

PRICE LIST OF ADVERTISEMENTS

2024

EDITION PLANS

PRINTED MAGAZINES

ELECTRONIC MAGAZINES

WEBSITES

PROFESSIONAL PUBLICATIONS

TV ZEMĚDĚLEC

FACEBOOK

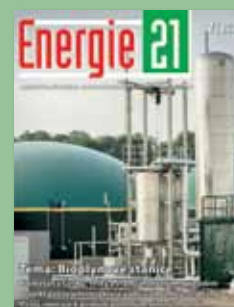
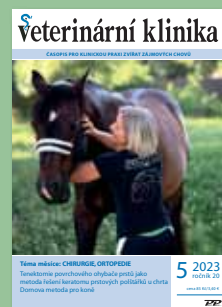
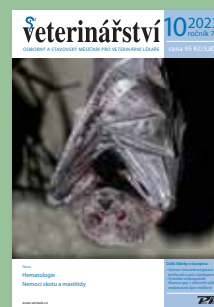
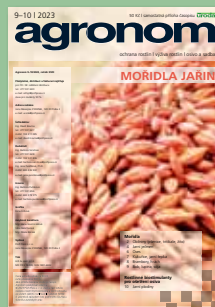
FIELD EVENTS

SOCIAL EVENTS



PROFESSIONAL MAGAZINES FOR AGRICULTURE

Profi Press s.r.o. publishes:



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Subscription, new orders, distribution and invoicing:

tel.: 277 001 600, e-mail: odbyt@profipress.cz

Complaint: tel.: 277 001 600, e-mail: reklamace@profipress.cz

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www.profipress.cz

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

Jaké časopisy digitálně?

Vydavatelství odborných časopisů Profi Press s. r. o. poskytuje digitální podobu těchto časopisů odborné veřejnosti zdarma, časopisy pro veřejnost a obecné, vědecké a odborné časopisy pro profesionální publikum.

Tištěné + digitální spolu

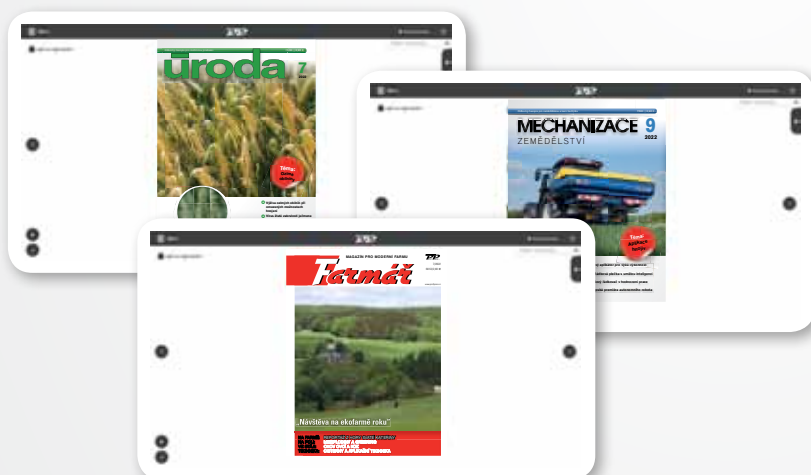
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Access is free of charge
for advertisers



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.



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.

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.



LIVE WITH US ELECTRONICALLY



Zemědělec

TV ZEMĚDĚLEC

Expert discussions, reportages,
conferences, news

WWW.TVZEMEDEC.CZ



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 MUNICIPAL

Reportages, discussions, professional
shows

WWW.MODERNIOBEC.CZ/VIDEO

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.



Printed version



Electronic version



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	974

3rd page – premium space

G, H, I – 1/3 of the bottom banner	86 x 119	597
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5th, 7th and 9th page of weekly magazine

J – 1/2 on width	266 x 180	1 317
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Back page of weekly magazine

Z – „top“	86 x 58	329
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Servis box	86 x 86	453
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Front page of specialized sections

(Topic of the week, Plant production, animal production, agriculture equipment)

Bottom banner	266 x 86	1 193
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Topic of the week partner	266 x 119	1 482
(+ article on www.zemedelec.cz)	176 x 230	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	412
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
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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 environment	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.			



