equipment for milking, milk cooling and milk processing, care of mammary gland, automation of operations	29. 3.	2. 5.
6	Zootechnical work and hygiene, manures, heat stress	Sanitation measures, prevention, hygienic norms, safety of animals, stable microclimate, ways of rolling, processing and storage of livestock manure, heat stress	4. 5.	1. 6.
7	Swine breeding	Measures leading to efficient production in individual categories	1. 6.	3. 7.
8	Buildings and reconstructions in animal production	Building realization and investments, reconstruction and modernization, structural elements, building solutions	3. 7.	1. 8.
9	Cattle, sheep and goats breeding	Conditions for farming of beef cattle and milking cattle, sheep and goats	3. 8.	1. 9.
10	Poultry farming	Management and issues of farming landfowl and waterfowl poultry	30. 8.	2. 10.
11	Feed systems and animal nutrition <b>Magazine appendix:</b> Breeding of cattle and milking heifers	Feed management, product offers, securement of feed and intake, feed storage, feeding wagon, watering of animals	2. 10.	1. 11.
12	Livestock diseases	Management and problematic of feeding, stables and diseases of beef cattle and milking heifers	1. 11.	1. 12.
1/2024	Animal welfare, ecological breeding and environment	Prevention, treatment of most common diseases in livestock farming, metabolic diseases of animals, biosecurity Alternative breeding systems, development of ecologic agriculture, animal nutrition, bio production, methods and technologies for decreasing of pollutants, products for bedding	27. 11.	3. 1. 2024

1/1

2/3

230 x 297\*  
1 520 EUR

149 x 297\*  
1 360 EUR

1/2 (A5)

1/2

149 x 210  
1 120 EUR

200 x 120  
920 EUR

1/2

1/8

1/3

112 x 297\*  
920 EUR

1/8: 98 x 63  
280 EUR  
1/3: 200 x 81  
840 EUR

1/3

1/4a

1/4b

72 x 297\*  
840 EUR

a) 97,5 x 120  
520 EUR  
b) 149 x 94  
520 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.naschov.cz](http://www.naschov.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1+B2	300 x 600	week	300
		month	1 040
Banner B3+B4	300 x 600	week	200
		month	720

Commercial professional text  
**160 EUR**

Commercial professional text  
with video  
**200 EUR**

**Ing. Jana Konečná**

**+420 602 185 400**

[jana.konecna@profipress.cz](mailto:jana.konecna@profipress.cz)

[www.profipress.cz](http://www.profipress.cz)





# KRMIVÁŘSTVÍ / FEEDINGS

## Magazine specializing in feed production and animal nutrition

The bimonthly magazine Krmivářství provides its readers with highly specialized knowledge in the field of feed production, processing, storage and nutrition of individual groups and categories of livestock. The magazine is full colour, with a scope of about 40 pages. It has a significant number of readers in the Slovak Republic as well and is a professional peer-reviewed journal

