

PRICE LIST OF ADVERTISEMENTS

2023

EDITION PLANS

PRINTED MAGAZINES

ELECTRONIC MAGAZINES

WEBSITES

PROFESSIONAL PUBLICATIONS

TV ZEMĚDĚLEC

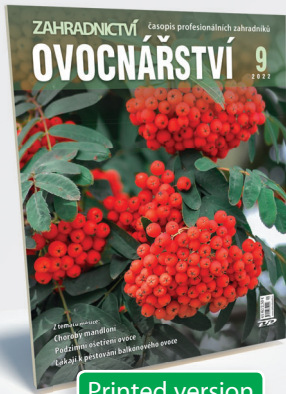
FACEBOOK

FIELD EVENTS

SOCIAL EVENTS



PROFESSIONAL MAGAZINES FOR AGRICULTURE



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



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

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

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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	250g and more
Price: insertion/piece	0,06 EUR	0,11 EUR	0,2 EUR	0,24 EUR	0,28 EUR

Weight division is based on Czech Post Service current tariffs

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

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: EP5 (curved, saved without background)

Photos for scan: originals for scan max in A3 format

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

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

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

The detailed information we will send by email on request

Notice

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

The rules of publishing text advertisement and commercial articles

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

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

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

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

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

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

General terms of advertising

1. Advertisement ordering

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

2. Returning of materials and prints revision

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

3. Edits and placing of advertisement in magazine

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

4. Right to reject an advertisement

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

5. Payment for advertisement

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

6. Complaints – compensation

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