

PRICE LIST

2024

edition plan and deadlines

rolnícké noviny®
39/ 2022 úterý 28. septembra
Národné vydanie • Cena: 2,00 € • Predajná sieť: 0,50 €
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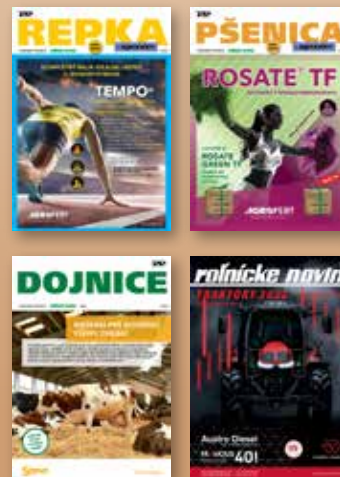
Len vybraným?
Kto rýchlo dáva, dvakrát dáva
Vláda schválila 50 mil. eur na zmiernenie dosahov sucha na živočíšnu výrobu

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- Print
- E-version
- www.rno.sk
- Newsletter

rolnícké noviny®



Newsletter

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35/ 2023 *streda 26. augusta* **222**

ročník 2.18 • predplatiteľ: 0,97

Hnojenie mašiatrnom hnojivom
18. – 18. októbra / Téma týždňa

BRAZIL + CDMATE
Prémiovateľná klasa
Kvalita v kvalite

SULIAN TOP
Prémiovateľná klasa
Kvalita v kvalite

Debata

Ujde sa len pestovateľom pšenice

Rozhodnutie bolo prijaté na základe stanoviska agrárnych záujmových samospráv

LG KERAMIK
NAJRODOVEJŠIA PŠENICA SÚO UKSÚP

DEŇ POĽA KUKURICE

31.8

Rolnícke noviny, www.rno.sk
Advertising manager
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Professional weekly for slovak agrarians

Managers and the owners of agriculture companies are arget group of Rolnícke noviny. A3 format, full coloured 28-48 pages brings the complex political and commodity press service over the past week. The newspapers are divided into the sections - pages dedicated to the European Union, an agriculture callendar of events, crop production, animal production and agricultural technics. Every edition is dedicated to a special topic...

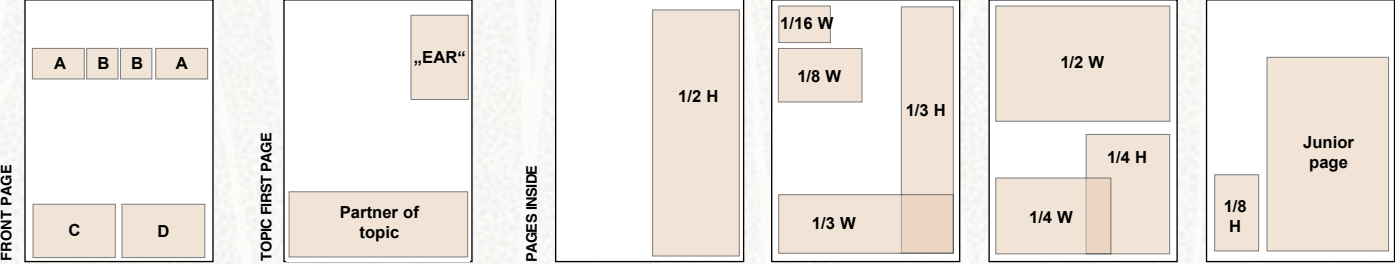
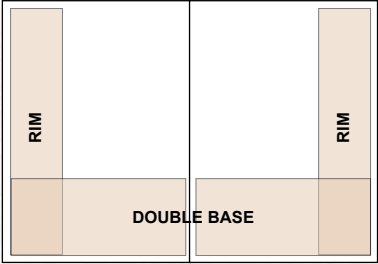
Size W x H [mm]		Price [€]
Front page		
A – under the title	83 x 32	329
B – under the title	40 x 32	179
C,D – on the bottom of page	126 x 85	629
Pages inside		
Theme of the week – first page „EAR“	83 x 124	399
Partner of topic + B	255,5 x 115	829
1/1 page	255,5 x 346	1 249
Junior page	169 x 230	929
½ page height	126 x 346	929
½ page width	255,5 x 171	929
1/3 page height	83 x 346	829
1/3 page width	255,5 x 115	829
¼ page height	126 x 171	629
¼ page width	169 x 124	629
1/8 page height	83 x 124	349
1/8 page width	126 x 85	349
1/16 page	83 x 57	189
Exhibition annex	83 x 85	229
1/3 height - doublerim	2 x (83 x 346)	1 129
1/3 width - doublebase	2 x (255,5 x 115)	1 129

Enclosure prices – blanket price 339,-€ + price of placement / piece				
Weight of enclosure	up to 20 g	up to 50 g	up to 200 g	up to 350 g
Placement of one piece	0,07	0,19	0,39	0,49

The weight resolution of the inserted material is based on the valid postal tariffs.