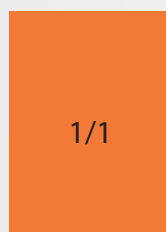


Electronic version  
from 1. 1. 2023



Printed version

Number-Month	Topic	Intended content	Deadline	Distribution
1 – January	Feed analysis and evaluation of feeds quality	Requirements and rules for sampling and storage of feed samples, devices for analysis and evaluation, methods for quality assessment, legislation	1. 12. 2022	13. 1. 2023
	Principles of nutrition of the lactating monogastric animals	Requirements for nutrients for swines, rabbits and other monogastric animals, feeding plans, specific feeds, examples from practise		
2 – March	Manufacture of conserved feed	Technique and preservatives for the production of conserved feed, overview of silage additives for 2023	15. 2. 2023	15. 3.
	Animal tech (22. – 26. 4. 2023)	News, introduction of companies, expositions		
3 – May	Rentability in animal production	Solving the situation with price increases, economic situation into the future, financing and insurance in agriculture	19. 4.	15. 5.
	Heat stress	Nutritional solutions to relieve cattle heat stress, pigs and poultry heat stress, water supply for animals during heat stress, solving roughage and water shortages in times of drought		
4 – July	Storage and manipulation with feeds	Storages, silos, post-harvest lines, technology for crop treatment (cleaning, drying), storage, removal, conveyors, lines automatization, machines for handling feeds, feeding wagons	14. 6.	14. 7.
	Principles of waterfowl poultry nutrition	Nutrient requirements, feeding plans, specific feeds, examples from practice		
5 – September	Hygiene, safety and quality of feeds	Toxins and mycotoxins, heterogeneous substances, pathogens (for example salmonella, mycoplasma, clostridium etc.), Possibilities of prevention, reduction and feeds protection	21. 8.	14. 9.
	Principles of young animal nutrition	Nutrient requirements for a good start of calves, piglets, lambs and kids, feeding plans, specific feeds, dairy feed mixes, starters and prestarters		
6 – November	Processing and preparation of feeds	Technologies for feeds production and processing (granulation, extrusion), feed systems, preparation places, feed mixers, feed mixtures, premixes, modernization of operations	18. 10.	14. 11.
	Management of feeding during convalescence and for diseases prevention	Causes and prevention of metabolic disorders (acidosis, ketosis, colic...), Digestive disorders due to incorrect feed ration, regeneration and recovery of sick animals with the help of correct feed ration		
1/2024 – January	Mineral nutrition, sensory and other substances in feed	Mineral nutrition by type and category of livestock, zinc issues in pigs, additives affecting taste, smell and colour, vitamins, trace elements, amino acids	8. 12.	15. 1. 2024
	Principles of lactating ruminants' nutrition	Requirements for nutrients for lactating cows, sheep and goats, feeding plans, specific feeds, practical examples		



210 x 297\*  
1 240 EUR



133 x 297\*  
840 EUR

182 x 125  
640 EUR



105 x 297\*  
640 EUR

132 x 187\*  
640 EUR



182 x 80  
440 EUR

73,5 x 297\*  
440 EUR



a) 85 x 120  
b) 120 x 85  
360 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap



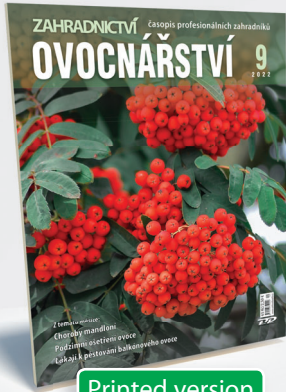
**Ing. Jana Konečná**

+420 602 185 400

jana.konecna@profipress.cz

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Printed version

# ZAHRADNICTVÍ / GARDENING

## magazine for professional gardeners

fruit-growing • viticulture • vegetable-growing • floriculture • tree nursery • establishment and maintenance of green •

The magazine targets companies dedicated to the realization and maintenance of public greenery and gardens, operators of gardening centres, nurseries, florists, fruit growers, winegrowers and green growers. The only complex professional gardening magazine on our market. Contains the theme of the month and permanent sections. It informs about news in the field (mechanization, cultivation technologies, nutrition, and plant protection, etc.). The magazine features reports from companies and exhibitions. The journal has a significant audience in the Slovak Republic; it is a professional peer-reviewed journal. It brings complex information services for all gardeners



Electronic version

Month	Topic of the month	Intended content	Deadline	Distribution
1	Vegetable-growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	5. 12. 2022	10. 1. 2022
2	Tree nursery – floriculture	Perennials, balcony flowers, potting mixes and containers, potting machines and planting tables, planters, seedling of balcony flowers, hydrogels	6. 1. 2023	9. 2. 2023
3	Fruit-growing	Foliar, root and artificial fertilizers, mulchers and cultivators for orchards, grass-seed mixtures for inter-rows, anti-hail systems for orchards	13. 2.	10. 3.
4	Establishment and maintenance of green areas	Grass-seed mixtures, grass carpets	15. 3.	11. 4.
5	Školkařství – květinářství	Modern greenhouses and foil greenhouses, irrigation for greenhouses and foil greenhouses, soluble fertilizers for irrigation systems, planting tables	17. 4.	12. 5.
6	Fruit-growing	Protection against storage diseases, harvesting and handling equipment, irrigation systems in orchards	17. 5.	13. 6.
7	Vegetable-growing	Vegetables harvesting, covered growing areas, hydroponic and aeroponic, storage of vegetables, insurance for vegetable-growers	12. 6.	10. 7.
8	Tree nursery – floriculture	Substrates, forest-tree nursery supplies, rootball digger, perennials	18. 7.	11. 8.
9	Fruit-growing	Tractors for orchards and vineyards, tree cutting equipment, insurance for fruit-growers	15. 8.	11. 9.
10	Tree nursery – floriculture	New flower arrivals, transport and handling in tree nursery	14. 9.	9. 10.
11	Establishment and maintenance of green	Roof gardens, machines for the maintenance of green areas, green walls, water collection and subsequent use	18. 10.	10. 11.
12	Fruit-growing	Springtime protection of pome fruits and stone fruits (chemical and biological), application technology to orchards, antifreeze protection of orchards	14. 11.	11. 12.
1/2024	Vegetable-growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	5. 12.	10. 1. 2024

