

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

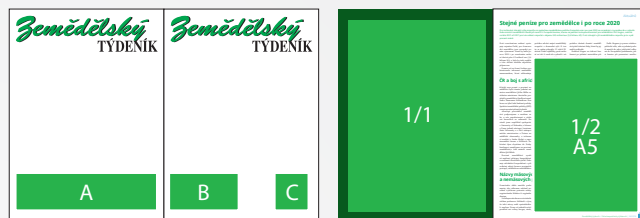


AGRICULTURE WEEKLY MAGAZINE

A colourful professional weekly magazine, published in the Czech Republic and Slovakia, which focuses on selected information from journalism, plant and animal production, mechanization and economics. It includes a monthly special appendix focused on all areas of the agricultural sector.

Since 2021, each issue will be monothematically focused on selected topics from all areas of agricultural production. It will also be possible to rent part of the magazine as a catalogue for advertisement purposes in the scope of 2 to 4 pages within the project **Agronomy/Animal/Technical Exclusive**. These sections guarantee exclusivity in the given issue.

| Week | Topic | Deadline | Publication date |
|-------|--|--------------|------------------|
| 1 | Poppy cultivation | 22. 12. 2023 | 4. 1. 2024 |
| 2 | Transportation in agriculture | 2. 2. | 11. 1. |
| 3 | Tractors equipment | 8. 1. | 18. 1. |
| 4 | Cultivation of spring grains | 15. 1. | 25. 1. |
| 5 | Plant protection technique | 22. 1. | 1. 2. |
| 6 | Spring soil cultivation | 29. 1. | 8. 2. |
| 7 | Storage and post-harvest treatment | 5. 2. | 15. 2. |
| 8 | Automation in animal production | 12. 2. | 22. 2. |
| 9 | Ekotech magazine | 19. 2. | 29. 2. |
| 10 | Mineral fertilizers spreaders | 25. 2. | 7. 3. |
| 11 | Sowing of spring crops | 4. 3. | 14. 3. |
| 12 | Fungicidal plant protection | 11. 3. | 21. 3. |
| 13 | Fodder harvest | 18. 3. | 28. 3. |
| 14 | Techagro | 25. 3. | 5. 4. |
| 15 | Feeding wagons | 1. 4. | 11. 4. |
| 16 | Manipulation with materials | 8. 4. | 18. 4. |
| 17 | Production of feeding mixtures | 15. 4. | 25. 4. |
| 18 | Work in orchards, vineyards and hop-gardens | 22. 4. | 3. 5. |
| 19 | Manure application | 29. 4. | 10. 5. |
| 20 | Mulchers | 6. 5. | 16. 5. |
| 21 | Rapeseed cultivation | 13. 5. | 23. 5. |
| 22 | Ekotech magazine | 20. 5. | 30. 5. |
| 23 | Our field "Naše pole" | 27. 5. | 6. 6. |
| 24 | Straw harvest | 3. 6. | 13. 6. |
| 25 | Corn harvest for silage | 10. 6. | 20. 6. |
| 26 | Soil preparation and winter crops sowing | 17. 6. | 27. 6. |
| 27 | Irrigation systems in agriculture | 24. 6. | 4. 7. |
| 28 | Technology for meadows and pastures | 1. 7. | 11. 7. |
| 29 | Ploughs or cultivators | 8. 7. | 18. 7. |
| 30 | Organic manures spreaders | 15. 7. | 25. 7. |
| 31 | Winter crops cultivation | 22. 7. | 1. 8. |
| 32 | Catch crops | 29. 7. | 8. 8. |
| 33 | Earth the provider "Země živitelka" | 5. 8. | 15. 8. |
| 34 | Ekotech magazine | 12. 8. | 22. 8. |
| 35 | Small agriculture machinery | 19. 8. | 29. 8. |
| 36 | Operating means and materials | 26. 8. | 5. 9. |
| 37 | Measuring, diagnostic, laboratory and automatic technology | 2. 9. | 12. 9. |
| 38 | Agriculture buildings | 9. 9. | 19. 9. |
| 39 | Tractors | 16. 9. | 26. 9. |
| 40 | Precision agriculture and automation technology | 23. 9. | 3. 10. |
| 41 | Loans and insurance in agriculture | 30. 9. | 10. 10. |
| 42 | Municipal technology in agriculture | 7. 10. | 17. 10. |
| 43 | Ekotech magazine | 14. 10. | 24. 10. |
| 44 | Stables equipped with agricultural machinery | 21. 10. | 1. 11. |
| 45 | Cultivation of spring oilseeds | 28. 10. | 7. 11. |
| 46 | Oils and lubricants | 4. 11. | 14. 11. |
| 47 | Cultivation of corn and sorghum | 11. 11. | 21. 11. |
| 48 | Machinery for root crops harvest | 18. 11. | 28. 11. |
| 49 | Cultivation of sugar beet | 25. 11. | 5. 12. |
| 50 | Cultivation of legumes | 2. 12. | 12. 12. |
| 51-52 | Harvest machines (threshing machines, forest harvesters) | 9. 12. | 19. 12. |



A 208 x 75
988 EUR

B 100 x 75
617 EUR

C 47 x 75
309 EUR

230 x 315
200 x 280
988 EUR

149 x 210
576 EUR



200 x 137
576 EUR

98 x 280
576 EUR

200 x 92
412 EUR

68 x 280
412 EUR



98 x 180
412 EUR

149 x 95
329 EUR

200 x 65
329 EUR

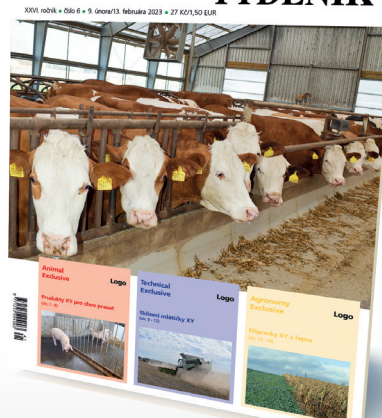
98 x 137
329 EUR



47 x 280
32 EUR

Sections
Agronomy – Animal – Technical Exclusive
Written text.
2 pages – 494 EUR
4 pages – 988 EUR

**Zemědělský
TÝDENÍK**



www.zemedelskytydenik.cz

Commercial professional text

Commercial professional text with video

165 EUR

206 EUR



620 x 70 px

123 EUR/week



Ministr Výborný: Ukrajinské obilí by se mohlo přepravovat pod vratnou kaucí

300 x 300 px
205 EUR/week



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www.zemedelskytydenik.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 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.