Printed version

ZEMĚDĚLEC V REGIONU / FARMER IN REGION

Similar to the weekly magazine Zemědělec, the target audience are managers and owners of agricultural holdings of all sizes and legal forms. However, the magazine always focuses on agriculture in a specific region. The magazine focuses on the conditions for different ways of plant and animal production, whether they are natural or commercial conditions. Furthermore, it introduces the region's agriculture, processing companies, but also trading companies that offer their products to farmers.



Electronic version

Price list 2024

	Sizes in mm (width x height)	Colour advertisement (EUR)
Front page		
A – partner of the region	266 x 86	1 440
B + C	172 x 86	1 029
B, C, D – partners of the regions	86 x 86	556
2nd and 3rd page		
E – bottom banner	266 x 86	741
F, G, H – 1/3 bottom banner	86 x 86	247
Presentation in article form – editorial article		
1/1 page	266 x 365	947
1/2 page – on width	266 x 180	617
Advertising inside the magazine		
Delivered article – 1/2 page	266 x 180	576
1/2 page – on width	266 x 180	556
1/3 page – on height	86 x 365	617
Junior page	176 x 230	617
1/4 page – on height	131 x 180	421
– on width	176 x 119	453
1/8 page – on height	86 x 119	226
– on width	131 x 88	247

Prices are without VAT.



A



B

C

D



Junior
page



F

G

H



1/2 w



1/4 w



1/4 h



1/8 w



1/8 h



1/16 w



1/3

Number of the issue – month

Number of the issue – month	Region	Deadline	Distribution	Notes
1 – January	Olomoucký	5. 12. 2023	8. 1. 2024	
2 – February	Zlínský	10. 1.	12. 2.	
3 – March	Královéhradecký	8. 2.	11. 3.	
4 – April	Jihomoravský	5. 3.	2. 4.	
5 – May	Plzeňský + Karlovarský	8. 4.	6. 5.	
6 – June	Středočeský	10. 5.	10. 6.	
7 – August	Jihočeský	2. 7.	12. 8.	
8 – September	Ústecký + Liberecký	7. 8.	9. 9.	
9 – October	Moravskoslezský	10. 9.	7. 10.	
10 – November	Vysočina	10. 10.	11. 11.	
11 – December	Pardubický	1. 11.	9. 12.	
1 – January 2025	Olomoucký	2. 12.	13. 1. 2025	

Ing. Markéta Kratochvílová

+420 724 579 497

marketa.kratochvilova@profipress.cz

www.profipress.cz



SOUTH BOHEMIA REGION

For advertisers who publish in one issue an advertisement costing more than 205 EUR, their logo with QR code (Company name, telephone contact, email, webpages) will be placed in newspapers on the page with map of the region.

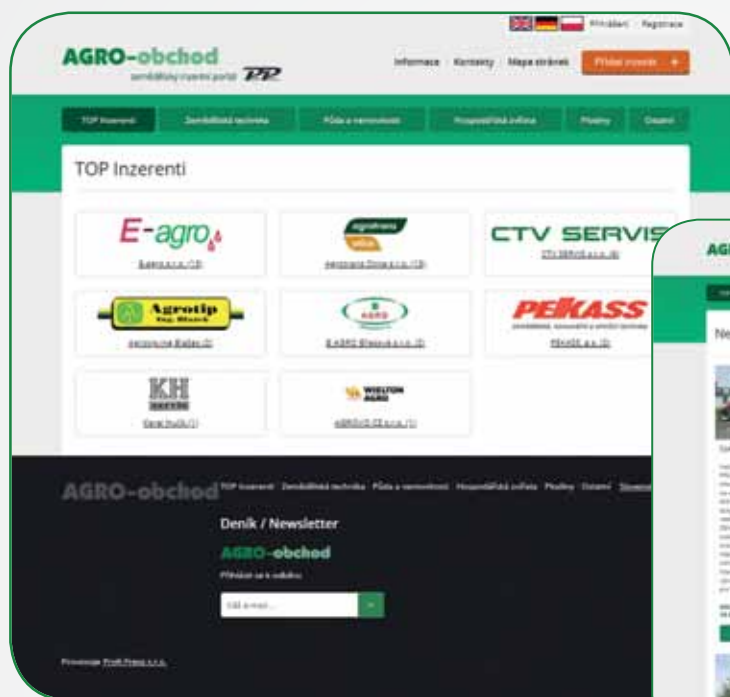


Company name
Telephone number
E-mail
Webpage

AGRO-OBCHOD / AGRO-SHOP

... the biggest database of second-hand equipment

Supply and demand of agricultural equipment and commodities of plant and animal origin. The average number of visits to the website www.agro-obchod.cz is 461 EUR per month. The electronic form is transferred to the press form every week and the advertisements are then published in the appendix to the weekly magazine Zemědělec. It is the most widely read title for farmers in the Czech Republic and provides up-to-date information on events in the field over the past week. Each advertisement is also distributed to registered subscribers of the AGRO-shop Newsletter.