 <p>1/1</p>	 <p>1/2</p>	 <p>1/2 (A5)</p>	 <p>1/3</p>	 <p>1/4</p>	 <p>1/8</p>		
230 x 297* 200 x 245 1 280 EUR	115 x 297* 97,5 x 245 760 EUR	230 x 142* 200 x 120 760 EUR	149 x 210 800 EUR	230 x 102* 200 x 81 560 EUR	72 x 297* 57 x 252 560 EUR	97,5 x 120 149 x 94 440 EUR	97,5 x 60 320 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.zahradaweb.cz](http://www.zahradaweb.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	month	400
Banner C	1 120 x 230 or 1 120 x 400	month	240
Banner D	714 x 80	month	160
Banner B1	300 x 300	month	220
Banner B2	300 x 300	month	220
Banner B3	300 x 300	month	140
Banner B4	300 x 300	month	140
Banner B1+B2	300 x 600	month	300
Banner B3+B4	300 x 600	month	200

Commercial professional text  
**160 EUR**

Commercial professional text  
with vide  
**200 EUR**

**Pavla Čechová**

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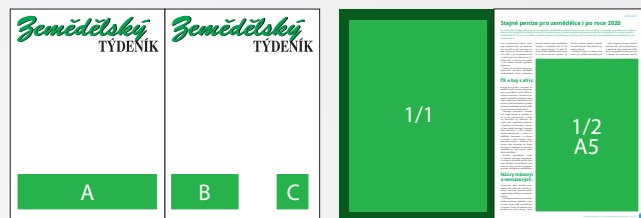




# ZEMĚDĚLSKÝ TÝDENÍK / AGRICULTURE WEEKLY MAGAZINE

A colourful professional weekly magazine, published in the Czech Republic and Slovakia, which focuses on selected information from journalism, plant and animal production, mechanization and economics. Since 2021, each issue is monothematically focused on selected topics from all areas of agricultural production. It is also possible to rent part of the magazine as a catalogue for advertisement purposes in the scope of 2 to 4 pages within the project **Agronomy/Animal/Technical Exclusive**. These sections guarantee exclusivity in the given issue.

Week	Topic	Deadline	Publication date
1	Poppy cultivation	21. 12. 2022	5. 1. 2023
2	Transportation in agriculture	2. 1.	12. 1.
3	Tractors equipment	6. 1.	19. 1.
4	Cultivation of spring grains	13. 1.	26. 1.
5	Plant protection technique	20. 1.	2. 2.
6	Spring soil cultivation	27. 1.	9. 2.
7	Post-harvest treatment of grains	3. 2.	16. 2.
8	Ekotech magazine	10. 2.	23. 2.
9	Agriculture buildings	17. 2.	2. 3.
10	Mineral fertilizers spreaders	24. 2.	9. 3.
11	Sowing of spring crops	3. 3.	16. 3.
12	Fungicidal plant protection	10. 3.	23. 3.
13	Production of feeding mixtures	17. 3.	30. 3.
14	Fodder harvest	24. 3.	6. 4.
15	Work in orchards, vineyards and hop-gardens	31. 3.	14. 4.
16	Animal Tech	6. 4.	20. 4.
17	Manipulation with materials	14. 4.	27. 4.
18	Manure application	21. 4.	5. 5.
19	Straw harvest	28. 4.	12. 5.
20	Rapeseed cultivation	5. 5.	18. 5.
21	Ekotech magazine	12. 5.	25. 5.
22	Our field "Naše pole"	19. 5.	1. 6.
23	Mulchers	26. 5.	8. 6.
24	Corn harvest for silage	2. 6.	15. 6.
25	Soil preparation and winter crops sowing	9. 6.	22. 6.
26	Irrigation systems in agriculture	16. 6.	29. 6.
27-28	Technology for meadows and pastures	23. 6.	13. 7.
29	Ploughs and cultivators	7. 7.	20. 7.
30	Winter crops cultivation	14. 7.	27. 7.
31	Organic manures spreaders	21. 7.	3. 8.
32	Catch crops	28. 7.	10. 8.
33	Earth the provider "Země živitelka"	4. 8.	17. 8.
34	Ekotech magazine	11. 8.	24. 8.
35	Feeding wagons	18. 8.	31. 8.
36	Minority crops cultivation	25. 8.	7. 9.
37	Measuring and diagnostic technology	1. 9.	14. 9.
38	Tractors	8. 9.	21. 9.
39	Precision agriculture and automation technology	15. 9.	29. 9.
40	Machinery and equipment for waste processing	22. 9.	5. 10.
41	Loans and insurance in agriculture	29. 9.	12. 10.
42	Municipal technology in agriculture	6. 10.	19. 10.
43	Ekotech magazine	13. 10.	26. 10.
44	Oils and lubricants	20. 10.	2. 11.
45	Components and aggregates of agriculture machines	27. 10.	9. 11.
46	Equipment for smaller farms	3. 11.	16. 11.
47	Cultivation of corn and sorghum	10. 10.	23. 11.
48	Cultivation of spring oilseeds	16. 10.	30. 11.
49	Cultivation of sugar beet	24. 10.	7. 12.
50	Cultivation of legumes	1. 12.	14. 12.
51-52	Harvest machines (threshing machines, forest harvesters)	8. 12.	21. 12.