An advertisement for Rolnícke noviny –
NO BLEEDING

The discount for the client is max 15 % in case
of advertisement ordered by agency.



The prices do not include VAT.

No.	Theme	Editor's deadline	Advertising deadline	Expedition
1	Livestock feeds and additives	27. 12. 2023	20. 12. 2023	3. 1. 2024
2	Stabling and milking robotic technologies for livestock	3. 1. 2024	27. 12. 2023	10. 1. 2024
3	Spring crops	10. 1. 2024	3. 1. 2024	17. 1. 2024
4	Soil preparation, spring crops seeding, dryness elimination	17. 1. 2024	10. 1. 2024	24. 1. 2024
5	Running tractors economy	24. 1. 2024	17. 1. 2024	31. 1. 2024
6	Plants protection and nutrition	31. 1. 2024	24. 1. 2024	7. 2. 2024
7	Fruit production,orchards	7. 2. 2024	31. 1. 2024	14. 2. 2024
8	Transport machinery in agriculture	14. 2. 2024	7. 2. 2024	21. 2. 2024
9	Artificial fertilizers and application	21. 2. 2024	14. 2. 2024	28. 2. 2024
10	Seeding machines	28. 2. 2024	21. 2. 2024	6. 3. 2024
11	Vegetables cultivation	6. 3. 2024	28. 2. 2024	13. 3. 2024
12	Choosing the tractor	13. 3. 2024	6. 3. 2024	20. 3. 2024
13	Maize cultivation	20. 3. 2024	13. 3. 2024	27. 3. 2024
14	Technology for grass lands utilization	27. 3. 2024	20. 3. 2024	3. 4. 2024
15	Chemical protection of crop stand, crop spraying machinery	3. 4. 2024	27. 3. 2024	10. 4. 2024
16	Handling machinery	10. 4. 2024	3. 4. 2024	17. 4. 2024
17	Haylage	17. 4. 2024	10. 4. 2024	24. 4. 2024
18	Fodder plants - harvest and manipulation	24. 4. 2024	17. 4. 2024	2. 5. 2024
19	Irrigation systems	2. 5. 2024	24. 4. 2024	9. 5. 2024
20	Mulchers	9. 5. 2024	2. 5. 2024	15. 5. 2024
21	Bank products for agrarians	15. 5. 2024	9. 5. 2024	22. 5. 2024
22	Exhibition CDP Dvory nad Žitavou, 4. – 5. 6. 2024	22. 5. 2024	15. 5. 2024	29. 5. 2024
23	Poultry and little farm animals husbandry	29. 5. 2024	22. 5. 2024	5. 6. 2024
24	Accurate agriculture, navigation systems	5. 6. 2024	29. 5. 2024	12. 6. 2024
25	Crop and straw harvesting	12. 6. 2024	5. 6. 2024	19. 6. 2024
26	Seed and seeding technologies for oilseed rape	19. 6. 2024	12. 6. 2024	26. 6. 2024
27	Modern tractors – news and trends	26. 6. 2024	19. 6. 2024	3. 7. 2024
28	Winter crops	3. 7. 2024	26. 6. 2024	10. 7. 2024
29	Corn silage	10. 7. 2024	3. 7. 2024	17. 7. 2024
30	Soil preparation for winter crops	17. 7. 2024	10. 7. 2024	24. 7. 2024
31	Combine harvesters	24. 7. 2024	17. 7. 2024	31. 7. 2024
32	Pre-emergence plants protection	31. 7. 2024	24. 7. 2024	7. 8. 2024
33	Exhibition Agrokomplex 2024 Nitra/Agricultural economics	7. 8. 2024	31. 7. 2024	14. 8. 2024
34	Seed storage, cleaners and driers	14. 8. 2024	7. 8. 2024	21. 8. 2024
35	Manure and organic fertilization	21. 8. 2024	14. 8. 2024	28. 8. 2024
36	Corn harvesting for grains	28. 8. 2024	21. 8. 2024	4. 9. 2024
37	Livestock health	4. 9. 2024	28. 8. 2024	11. 9. 2024
38	Ploughs and vertical cultivators	11. 9. 2024	4. 9. 2024	18. 9. 2024
39	Heliantus - harvesting	18. 9. 2024	11. 9. 2024	25. 9. 2024
40	Sheep and goats breeding	25. 9. 2024	18. 9. 2024	2. 10. 2024
41	Tractor accesories	2. 10. 2024	25. 9. 2024	9. 10. 2024
42	Wine production	9. 10. 2024	2. 10. 2024	16. 10. 2024
43	Pork meat production	16. 10. 2024	9. 10. 2024	23. 10. 2024
44	Insurance for agrarians	23. 10. 2024	16. 10. 2024	30. 10. 2024
45	Component buildings and halls in agriculture	30. 10. 2024	23. 10. 2024	6. 11. 2024
46	Farm machine tyres	6. 11. 2024	30. 10. 2024	13. 11. 2024
47	Seeders for spring season	13. 11. 2024	6. 11. 2024	20. 11. 2024
48	Seeds - well established and new varieties	20. 11. 2024	13. 11. 2024	27. 11. 2024
49	Feeding and bedding vehicles	27. 11. 2024	20. 11. 2024	4. 12. 2024
50	Agriculture 4.0.	4. 12. 2024	27. 11. 2024	11. 12. 2024
51	New trends in livestock breeding	11. 12. 2024	4. 12. 2024	18. 12. 2024