www.agro-obchod.cz/top-inzerenti



PAID IMAGE ADVERTISEMENT

Paid advertisement allows you to add a photo to your advertisement. The price for this advertisement is **6 EUR + VAT per piece**. This entails single publication in Zemědělec weekly, in print form.

TOP ADVERTISER – FOR ADVERTISEMENT WITH PHOTOGRAPHY

Order the publication of your advertisements with a photo and you will get unlimited access to www.agro-obchod.cz and the weekly magazine Zemědělec (more than 16,900 readers every week) for the price of an advertisement is **6 EUR + VAT per piece**. Payment is made once a month via invoice. Your ads will be published in printed form in the weekly magazine Zemědělec, published on the front page under the heading with the company logo and contacts. The field with the contact and logo of the company is free of charge. At www.agro-obchod.cz, your company will be listed in the Top Advertiser column, where the customers will see all equipment that you offer, together.

FREE OF CHARGE LINE ADVERTISEMENT

You have an option to add an unlimited number of advertisements to section USED EQUIPMENT and also to other sections of Agro-obchod.

Contact: +420 277 001 645, michal.ricanek@profipress.cz

NEWSLETTER AGRO-SHOP

Sign up for a free newsletter Agro-obchod.cz with newly submitted advertisements. You won't miss anything. We send the newsletter daily to 1,500 addresses.

Petr Mikuš

+420 721 247 205

petr.mikus@profipress.cz

www.profipress.cz





Printed version

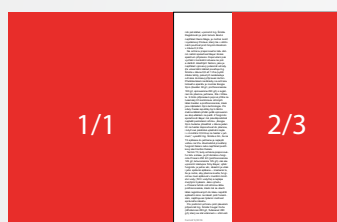
FARMÁŘ / FARMER

Magazine for modern farm

The Farmer magazine is a professional monthly magazine whose target group are readers from family farms and farms with combined agricultural production. The customers are both, small farmers and large farms. The magazine offers up-to-date information from agriculture and professional articles. Great emphasis is placed on reportages from practice. The content of the magazine is divided into sections Crop Production, Animal Production and Technology. The magazine also contains sections about Agricultural Policy, European Union, Ecological Farming, Curiosities, On the Farm, Commodities, History, Abroad and more. Four times a year, the Farmer magazine has an appendix Farmer Special.



Electronic version



230 x 297*
1 564 EUR

149 x 297*
1 399 EUR



149 x 210
1 152 EUR

200 x 120
947 EUR



112 x 297*
947 EUR

1/8: 98 x 63
288 EUR

1/3: 200 x 81
864 EUR



72 x 297*
864 EUR

a) 97,5 x 120
535 EUR

b) 149 x 94
535 EUR

*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for advertising of text advertisements and commercial articles – in Terms & Conditions. Prices are without VAT.

Premium advertising space: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap, 2nd envelope, page advertisement adjacent to content, 3rd envelope, 4th envelope

*see Premium advertising space in Terms & Conditions

Poster

The poster contains quality photographs that can be supplemented with logos, distribution networks and additional data. The poster is double-sided, and the backside is intended for additional images and information. The graphic design of the poster is created according to the customer's requirements. The poster is A2 or A3, folded, printed on 150g paper, and placed behind the cover. The price of an A3 size poster is 1 564 EUR and an A2 size 1 893 EUR. The poster is either delivered by the customer, or the printing in house by Profi Press. In the second case, the printing price is calculated according to the current pricelist calculation.



Characteristic of appendix Farmer Special

- The topic completely compiles the basic agricultural fields, crop production, animal production, agricultural equipment.
- The appendix makes up 50% of the magazine's scope, 32-40 printed pages, including advertising. The issue of Farmer itself has a scope of 32 - 40 pages, the magazine includes articles and reports from all fields of agricultural activity, economics and journalism.

Ing. David Němeček, Ph.D.