A 208 x 75  
1 200 EUR

B 100 x 75  
600 EUR  
C 47 x 75  
300 EUR

230 x 315  
200 x 280  
960 EUR

149 x 210  
560 EUR



200 x 137  
560 EUR

98 x 280  
560 EUR

200 x 92  
400 EUR

68 x 280  
400 EUR



98 x 180  
400 EUR

149 x 95  
320 EUR

200 x 65  
320 EUR

98 x 137  
320 EUR



47 x 280  
320 EUR

To the stated sizes (mm) it is necessary to add 5 mm on each side.  
Rules for publishing advertisements and business articles – see general conditions on page 27.  
Prices do not include VAT.

**Sections**  
**Agronomy – Animal – Technical Exclusive**  
Written text.  
2 pages – 480 EUR  
4 pages – 960 EUR

**Zemědělský TÝDENÍK**  
XIII. ročník • číslo 41 • 10. října 2023 • 21 Kč/obsl. Kč



[www.zemedelskytydenik.cz](http://www.zemedelskytydenik.cz)

Commercial professional text  
Commercial professional text with video

160 EUR  
200 EUR



620 x 70 px 120 EUR/week



Začal výlov rybníka  
Rožmberk, kvůli covidu  
podruhé bez stánků a akcí

© 11. 10. 2023 • 30 Kč/obsl. Kč  
Třetibořský rybník dnes ráno zahájil výlov největšího českého rybníka  
Rožmberk a rožmberskou 647 hektarů. Doprovodí akce se stánky, kam  
přijede 50.000 lidí, kvůli koronaviru druhý rok po sobě zrušili. Rybník

300 x 300 px  
200 EUR/week



**Eva Makovičková**  
**+420 721 948 964**  
eva.makovickova@profipress.cz  
[www.zemedelskytydenik.cz](http://www.zemedelskytydenik.cz)





# ENERGIE 21 / ENERGY 21

## Renewable resources, efficient consumption, sustainable development

The magazine Energie 21 is issued on a bi-monthly basis and offers information about the production, distribution, and consumption of energy from renewable and environmentally friendly alternative sources. Important topics are also legislation, the sustainable development of regions and landscapes, links between energetics, economy, and ecology. The magazine is distributed in the form of a subscription with copies numbering more than four thousand, of which about four hundred subscribers are from Slovakia. Energy 21 is mainly subscribed to by energy producers and consumers, suppliers of technologies and services, research institutes, schools, offices, and those interested in modern energy and the environment in context.



