

ADVERTISING PRICES

2024

EDITION PLANS

PRINTED MAGAZINES

ELECTRONIC MAGAZINES

WEBSITES

PROFESSIONAL PUBLICATIONS

TV MUNICIPAL

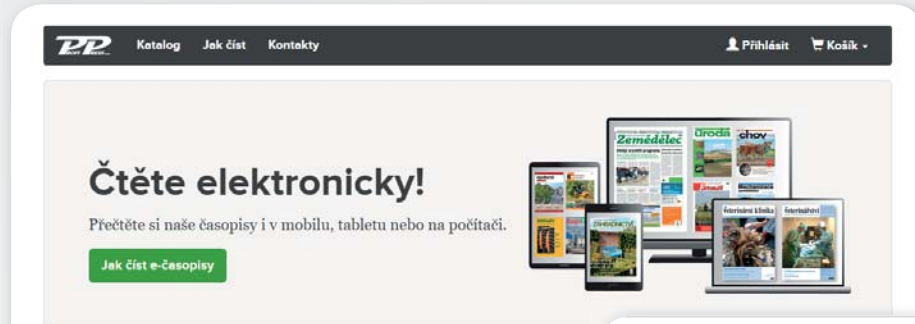
FACEBOOK

FIELD EVENTS

SOCIAL EVENTS

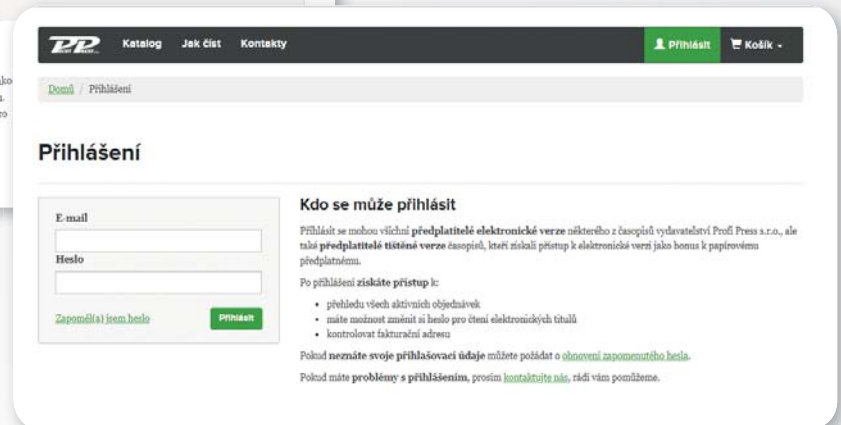
READ ELECTRONICALLY

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.



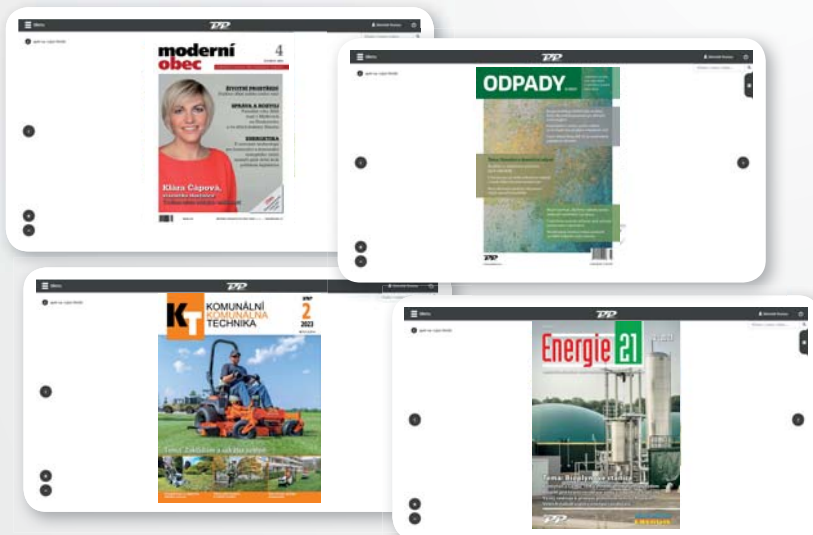
- On the webpage www.profiexpress.cz log in to your account.
- From the menu, choose Reader (Čtečka)
- **All done!** Welcome to your electronic library.