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Separate Professional Annexes



Annexes printed on high quality scratchboard in size A4 provide the actual information and knowledge of most important crop's production, from the choice of seeds, crop management practice, protection, harvesting up to storage.

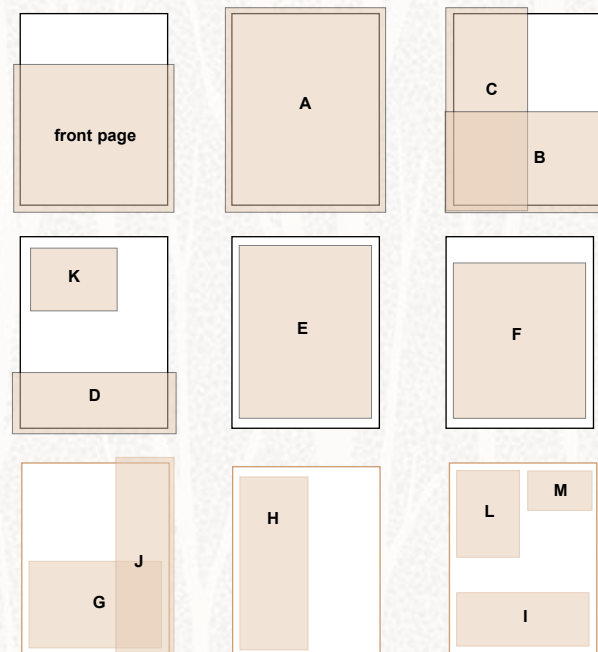
It includes also the „Agronom“ – chart of registered preparates for the crop protection and chart of most important farm plant's seeds.

In addition „Dairy Cows“ you can also find the information of dairy livestock husbandry, new technologies, milk production and the veterinary information.

Special Annexes

	Part of page	Size W × H [mm]	Price
	Front page (bleeding)	210 × 235 *	1 219
A	1/1 (bleeding)	210 × 297 *	899
B	1/2 (bleeding)	210 × 148 *	459
C	1/2 (bleeding)	105 × 297 *	459
D	1/3 (bleeding)	210 × 99 *	419
E	1/1 (into composition)	180 × 267	899
F	1/1 (into composition)	180 × 248	899
G	1/2 (into composition)	180 × 122	459
H	1/2 (into composition)	88 × 248	459
I	1/3 (into composition)	180 × 80	419
J	1/3 (bleeding)	72 × 297	419
K	1/4 (into composition)	134 × 80	339
L	1/4 (into composition)	88 × 122	339
M	1/8 (into composition)	88 × 59	189

* In case of bleeding (A, B, C, D, J) +5 mm around the advertisement.