Month	Topic	Deadline	Distribution	Notes
<b>1. – February</b>	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	13. 1. 2023	14. 2.
<b>2. – April</b>	Biogas stations*	Serviceability, maintenance, modernization, heat utilization, biomethane	13. 3.	14. 4.
<b>3. – June</b>	Solar installations	Photovoltaic power station, thermal collectors, accumulation	15. 5.	15. 6.
<b>4. – August</b>	Modern heating	Heat from renewable sources, heaters, cogeneration, community energetics	14. 7.	14. 8.
<b>5. – October</b>	Air protection, transport*	Electric vehicles, alternative propulsion, biofuels	15. 9.	13. 10.
<b>6. – December</b>	Building energetics	Building constructions, resources and appliances, economic measures	15. 11.	13. 12.
<b>1/2024 – February</b>	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	12. 1. 2024	15. 2. 2024

\* Is published simultaneously in the weekly periodic Farmer's weekly



210 x 297\*  
182 x 250  
1 540 EUR

105 x 297\*  
91 x 250  
880 EUR



210 x 145\*  
182 x 125  
880 EUR

73,5 x 297\*  
57,5 x 254  
770 EUR



210 x 100\*  
182 x 80  
770 EUR

120 x 85  
550 EUR



85 x 120  
550 EUR

120 x 43  
330 EUR

\*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.energie21.cz](http://www.energie21.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1+B2	300 x 600	week	300
		month	1 040
Banner B3+B4	300 x 600	week	200
		month	720

Commercial professional text  
**160 EUR**

Commercial professional text  
with video  
**200 EUR**

**Ing. Jan Kroupa**  
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[jan.kroupa@profipress.cz](mailto:jan.kroupa@profipress.cz)  
[www.profipress.cz](http://www.profipress.cz)



# KOMUNÁLNÍ TECHNIKA / MUNICIPAL TECHNOLOGY

## A specialized magazine for municipal services

Monthly magazine for readers from Czech and Slovak republic is focused on all equipment for municipal services, for example, year-round maintenance, cleaning and repairing roads and their surroundings, maintenance of public greenery, waste management, manipulation with material and forestry equipment, all that is covered in magazine sections. Included as well is information about municipal furniture, public lightning, financing, legislation in the field etc. Each issue contains the topic of the month, which is focused always on a single area.

The Municipal Technology target audience are members of municipal authorities and management of companies, which are responsible for entire municipal services, administration and maintenance of roads or waste management.



Electronic version



Printed version

Month	Topic	Intended content	Deadline	Distribution
1	Transport, manipulation, alternative fuels	Handlers, loaders, working platforms, equipment powered by alternative fuels	2. 12. 2022	13. 1. 2023
2	Establishing and maintaining greenery	Mowing and mulching equipment, soil preparation, sowing, weed elimination, seedlings, fertilizers	13. 1.	14. 2.
3	Forest equipment, biowaste	Trailers, harvesters, tractor extensions, chainsaws, wood shredder, woodchippers	13. 2.	14. 3.
4	Tractors for municipal sphere	Tractors, trailer machinery, hydraulic systems, spare parts, tires	13. 3.	14. 4.
5	Maintenance of roads and surrounding	Road repairs, power arm cutter, washers, ditch and stump cutters	14. 4.	15. 5.
6	Universal equipment holders	Multifunctional toll holders, working extensions, tires, gps systems	15. 5.	15. 6.
7	Construction machinery for cities and municipality	Excavators, loaders, handlers, diggers, trenchers, working platforms	12. 6.	14. 7.
8	Regeneration and maintenance of greenery	Mowers, scarifier, aerators, soil cutters, maintenance of artificial surfaces	14. 7.	14. 8.
9	Sweeping, cleaning, and washing equipment	Collecting sweepers, extensions, holders, brushes, high pressure washers	14. 8.	14. 9.
10	Tractors for cities and municipalities	Municipal tractors, equipment, front loaders, working extensions, tires	15. 9.	13. 10.
11	Winter maintenance of roads	Snow ploughs, brushes, cutters, spreaders, snow chains, spreading materials	13. 10.	14. 11.
12	Waste management	Collecting and processing of waste, equipment of recylation centres, records and gps systems	15. 11.	13. 12.
1/2024	Transport, manipulation, alternative fuels	Handlers, loaders, working platforms, equipment powered by alternative fuels	8. 12.	15. 1. 2024

230 x 297* 200 x 245 1 540 EUR	115 x 297* 97,5 x 245 880 EUR	230 x 142* 200 x 120 880 EUR	72 x 297* 57 x 252 770 EUR	230 x 102* 200 x 81 770 EUR	149 x 148* 132 x 131 770 EUR	97,5 x 120 149 x 94 550 EUR	149 x 47 330 EUR

\* To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 27. Prices do not include VAT.

