

PRICE LIST OF ADVERTISEMENTS

2024

EDITION PLANS

**PRINTED MAGAZINES**

**ELECTRONIC MAGAZINES**

**WEBSITES**

**PROFESSIONAL PUBLICATIONS**

**TV ZEMĚDĚLEC**

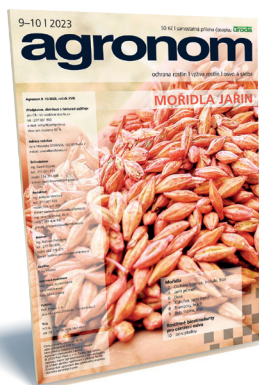
**FACEBOOK**

**FIELD EVENTS**

**SOCIAL EVENTS**



PROFESSIONAL MAGAZINES FOR AGRICULTURE



# 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	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>	
2	3. 1. 2024	<b>Cereals</b>	
		<ul style="list-style-type: none"> <li>growth and development regulators</li> <li>plant products applied on the leaf</li> </ul>	
3	2. 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>plant products applied on the leaf</li> </ul>	<ul style="list-style-type: none"> <li>legumes: lupine, beans, peas, soybeans</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 (fusariosis of ears)</li> <li>insecticides</li> </ul>	
5	28. 3.	<b>Complex protection of corn</b>	
		<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
6	28. 3.	<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>
7	28. 5.	<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>	
8	28. 5.	<b>Additives, adjuvants and other beneficial substances</b>	
9	28. 5.	<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 and development</li> <li>insecticides, molluscicides and rodenticides</li> <li>pickling agents</li> </ul>	
10	28. 5.	<b>Cereals and rapeseed</b>	
		<ul style="list-style-type: none"> <li>beneficial plant products for pickling</li> </ul>	

Month	Plant protection products	List of varieties/ fertilizers
8	<b>Winter cereals – protection and varieties</b>	<ul style="list-style-type: none"> <li>winter wheat, winter barley, winter rye and winter triticale</li> </ul>
	<ul style="list-style-type: none"> <li>herbicides – for autumn application</li> <li>insecticides</li> <li>pickling agents</li> </ul>	
9 – 10	<b>Pickling agents of spring crops</b>	
	spring wheat, spring rye, spring triticale, spring barley, oat, corn, spring oilseed rape, potatoes, sugar beets, peas, beans, lupine, soybeans	
11	<b>Beneficial substances for pickling</b>	<ul style="list-style-type: none"> <li>spring crops</li> </ul>
	<b>overview of corn hybrids and varieties of sorghum for 2025</b>	<ul style="list-style-type: none"> <li>corn and sorghum</li> </ul>
12	<b>overview of spring cereals and sunflower varieties for 2025</b>	<ul style="list-style-type: none"> <li>spring barley, spring wheat, spring oat and spring triticale</li> <li>sunflower</li> </ul>
	<ul style="list-style-type: none"> <li>Products to soil</li> </ul>	
1/2025	<b>Complex protection of winter wheat</b>	
	<ul style="list-style-type: none"> <li>herbicides</li> <li>fungicides</li> <li>insecticides</li> </ul>	
2/2025	<b>Cereals</b>	
	<ul style="list-style-type: none"> <li>growth and development regulators</li> </ul>	

The date of distribution to subscribers is the same as for the magazine Úroda

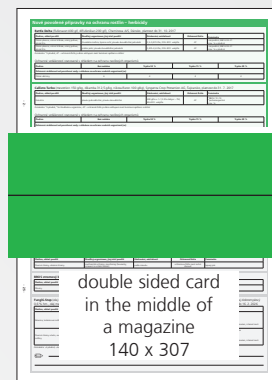
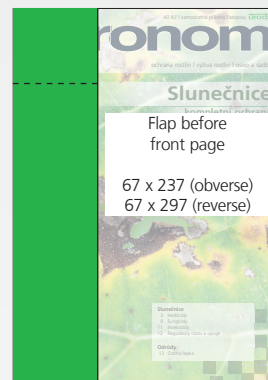
We will be happy to include in any edition a complex graphically processed occurrence of harmful pests, supplemented by plant protection recommendations regarding the developmental stages of the crop. You can choose from two scopes: a double-sided in the middle of the magazine and a folding flap the size of three A4 pages.  
**We implement this project for wheat, oilseed rape, corn, potatoes, peas, poppy, sunflower and sugar beet.**