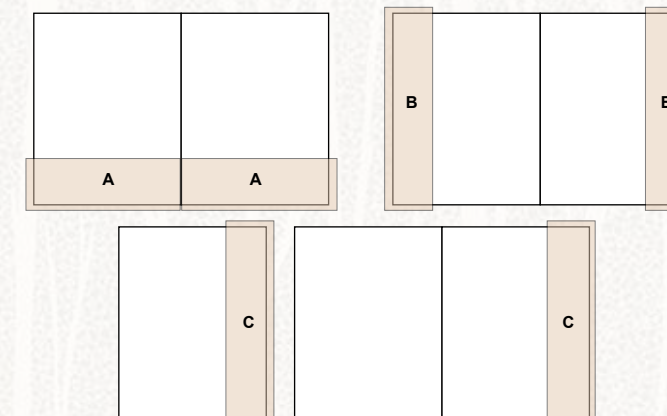


The prices do not include VAT.

Special annexes

	Part of page	Size W × H [mm]	Price
A	doublebase (bleeding)	420 × 74 *	419
B	doublerim (bleeding)	2 × (57 × 297) *	419
C	serial (bleeding)	2 × (57 × 297) *	469
	doublebase (into composition)	2 × (180 × 62)	419
	doublerim (into composition)	2 × (50 × 248)	419
	serial (into composition)	2 × (50 × 248)	469

* In case of bleeding +5 mm around the advertisement.



Edition of the special annexes

Repka plus Agronom č. 1 – Oil-Seed Rape Complex Protection	02/21/2024
Pšenica plus Agronom č. 2 – Wheat Complex Protection	03/20/2024
Repka plus Agronom č. 3 – Oil-Seed Rape Varieties	05/22/2024
Pšenica plus Agronom č. 4 – Winter Crops Varieties	07/17/2024
Dairy Cows	10/16/2024
Traktory – Tractors Chart Data	11/20/2024

SPECIAL ANNEXES – CHART DATA

Addition „TRAKTORY – TRACTORS 2024“ will contain the catalog overview of technical parameters and pictures all of the tractor's brand- name at Slovak market. Usefull as an excellent overview and as a good help in case of tractor buying.

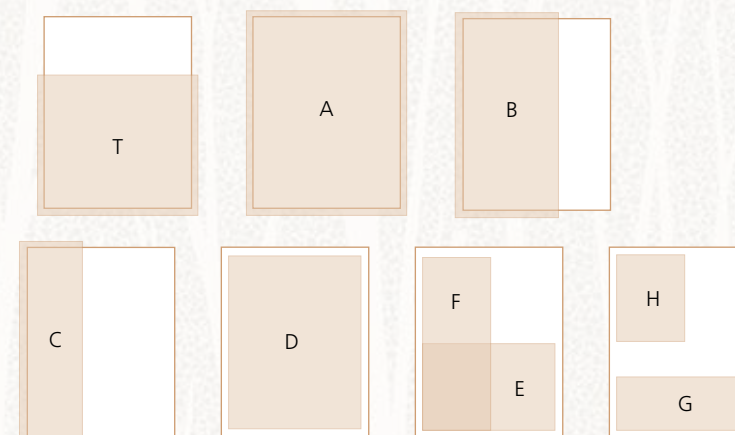


Tractors

	Part of page	Size W × H [mm]	Price [€]
T	front page (bleeding)	230 × 230 **	1 219
A	1 (bleeding)	230 × 297 *	899
B	2/3 (bleeding)	153 × 297 *	679
C	1/3 (bleeding)	77 × 297 *	419
D	1 (into composition)	200 × 270	899
E	1/2 (into composition)	200 × 135	459
F	1/2 (into composition)	100 × 270	459
G	1/3 (into composition)	200 × 90	419
H	1/4 (into composition)	100 × 135	339

* In case of bleeding +5 mm around the advertisement.