**Other possible forms:** leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

[www.komunalweb.cz](http://www.komunalweb.cz)

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1+B2	300 x 600	week	300
		month	1 040
Banner B3+B4	300 x 600	week	200
		month	720

Commercial professional text

160 EUR

Commercial professional text with video

200 EUR

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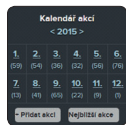
www.profipress.cz



## Event calendar

**Free of charge – add event**

**Paid** – logo with active link in event list for an unlimited time, 40 EUR/event



## Banner for the keyword

When ordering banner for the keyword (name of the company, brand name) banner will be displayed with every opening of any text which contains a keyword – editorial article, commercial article, video interview...

714 x 80 px

**760 EUR/year**

We strictly observe the rights of importers, holders of registrations and trademarks, during the whole process.

## Vacancies in the field

Placing your demand in the vacancies section, price 80 EUR/per position, remains posted as necessary, but no more than 1 year after publication.

**Whole background – all over option + banner C**

**Banner C** 1 120 x 230 or 1 120 x 400 px



**Banner B**  
300 x 300 px

**Left side**  
400 x 1 080  
px

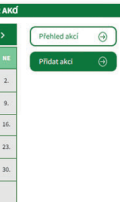


**Right side**  
400 x 1 080  
px

**Banner A1** 530 x 80 px

**Banner A2** 530 x 80 px

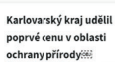
**Banner A1 + A2** 1 080 x 80 px



**Banner A3** 530 x 80 px

**Banner A4** 530 x 80 px

**Banner A3 + A4** 1 080 x 80 px



Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner B	300 x 300	week	260
		month	920
Banner A1	530 x 80	week	140
		month	480
Banner A2	530 x 80	week	140
		month	480
Banner A3	530 x 80	week	120
		month	440
Banner A4	530 x 80	week	120
		month	440
Banner A1+A2	1 080 x 80	week	240
		month	840
Banner A3+A4	1 080 x 80	week	200
		month	720

Prices do not include VAT.



# WEBSITES OF PROFESSIONAL PERIODICALS

## Commercial professional article

Part of the article may be photographs, graphs, tables, diagrams and hyperlinks. The article stays in the archive for unlimited time.

**160 EUR**

## Professional commercial article with video

The article contains one or more delivered videos, also may contain photographs, graphs, tables, diagrams and hyperlinks. The article remains in the archive for an unlimited time.

**200 EUR**

## Publishing an article from a printed magazine on the website

When publishing a commercial professional article in print (in newspapers or magazines) it is possible to publish the article on the web (in the same or extended version) at a discounted price.

**80 EUR**

## Permanent placement of the commercial professional article on the main page

Surcharge when requesting that the commercial article not be scrolled by currently published ones on the main page articles.

2<sup>nd</sup> place/week

**60 EUR**

3<sup>rd</sup> place/week

**60 EUR**

4<sup>th</sup> place/week

**40 EUR**

**Whole background – all over option + banner C**

**Left side**  
400 x 1 080 px

**Right side**  
400 x 1 080 px

**Banner C** 1 120 x 230 or 1 120 x 400 px

**Banner D** 714 x 80 px

**Banner B1** 300 x 300 px

**Banner B2** 300 x 300 px

**Banner B3** 300 x 300 px

**Banner B4** 300 x 300 px

**B1+B2** 300 x 600 px

**B3+B4** 300 x 600 px

**www.ZEMEDELEC.cz**

**www.URODA.cz**

**www.MECHANIZACEWEB.cz**

**www.NASCHOV.cz**

**www.KOMUNALWEB.cz**

**www.ZAHRADAWEB.cz**

See prices on page 18.

**www.ENERGIE21.cz**

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	260
		month	920
Banner B1	300 x 300	week	140
		month	480
Banner B2	300 x 300	week	140
		month	480
Banner B3	300 x 300	week	120
		month	440
Banner B4	300 x 300	week	120
		month	440
Banner B1+B2	300 x 600	week	240
		month	840
Banner B3+B4	300 x 600	week	200
		month	720

Prices do not include VAT.

# TV Zemědělec / TV Farmer

- TV Zemědělec is an internet platform for creating and broadcasting news and specialized agriculture programmes.
- Audio-visual presentation is one of the best educational methods.
- By connecting image with sound, it is possible to represent a product, its benefits, tell a story and build an image of the brand or use it for direct sale.
- TV Zemědělec is a persuasive medium, which can arouse positive emotions and create associations with the brand by using an audio-visual message.
- TV Zemědělec programmes topics include: agriculture politics, plant production, animal production, agriculture equipment and renewable energy resources.
- Thanks to the interactive platform you can target users on all available devices (PC, phone, tablet).