Access is free of charge
for advertisers



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.



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

Price 82 EUR

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

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.



LIVE WITH US ELECTRONICALLY



TV MUNICIPAL

Reportages, discussions,
professional shows

WWW.MODERNIOBEC.CZ/VIDEO



DIGITAL SUBSCRIPTION

DIGI.PROFIPRESS.CZ



E-SHOP

Offer of professional publications
and models

OBCHOD.PROFIPRESS.CZ



FACEBOOK *PP*
PROFI PRESS...

WWW.FACEBOOK.COM/PROFIPRESS



TV FLORISTIKA

Reportages, discussions, professional
shows

WWW.FLORISTIKAWEB.CZ/VIDEO



TV ZEMĚDĚLEC

Expert discussions, reportages,
conferences, news

WWW.TVZEMEDEC.CZ

MODERNÍ OBEC / MODERN MUNICIPALITY

A specialized magazine for public administration

For thirty years, the Modern Municipality magazine has been appreciated assistant to mayors and other municipal representatives and staff. Regional executives, together with representatives and regional authority staff make up the largest group of magazine readers. The magazine is distributed mainly via subscription.

Magazine Modern Municipality focuses on finances and economics, municipal administration and development, basic infrastructure including public lighting, local government and management, waste management, residential construction, historic building care and public greenery, cultivation of public space, information and communication technologies and other areas which are needed for successful public administration.

Very important are also sections Legislation and Legal Advice, these contain an intelligible interpretation of laws and regulation with comments published by experts working for the central government authorities, leading academic institutions and legal offices specializing in the local government law, as well as by municipal lawyers.



Printed version



Electronic version

Month	Topic	Deadline	Distribution	Notes
1	Municipal technology, green areas maintenance	23. 11. 2023	2. 1. 2024	
2	Take-back consumption*	4. 1.	1. 2.	
3	Transport and transportation systems	1. 2.	1. 3.	
4	Financial products, insurance, property management	29. 2.	3. 4.	
5	Smart municipality	28. 3.	2. 5.	
6	Municipality and waste*	2. 5.	3. 6.	
7	IT services and data protection in the public sphere	30. 5.	1. 7.	
8	Electromobility and other alternative drives (CNG, LPG)	3. 7.	1. 8.	
9	Buildings, reconstructions, revitalization	1. 8.	1. 9.	
10	Urban furniture, public spaces and green areas	3. 9.	1. 10.	
11	Energy savings, public lighting	3. 10.	1. 11.	
12	Municipality cleanliness and waste collection*	31. 10.	1. 12.	
1/2025	Municipal technology, green areas maintenance	21. 11. 2024	4. 1. 2025	

* Appendix joint with magazine WASTE.



210 x 297*
185 x 254
1 564 EUR



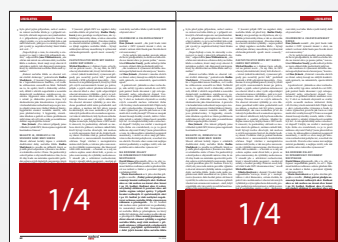
210 x 147*
185 x 125
988 EUR



210 x 104*
185 x 82
782 EUR



72 x 297*
59 x 254
782 EUR



122 x 92
576 EUR



210 x 83*
185 x 61
576 EUR



59 x 92
370 EUR



122 x 46
370 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. Prices do not include VAT.

