

PRICE LIST OF ADVERTISEMENTS

2023

EDITION PLANS

PRINTED MAGAZINES

ELECTRONIC MAGAZINES

WEBSITES

PROFESSIONAL PUBLICATIONS

TV ZEMĚDĚLEC

FACEBOOK

FIELD EVENTS

SOCIAL EVENTS



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

Month	Deadline	Plant protection products	List of varieties/ fertilizers
8	3. 7.	Winter cereals – protection and varieties	
		<ul style="list-style-type: none"> herbicides – for autumn application insecticides pickling agents 	<ul style="list-style-type: none"> winter wheat, winter barley, winter rye and winter triticale
9	7. 8. distribution is in September	Pickling agents of spring crops	
		spring wheat, spring rye, spring triticale, spring barley, oat, corn, spring rape, poppy, potatoes, sugar beets, peas, beans, lupine, soybeans	
10	7. 8.	Beneficial substances for pickling	
		<ul style="list-style-type: none"> spring crops 	
11	4. 10.	Overview of corn hybrids and varieties of sorghum for 2023	
			<ul style="list-style-type: none"> corn and sorghum
12	1. 11.	Overview of spring cereals and sunflower varieties for 2023	
			<ul style="list-style-type: none"> spring barley, spring wheat, spring oat and spring triticale sunflower
1/2024	27. 11. 2023	Complex protection of winter wheat	
		<ul style="list-style-type: none"> herbicides fungicides insecticides 	
2/2024	27. 11. 2023	Cereals	
		<ul style="list-style-type: none"> growth and development regulators 	

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.

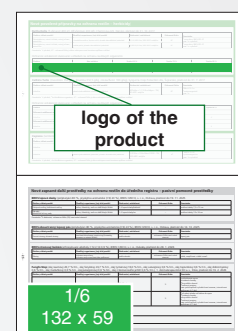
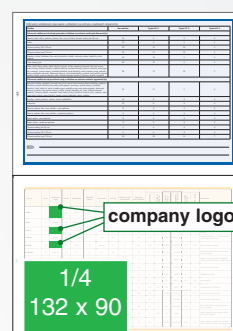
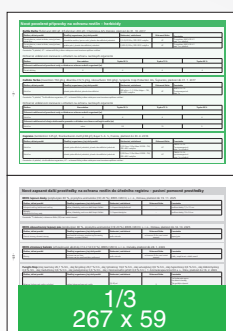
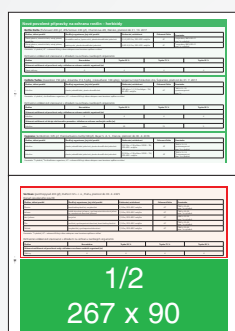
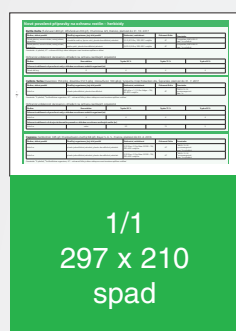
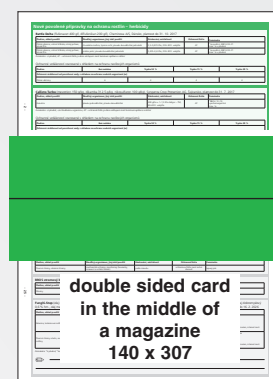
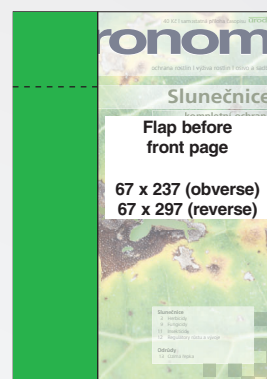
We implement this project for wheat, rape, corn, potatoes, peas, poppies, sunflowers and sugar beets.

Crop harvest and Magazine of plant medicine
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 www.profipress.cz



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

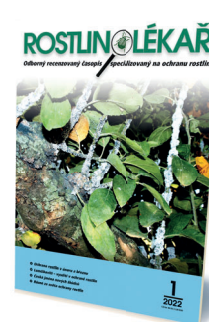
*To the stated sizes it is necessary to add 5 mm on each side.
Prices are without VAT.



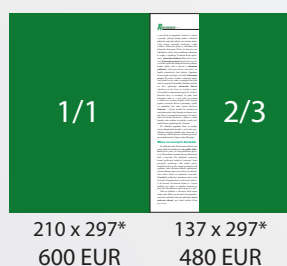
ROSTLINOLÉKAŘ / MAGAZINE OF PLANT MEDICINE

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
1 / February	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
2 / April	Plant protection in April and May, late spring weeds, diseases and pests of crops and fruit trees	6. 3.	1. 4.
3 / June	Plant protection in June and July, diseases and pests of vegetables and fruit trees	15. 5.	9. 6.
4 / August	Plant protection in August and September, weeds, diseases and pests	7. 7.	7. 8.
5 / October	Plant protection October – January, weeds, diseases and pests	1. 9.	9. 10.
6 / December	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

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 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

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.