## TV REPORTAGE

Broadcast from the studio or directly from the field contains: advertisement ¼ of page in given monthly magazine before broadcast, banner on professional website for 7 days, editorial article in professional magazine with reference on the video after the event.

For technicians option detailed reportage about one machine – Programmes “Den S” (day with) and “Born to Drive”...

Basic price **600 EUR + travel expenses 0,48 EUR/km**

## BROADCAST FROM TV STUDIO

Broadcast from TV studio on-line or from recording (suitable for seminars, conferences, professional events).

Contains: advertisement ¼ of page in weekly magazine Zemědělec one week before broadcast, banner on professional website for 7 days before broadcast. After broadcast editorial article in professional magazine with reference on the video.

Basic price **600 EUR + based on the technical difficulty**

[www.tvzemedelec.cz](http://www.tvzemedelec.cz)

Whole background – all over option + banner C

**Banner C** 1 120 x 230 or 1 120 x 400 px

**Left side** 400 x 1 080 px

**Banner B1** 300 x 600 px

**Right side** 400 x 1 080 px

**Banner B2** 300 x 600 px

## BANNERS AT TV ZEMĚDĚLEC

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	160
		month	560
Banner B1	300 x 600	week	140
		month	460
Banner B2	300 x 600	week	140
		month	460

Prices do not include VAT.

**Vlastimil Uhlíř**  
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[vlastimil.uhlir@profipress.cz](mailto:vlastimil.uhlir@profipress.cz)  
[www.profipress.cz](http://www.profipress.cz)



### Professional discussion

Moderated discussion with our redactor and the experts and important personalities on the given issue.

Video recording of the show, placement of the program in the archive at [www.tvzemedelec.cz](http://www.tvzemedelec.cz) and permission to use the video for promotion on your website is included in the price.

### Partnership in a professional discussion – option A: 360 EUR

(20 % of programme product placement – placement of the product on the screen, logo during the introduction, sponsor introduction).

### Partnership in a professional discussion – option B: 560 EUR

(40 % of programme product placement – placing of the product on the screen, logo during the introduction, sponsor presentation, introduction video, logo on the background).

### Product placement:

96 EUR

(product placement on the screen, a live coulisse on the background of discussion)

### TOPICS OF PROFESSIONAL DISCUSSION

Date (Tuesday 10:00 h)	Topic	Redactor	Intended content
11. 1. 2023	Cattle resistance to antiparasitic preparations	Lukáš Prýmas	Doc. Jaroslav Vadlejch, Ph.d. Combating parasites in ruminants
20. 1.	Current harvesting trashing machines	Luboš Stehno	See topic of the week
1. 2.	Herbicide resistance	David Bouma	Recognition and solution
16. 2.	Fruit growing – production of planting material	Arnošt Jílek	Actual situation, trends and technologies connected with production of planting material (fruit trees)
22. 2.	Limiting the application of chemical pesticides and their replacement by mechanical interventions	Jiří Hruška	Can be done alongside fertilization. Importance of mechanical interventions in an ecological farming system.
2. 3.	Plant protection	Barbora Venclová	Chemical and biological protection
9. 3.	Health issues of cattle breeding	Irena Sekaninová	KVL, SVS, ČMSCH
22. 3.	Advantages of compost application for farmers	Roman Paleček	See topic of the week
7. 4.	Prosperity in dairy cow breeding	Jana Velechovská	
1. 6.	Welfare and its legal aspects in sheep breeding, goats and farm animals	Karel veselý	Responsibilities in animal protection
16. 6.	Innovations in tree nurseries	Daniela Uřešová	
6. 7.	Biogas stations in modern energetics	Jiří Trnavský	Application agricultural and communal BGS in energetic mix in CZ (possible in cooperation with magazine Waste)
20. 7.	Diseases of cattle	Alena Ježková	breeder, veterinary
3. 8.	Fertilizer consumption in the Czech Republic and EU countries, the necessity of nutrition plants	Jana Pančíková	
16. 8.	Sorghum – a promising crop of Czech fields	Petra Vaňatová	Using of sorghum, technologies of production, varieties
6. 9.	Vegetable growing in CZ	Lucie Poláková	Actual trends and technologies, new possibilities for growers
4. 10.	What modern tractor can do	Martina Karásková	Autonomous systems, electro?
8. 11.	Perspectives of swine breeding	Martin Jedlička	Breeding work, health – biosecurity, welfare, economic of production
15. 11.	Application of the NIR sensor in agriculture	Petr Beneš	Benefits of online analysis of substances contained in feed, slurry and grain of cereals and rapeseed

### LOGO PLACEMENT IN VIDEOS TV ZEMĚDĚLEC

Contains: Logo placement with link to TV's webpage. The logo is placed in the right up corner, and it will be visible for 5 sec. After clicking it shows the requested webpage.