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

www.moderniobec.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	494
		month	1 605
Banner C	1 120 x 230 nebo 1 120 x 400	week	247
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
		month	823
Banner B2	300 x 300	week	226
		month	823
Banner B3	300 x 300	week	144
		month	473
Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Commercial professional text

165 EUR

Commercial professional text
with video

206 EUR

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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	4. 12. 2023	15. 1. 2024
2	Establishing and maintaining greenery	Mowing and mulching equipment, soil preparation, sowing, weed elimination, seedlings, fertilizers	12. 1.	12. 2.
3	Forest equipment, bio-waste	Trailers, harvesters, tractor extensions, chainsaws, wood shredder, woodchippers, screeners	9. 2.	12. 3.
4	Tractors for municipal sphere	Tractors, trailer machinery, hydraulic systems, spare parts, tires	11. 3.	12. 4.
5	Maintenance of roads and surrounding	Road repairs, power arm cutter, ditch and stump cutters	12. 4.	14. 5.
6	Universal equipment holders	Multifunctional toll holders, working extensions, tires, GPS systems	13. 5.	13. 6.
7	Construction machinery for cities and municipality	Excavators, loaders, handlers, diggers, trenchers, working platforms	10. 6.	11. 7.
8	Regeneration and maintenance of greenery	Mowers, scarifier, aerators, soil cutters, maintenance of artificial surfaces	8. 7.	11. 8.
9	Sweeping, cleaning, and washing equipment	Auto collecting sweepers, extensions, brushes, high pressure washers, cleaners	16. 8.	16. 9.
10	Tractors for cities and municipalities	Municipal tractors, equipment, front loaders, working extensions, tires	13. 9.	11. 10.
11	Winter maintenance of roads	Snow ploughs, brushes, cutters, spreaders, snow chains, spreading materials	11. 10.	12. 11.
12	Waste management	Collecting and processing of waste, equipment of recylation centres, records and GPS systems	11. 11.	11. 12.
1/2025	Transport, manipulation, alternative fuels	Handlers, loaders, working platforms, equipment powered by alternative fuels.	6. 12.	15. 1. 2025

230 x 297* 200 x 245 1 564 EUR	115 x 297* 97,5 x 245 905 EUR	230 x 142* 200 x 120 905 EUR	72 x 297* 57 x 252 823 EUR	230 x 102* 200 x 81 823 EUR	149 x 148* 132 x 131 823 EUR	97,5 x 120 149 x 94 535 EUR	149 x 47 329 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. Prices do not include VAT.

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

www.komunalweb.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	494
		month	1 605
Banner C	1 120 x 230 or 1 120 x 400	week	247
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
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Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Commercial professional text

165 EUR

Commercial professional text with video

206 EUR

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www.profipress.cz



ODPADY / WASTE

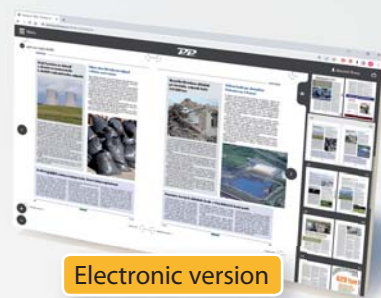
A specialized monthly magazine about waste management

The Waste magazine is intended for all companies specializing in waste management and those dealing with or creating waste. Subscribers of the magazine are state and public servants as well as large companies that produce industrial or construction waste. It has been published for thirty-three years and is distributed mainly via subscription.

On a monthly basis, it informs about the situation in waste management and in the concerned subjects, about new trends, experiences, technologies and technical systems in Czech Republic and abroad, and about environmental protection. The regular sections offer analyses and comments regarding legislation, discussions and practical experiences, as well as a current events overview. It also covers various, related and new areas, such as environmental management systems, IPPC or information technologies. A large section is also devoted to the waste problems in public administration.