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

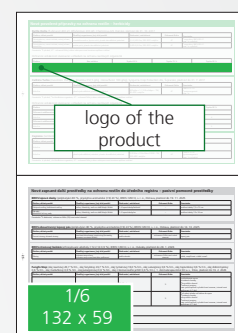
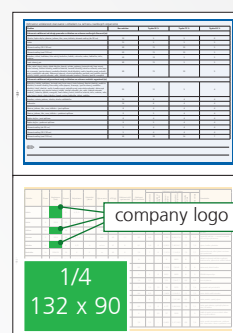
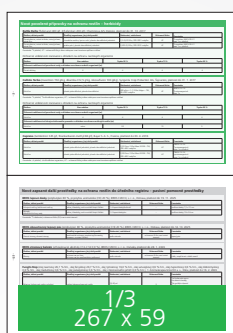
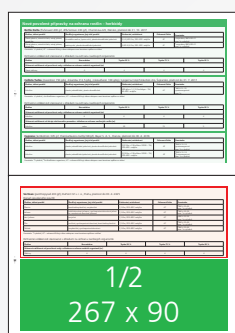
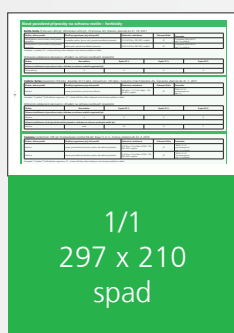


Type of advertisement	Size (mm)	Price (EUR)
Flap before front page	67 x 237 (obverse), 67 x 297 (reverse)	1 811
Folding flap with phenophases	logos of plant products and their use on the page 610 x 297	1 605
Double page with phenophases	420 x 297 (fallout*)	1 029
double sided card in the middle of a magazine	140 x 307	1 276
1/1	210 x 297 or 297 x 210 (fallout*)	1 440
1/2 – bottom banner	267 x 90	864
1/3 – bottom banner	267 x 59	700
1/4	132 x 90	576
1/6	132 x 59	370
Logo of the product with text range of 500 characters	placing in the table	165
Logo of the company at all varieties or products	price per 12 issues	741/year
	price per issue	185

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



**Premium advertising space:** double sided card in the middle of a magazine, foldable envelope, envelope flap, 2nd envelope, 4th envelope  
\*see Premium advertising space in Terms & Conditions



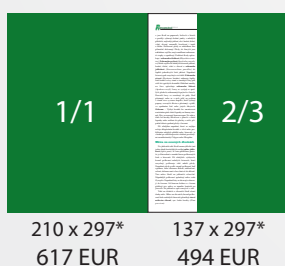
## ROSTLINOLÉKAŘ / MAGAZINE OF PLANT MEDICINE

### 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.



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, regeneration of damaged crops	8. 1. 2024	1. 2. 2024
2 / April	Plant protection in April and May, late spring weeds, diseases and pests of crops, vegetables and fruit trees	4. 3.	27. 3.
3 / June	Plant protection in June and July, diseases and pests of vegetables and fruit trees	13. 5.	5. 6.
4 / August	Plant protection in August and September, weeds, diseases and pests on crops	15. 7.	7. 8.
5 / October	Plant protection October and November, weeds, diseases and pests on crops	16. 9.	9. 10.
6 / December	Evaluation of pests occurrence for year 2024, reports about mechanization in plant protection	28. 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 – in Terms & Conditions. 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 of printed insert	1 029 EUR	1 235 EUR	1 440 EUR	1 852 EUR
Price of printed/online insert	1 235	1 440	1 646	2 058
Price of online insert	412	617	823	1 029
Handling fee per piece	0,07	0,14	0,25	0,30

The handling fee is based on valid Czech Post tariffs.

The handling fee for an insert non-traditional format or weight will be determined by the sales department.  
We do not guarantee exclusive insert placement.

## Other possible formats

Glued advertisement	1 111 EUR
Envelope retaping (tape+advertisement 1/1 page + article 1/1)	2 058 EUR
Envelope flap	2 263 EUR
Foldable envelope (2/1-page advertisement)	2 469 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 pricelists 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:	
		2 058 EUR	5 %
Repetitions number	Discount	2 881 EUR	7 %
3x	5 %	4 115 EUR	10 %
6x	7 %	8 231 EUR	11 %
9 and more repetitions	10 %	12 346 EUR	12 %

Furthermore, for each hundred thousand + one percent etc.

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 %		

## 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 can 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 of 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.

## Price of advertisement graphic processing: 29 EUR

## Technical requirements for advertising

### Documentation submission to:

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)

**The specified formats are after processing, all formats need to be at least 3 mm larger on each site for the processing.**

The detailed information we will send by email on request.

## 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 publisher 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 to be approved.
- The publisher guarantees the normal print quality within the possibilities provided by the provided printing material and by used technology.

### 3. Edits and placement 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 of an agreed amount. If no amount is agreed, default interest 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.

### 8. Premium advertising spaces

Premium advertising spaces are marked in red in the advertising plans of individual periodicals. The reservation of these areas is binding and their retroactive cancellation is then subject to penalties. The penalty for cancelling the reservation of these premium advertising spaces is 30% of the basic price of the given advertising format.