** In case of „T“ advertisement the bleed doesn't have to be on the top edge.



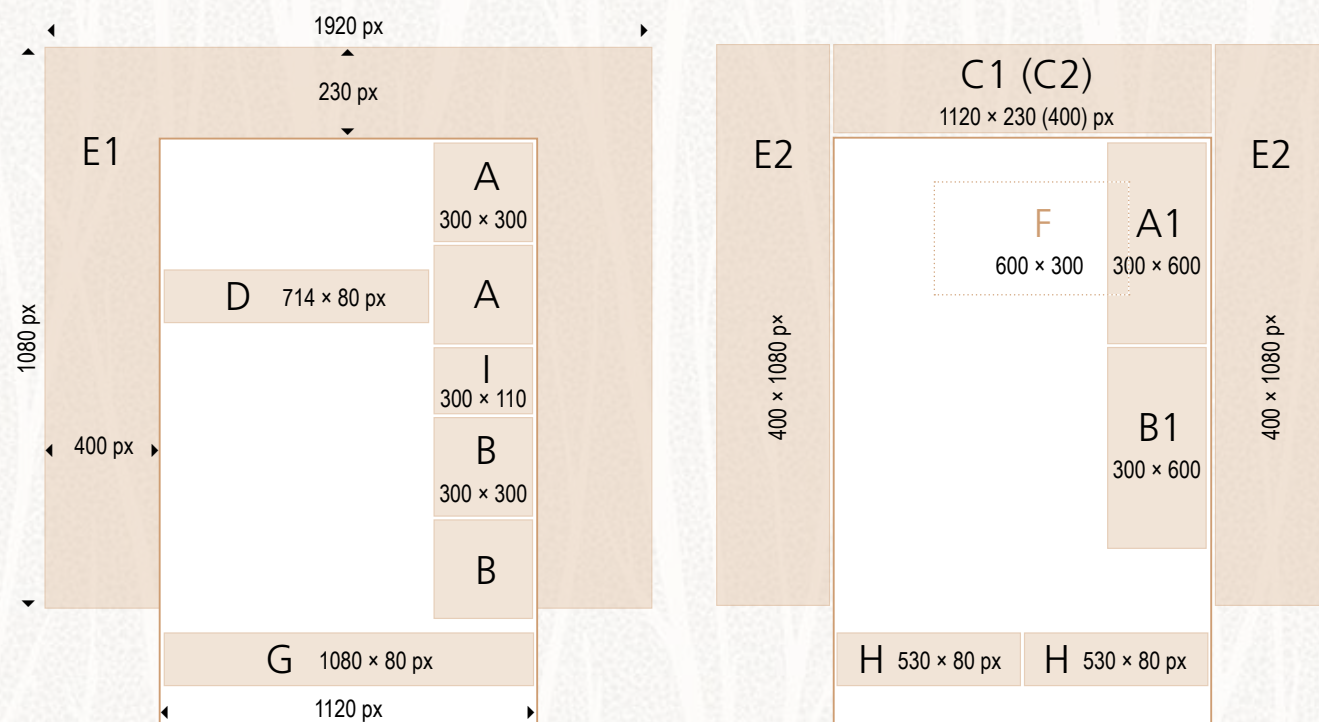
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Introduce your company on website Rolnícké noviny



Banner A – on homepage and subpages

• 300 x 300 px, **219 €/week**

Banner B – on homepage and subpages

• 300 x 300 px, **149 €/week**

Banner C1 – on homepage and subpages

• 1120 x 230 px, **319 €/week**

Banner D – on homepage only

• 714 x 80 px, **139 €/week**

Wallpaper E1 – on homepage and subpages, not displayed on mobile devices

• total width and length – 1920 x 1080 px (right and left part both 400 x 1080 px, upper part height 230 px), necessary central part 1120 px, **599 €/week** alebo **1999 €/month**

Only side parts – E2 – on homepage and subpages, not displayed on mobile devices

• right and left part both 400 x 1080 px, **499 €/week** alebo **1499 €/month**

Banner F – LIGHTBOX – every new loaded homepage

• pop-up banner 600 x 300 px, **249 €/week**

Banner G – on homepage only

• 1080 x 80 px, **119 €/week**

Banner H – on homepage only

• 530 x 80 px, **99 €/week**

Banner I – on homepage and subpages

• 300 x 110 px, **109 €/week**

• PR article – 199 €/week

• PR video – 199 €/week

• PR article + video – 299 €/week

• Keyword with banner – 799 €/year

* In case of keyword all of the client's articles will visible on www.rno.sk, with banner 714 x 80 px and 530 x 80 px.

RESPONSIVE
DESIGN

FULL SIZE BANNERS
ON MOBILE DEVICES

Newsletter

rolnícké noviny®

Brief news from the sector + current professional events
twice a week into your PC, mobil, tablet



You can subscribe to the newsletter free of charge at www.rno.sk. The newsletter is published twice a week, on Tuesdays and Fridays, at 17:00 o'clock.
Your ad banner can be the part of the newsletter. (564 x 100 px or 564 x 200 px).

Contacts

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Subscription

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Technical requirements

Delivery of text and graphic materials:

CD/DVD, USB flash disc, external drive, e-mail

Requirements of materials:

bitmaps (.jpg, .bmp, .tiff, .psd...) – min. 300 dpi

curves (.ai, .eps, pdf)

text – text editor files (.txt, .rtf, .doc...)