Printed version



Electronic version

Month	Topic	Deadline	Distribution	Notes
1	Reuse and preventing the creation of waste	30. 11. 2023	5. 1. 2024	
2	Take-back consumption*	12. 1.	8. 2.	
3	Waste processing	9. 2.	8. 3.	
4	Energy recovery from waste	8. 3.	9. 4.	
5	Construction and demolition waste	8. 4.	7. 5.	
6	Municipality and waste*	10. 5.	7. 6.	
7	Electro-waste – collecting and use	7. 6.	8. 7.	
8	Composting plants and biologically degradable waste	12. 7.	9. 8.	
9	Technique and technology for waste	9. 8.	6. 9.	
10	Industrial waste	11. 9.	9. 10.	
11	Remediation, wastewaters	8. 10.	6. 11.	
12	Municipal cleanliness and waste collection*	8. 11.	6. 12.	
1/2025	Reuse and preventing the creation of waste	29. 11. 2024	8.1. 2025	

*Appendix common also for magazine MODERN MUNICIPALITY.

<p>210 x 297* 185 x 254 1 482 EUR</p>	<p>210 x 147* 185 x 125 905 EUR</p>	<p>210 x 104* 185 x 82 700 EUR</p>	<p>72 x 297* 59 x 254 700 EUR</p>	<p>122 x 92 210 x 83* 185 x 61 494 EUR</p>	<p>59 x 92 122 x 46 329 EUR</p>	<p>59 x 92 122 x 46 329 EUR</p>
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* 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. Prices do not include VAT.

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

www.odpady-online.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	494
		month	1 605
Banner C	1 120 x 230 or 1 120 x 400	week	247
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
		month	823
Banner B2	300 x 300	week	226
		month	823
Banner B3	300 x 300	week	144
		month	473
Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Commercial professional text
165 EUR

Commercial professional text
with video
206 EUR

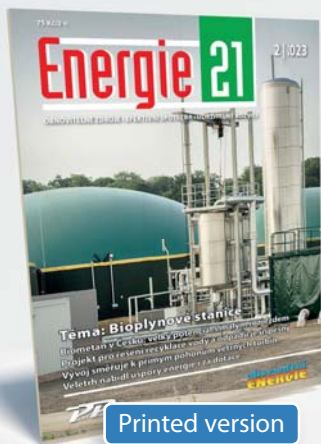
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Printed version

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.

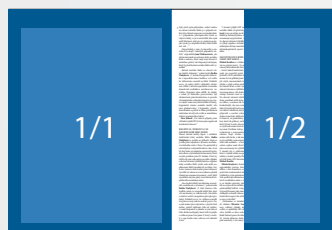
The magazine is distributed in the form of a subscription with copies numbering more than four thousand, of which about four hundred subscribers are from Slovakia. Energy 21 is mainly subscribed to by energy producers and consumers, suppliers of technologies and services, research institutes, schools, offices, and those interested in modern energy and the environment in context.



Electronic version

Month	Topic	Notes	Deadline	Distribution
1 – February	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	15. 1. 2024	12. 2.
2 – April	Biogas stations*	Serviceability, maintenance, modernization, heat utilization, biomethane	11. 3.	12. 4.
3 – June	Solar installations	Photovoltaic power station, thermal collectors, accumulation	13. 5.	13. 6.
4 – August	Modern heating	Heat from renewable sources, heaters, cogeneration, community energetics	8. 7.	11. 8.
5 – October	Air protection, transportation*	Electric vehicles, alternative propulsion, biofuels	13. 9.	11. 10.
6 – December	Building energetics	Building constructions, resources and appliances, economic measures	11. 11.	11. 12.
1/2025 – February	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	8. 1. 2025	15. 2.

* is published simultaneously in the weekly periodic Zemědělec



210 x 297*
182 x 250
1 564 EUR

105 x 297*
91 x 250
905 EUR



210 x 145*
182 x 125
905 EUR

73,5 x 297*
57,5 x 254
823 EUR



210 x 100*
182 x 80
823 EUR

120 x 85
535 EUR



85 x 120
535 EUR

120 x 43
329 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. Prices do not include VAT.