**THE PRICE FOR ONE PLACEMENT IS: 80 EUR**

**Video recordings are always published at [www.tvzemedelec.cz](http://www.tvzemedelec.cz), Profi Press Facebook page and it's provided to the company for other uses.**





Deník/Newsletter brings daily fresh information from all fields of agriculture to customers' email boxes. We select daily news from crop production, animal production and agricultural technology, which you can view on your PC, tablet or mobile phone. You can subscribe to the newsletter for free on the website [www.zemedelec.cz](http://www.zemedelec.cz). The newsletter may include an advertisement banner with an active link.



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NEW

## Zemědělec podcast



Podcast is an audio recording of a program that is available in digital format for free to download. It is based on expert agricultural discussions, which are on TV ZEMĚDĚLEC.



You can combine more activities together. You can choose the recording and download it to personal device and play and listen to it anytime anywhere.



You can listen to podcasts on your mobile phone or tablet and computer. However, the most common is listening via the podcast app on mobile.



Possibility to partner with the given podcast via the partner trailer in the introduction: 200 EUR.



Listen via **Spotify, SoundCloud, Apple Podcasts.**

Links can be found on TV Zemědělec/Podcasts.

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# 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
Price: insertion/piece	0,06 EUR	0,11 EUR	0,2 EUR	0,24 EUR
Weight division is based on Czech Post Service current tariffs				0,28 EUR

## Other possible formats

Glued advertisement	1080 EUR
Envelope retaping (tape+advertisement 1/1 page + article 1/1)	2 000 EUR
Envelope flap	2 200 EUR
Foldable envelope (2/1-page advertisement)	2 400 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 <sup>nd</sup> page of cover	25 %	Extra charge for unusual format	40 %
3 <sup>rd</sup> page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4 <sup>th</sup> page of cover	30 %	Extra charge for print of fifth colour	10 %
5 <sup>th</sup> page of cover (next to the content)	25 %		

**Price of advertisement graphic processing: 28 EUR**

## 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.

## 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.

## 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.
- A complaint can be filed within 14 calendar days after publication

### 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.



# Slovak Field days

## Oponice

Slovak exhibition of varieties, plant protection and plant nutrition, farming techniques and farm animals

Celoslovenské  
dni poľa  
poľnohospodárska výstava

6. – 7. 6. 2023



[www.dnipola.sk](http://www.dnipola.sk)  
[www.profiexpress.sk](http://www.profiexpress.sk)

# Our field

## Nabočany near Chrudim

Czech exhibition of field experiments with crop varieties, plant protection and plant nutrition and presentation of agricultural equipment

Naše pole  
zemědělská výstava

13. – 14. 6.  
2023



[www.nasepole.cz](http://www.nasepole.cz)  
[www.profiexpress.cz](http://www.profiexpress.cz)

# Farmer's day – Kámen near Pelhřimov

National contract exhibition with demonstration of agricultural and forestry techniques. The exhibition will also include a demonstration of professional machinery from the Days of garden and municipal technology



13. – 14. 9. 2023



Days of garden and  
municipal technology  
with demonstration of  
professional machinery



[www.denzemedelce.cz](http://www.denzemedelce.cz)  
[www.profiexpress.cz](http://www.profiexpress.cz)



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Crop harvest, Agronomist,  
Magazine of plant medicine  
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Gardening, Floristry  
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Municipal technology,  
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Our breeding, Feedings  
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Agriculture weekly magazine  
**Eva Makovičková**  
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zemedelskytydenik.cz



### We offer the services of a graphic studio:

- Graphic design of promotional materials
- Production and printing of promotional materials

### We offer non-traditional advertising formats:

- Fold-out envelopes
- Envelope flaps
- Inserted advertisement
- Deposit promotional items
- Pasted advertisement for position
- Strapping covers horizontally and vertically
- Tapering the magazine into position