

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

ZEMĚDĚLEC / FARMER'S WEEKLY

Professional and specialized weekly magazine

Professional weekly magazine in colour with 40 to 64 pages in A3 newspapers format is the most read title for farmers. The target group of readers are owners and directors of agricultural companies of all forms. From small farms to the biggest companies. The magazine features information about events in the agriculture area for last week. The magazine contains 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. 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 2024

Sizes in mm (width x height) Colourful advertisement (EUR)

Front page – premium space		
A – upper half of the page	86 x 119	1 193
B – strip under the A	86 x 20	370
C – right side above the bottom banner	86 x 86	947
D, E, F – 1/3 of the bottom banner	86 x 86	947

3rd page – premium space

G, H, I – 1/3 of the bottom banner	86 x 119	597
---	----------	-----

5th, 7th and 9th page of weekly magazine

J – 1/2 on width	266 x 180	1 317
-------------------------	-----------	-------

Back page of weekly magazine

Z – „top“	86 x 58	329
------------------	---------	-----

Servis box	86 x 86	453
-------------------	---------	-----

Front page of specialized sections (Topic of the week, Plant production, animal production, agriculture equipment)

Bottom banner	266 x 86	1 193
----------------------	----------	-------

Topic of the week partner (+ article on www.zemedelec.cz)	266 x 119 176 x 230	1 482 1 564
---	------------------------	----------------

Advertising inside the magazine

1/1 page	266 x 365	2 037
Junior page	176 x 230	1 358
1/2 page – on height	131 x 365	1 235
1/2 page – on width	266 x 180	1 235
1/3 page – on height	86 x 365	1 070
1/4 page – on height	131 x 180	782
– on width	176 x 119	844
1/8 page – on height	86 x 119	412
– on width	131 x 88	473
1/16 page	86 x 58	226

PR articles with business contacts

1/4 page	453
1/2 page	823
2/3 page	1 111
1/1 page	1 276

Inserted advertisement

	printed	printed/online	online
1 – 4 page A4	1 029	1 235	412
4 – 8 page A4	1 235	1 440	617
8 – 32 page A4	1 440	1 646	823
More than 32 A4 pages	1 852	2 058	1 029

Exclusive placement is not guaranteed

Graphic processing of advertisement	29
--	----

Prices are without VAT

Issue Number	Topic of the week	Deadline (usually Tuesday)	Expedition (Monday)	Selected size of advertisement	Commercial article	Note
1/2024	Oilseeds	11. 12.	2. 1. 2024			
2	Effective application of mineral fertilizers	18. 12.	8. 1.			
3	Storage of produce	2. 1. 2024	15. 1.			
4	Soil cultivation, sowing	9. 1.	22. 1.			
5	Range of spring cereals	16. 1.	29. 1.			
6	The most powerful tractors (over 200 horsepower)	23. 1.	5. 2.			
7	Catch crops not only for higher yield	30. 1.	12. 2.			
8	Spring plant nutrition – fertilisation and stimulation	6. 2.	19. 2.			
9	Harvesting threshing machines, balers, picking wagons	13. 2.	26. 2.			
10	Technical equipment for smaller farms	20. 2.	4. 3.			
11	Spring stands protection, not just by pesticides	27. 2.	11. 3.			
12	Cultivation and harvest of fodders	5. 3.	18. 3.			
13	Techagro - news for current season	12. 3.	25. 3.			
14	Leasing, loans and insurance in agriculture	19. 3.	2. 4.			
15	Silage	26. 3.	8. 4.			
16	Economy in orchards, vineyards and hop-gardens	2. 4.	15. 4.			
17	Poultry production	9. 4.	22. 4.			
18	High-volume semi-trailers	16. 4.	29. 4.			
19	Winter oilseed rape	23. 4.	6. 5.			
20	Swine production	30. 4.	13. 5.			
21	Municipal technology in services to farmers	7. 5.	20. 5.			
22	Mulching	14. 5.	27. 5.			
23	Tractors	21. 5.	3. 6.			
24	Service of agriculture technology	28. 5.	10. 6.			
25	Straw harvest	4. 6.	17. 6.			
26	Soil treatment after harvest	11. 6.	24. 6.			
27	Smart farming	18. 6.	1. 7.			
28	Biogas stations and their operation	25. 6.	8. 7.			
29	Transport in agriculture	2. 7.	15. 7.			
30	Winter cereals	9. 7.	22. 7.			
31	Loaders	16. 7.	29. 7.			
32	Grains storage	23. 7.	5. 8.			
33	Clever tractors equipment	30. 7.	12. 8.			
34	Corn harvest, Earth the provider “Země Živitelka”	6. 8.	19. 8.			
35	Feeding systems and nutrition of dairy cows	13. 8.	26. 8.			
36	Application of manures and mineral fertilisers, slurry machine	20. 8.	2. 9.			
37	Precision agriculture	27. 8.	9. 9.			
38	Ploughs and deep cultivators	3. 9.	16. 9.			
39	Forestry technology	10. 9.	23. 9.			
40	Buildings and technologies for livestock production	17. 9.	30. 9.			
41	Handling technology	24. 9.	7. 10.			
42	For quality tillage	1. 10.	14. 10.			
43	Machine fleet management – GPS navigation, monitoring of vehicle movement	8. 10.	21. 10.			
44	Harvesting threshing machines for effective harvest	15. 10.	29. 10.			
45	Universal tractors of middle performance class	22. 10.	4. 11.			
46	Finances and insurance in agricultural sector	29. 10.	11. 11.			
47	Corn	5. 11.	18. 11.			
48	Sowing machines for spring season	12. 11.	25. 11.			
49	Application technology	19. 11.	2. 12.			
50	Feeding wagons	26. 11.	9. 12.			
51	Tires for agro-sector	3. 12.	16. 12.			
1, 2/2025	Spring oilseeds, Application of mineral fertilizers	10. 12.	6. 1. 2025			
3	Storage of produce	16. 12.	13. 1.			
4	Spring soil cultivation, sowing	7. 1.	20. 1.			

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 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.