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

www.energie21.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	494
		month	1 605
Banner C	1 120 x 230 nebo 1 120 x 400	week	247
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
		month	823
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		month	473
Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Commercial professional text
165 EUR

Commercial professional text
with video
206 EUR

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www.profipress.cz



www.MODERNIOBEC.cz

www.KOMUNALWEB.cz

www.ODPADY-ONLINE.cz

www.ENERGIE21.cz

Whole background – Left and right side + banner

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

Left side 400 x 1 080 px

Right side 400 x 1 080 px

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side + banner 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	week	494
		month	1 605
Banner C	1 120 x 230 or 1 120 x 400	week	247
		month	864
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		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Prices do not include VAT

Newsletter **Modern Municipality** a **Waste**

Part of the subscription benefits of the magazines Modern Municipality and Waste is an electronic newsletter, which is published once a month with a scope of three pages in the case of Modern municipality and scope of two pages in the case of Waste. It brings up-to-date information in between the publishing of printed magazines. Anyone can sign up for its free subscription on the magazine's website, where the archive is also available.

ADVERTISING FORMATS				
Page	Size (mm)			
	193 x 30 (3 col.)	128 x 60 (2 col.)	128 x 30 (2 col.)	58 x 60 (1 col.)
1	222 EUR	222 EUR	148 EUR	99 EUR
2, 3	148 EUR	148 EUR	99 EUR	66 EUR

Prices do not include VAT.

TV MUNICIPAL



MUNICIPAL

Professional discussion

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

Included in the price is a video recording of the program, archiving of recording at www.moderniobec.cz/video/ and use for promotion on your website as well.

Partnership in a professional discussion – option A **576 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)

Partnership in a professional discussion – option B **370 EUR**

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

Product placement: **99 EUR**

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

DATES OF PROFESSIONAL DISCUSSION

Date	Topic
January	Professional topic of magazine Modern Municipality
February	Professional topic of magazine ENERGY 21
March	Professional topic of magazine Modern Municipality
April	Professional topic of magazine Municipal Technology
May	Professional topic of magazine Modern Municipality
June	Professional topic of magazine WASTE
July	Professional topic of magazine Modern Municipality
August	Professional topic of magazine ENERGY 21
September	Professional topic of magazine Modern Municipality
October	Professional topic of magazine Municipal Technology
November	Professional topic of magazine Modern Municipality
December	Professional topic of magazine WASTE

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 to the video after the event.

Basic price **617 EUR + travel expenses 0,49 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 professional magazine before broadcast, banner on professional website for 7 days before broadcast. After broadcast editorial article in professional magazine with reference to the video.

Basic price **617 EUR + price according to technical requirements**

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Komunální projekt roku 2024

MUNICIPAL PROJECT OF THE YEAR

The magazine MODERN MUNICIPALITY launches a competition for the best implemented project at the level of regional administration.



Contest announcer:

**moderní
obec**

PP
ROFI PRESS s.r.o.



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR

SENÁT
PARLAMENTU
ČESKÉ REPUBLIKY

POSLEANEKÁ
SNĚMOVNA
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SMO
SVAZ MĚST A OBČÍ ČESKÉ REPUBLIKY

SMSČR
SVAZ MÍSTNÍCH SAMOHRAD

Days of Garden Communal Technology

Nationwide contracting exhibition and demonstration event of professional machines.

May 2024

**dny
zahradní
komunální
techniky**



www.dzkt.cz
www.profiress.cz

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 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 %		

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 DPI 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 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 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.

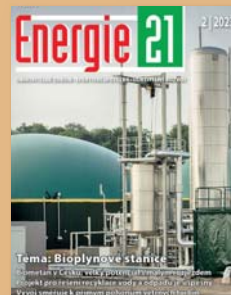
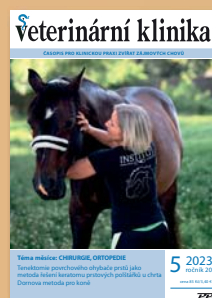
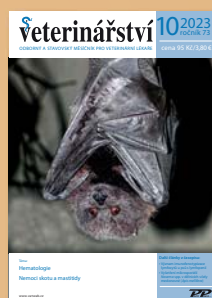
6. Complaints – compensation

- 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.

Profi Press s.r.o. publishes:



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