+420 602 448 495

david.nemecek@profipress.cz

www.profipress.cz



Month	Crop production	Livestock production	Technical equipment	Deadline	Distribution
1	Catch crops and greening	Buildings and reconstructions on the farm	Tractors	4. 12. 2023	4. 1. 2024
2	Spring nutrition and stimulation of stands	Swine-breeding	Handling equipment on the farm	10. 1.	5. 2.
Special issue	Milk farms				
	3 Crops and their varieties suitable for nutrition, using of grazelands	Animal housing technology, milking technology, cattle welfare requirements, diseases prevention, dairy cattle breeding, cattle nutrition and feeding	Feeding wagon, handling technology, unrollers	9. 2.	6. 3.
4	Storage of crops	Pasture and pasture technologies	Sprayer machines	11. 3.	8. 4.
5	Winter rapeseed	Roughages production	Fodder harvest machines	9. 4.	6. 5.
Special issue	Cereals cultivation				
	6 Offer of wheat varieties, establishment of stands, seed pickling, protection and nutrition	Using of cereals in nutrition, preparation of feeding mixtures, concentrates	Sowing machines, machines used for nutrition and protection of plants, harvest, production processing, storage	13. 5.	6. 6.
7	Autumn protection and nutrition	Poultry breeding	Spreaders of manures and mineral fertilisers	10. 6.	4. 7.
8	Cultivation of non-traditional crops	Goats and sheep breeding	Cisterns and application equipment	10. 7.	5. 8.
Special issue	Precision agriculture and smart farming				
	9 Plant nutrition and protection in precision agriculture, application and yield maps, soil sensors, using of agronomic software	Automation in stables, animal tracking, modern technologies in stables, new trends in feeding	Precise sowing, targeted application of fertilizers and plant protection, new technologies, drone usage in agriculture, programs for precision agriculture	12. 8.	9. 9.
10	Organic matter in soil	Livestock nutrition	Machines for soil cultivation	11. 9.	7. 10.
11	Permanent grass stands	Horse-breeding and agrotourism	Sowing machines	11. 10.	8. 11.
Special issue	Corn				
	12 Classification of corn hybrids, technique of corn cultivation, methods of protection and nutrition	Inclusion of corn to feed rations, silage and parameters for silage quality	Machines for cultivation of corn, machines for sowing and harvest	6. 11.	4. 12.
1/2025	Legumes and root crops	Correct young animal breeding	Transport technology	2. 12.	7. 1. 2025

MECHANIZACE ZEMĚDĚLSTVÍ / MECHANIZATION IN AGRICULTURE

Professional monthly magazine for agricultural technique and technologies

The magazine's target audience are investment decision makers in agricultural machinery and technologies. The magazine informs about news and practical experience with agricultural technology. Magazines contains reportages from exhibitions and shows, from the practice, tests and tabular overviews of machines. The individual issues of the full-colour monthly magazine are thematically focused. The scope of the magazine is approximately 80 pages. Mechanization in Agriculture also has a significant presence among readers in the Slovak Republic, the magazine is included among the professional peer-reviewed journals. You can use professional TV shows **Born to drive** and **Day With** (Den S) about your technique on TV Zemědělec.

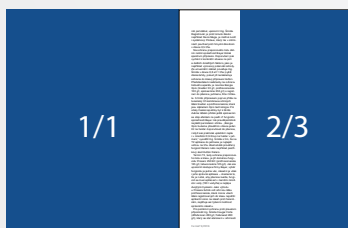


Printed version



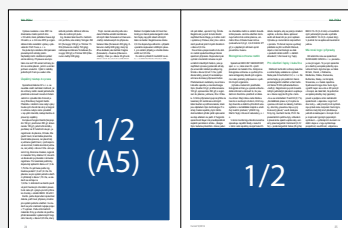
Electronic version

Month	Topic	Intended content	Deadline	Distribution
1	Tractors	Tractors	4. 12. 2023	5. 1. 2024
2	Soil cultivation and sowing	Paring ploughs, sowing machines, precision sowing machines	10. 1.	5. 2.
3	Fodders harvest	Harvesting cutters, mowers, hay trailers, tedders, rakes	8. 2.	5. 3.
4	Cereals harvest	Harvesting threshers, shredders	7. 3.	5. 4.
5	Precision agriculture	GPS navigation, monitoring vehicle movement, telemetry	8. 4.	6. 5.
6	Transportation and handling	Manipulators, articulated loaders, front tractor loaders, semi-trailers, trailers	9. 5.	6. 6.
7	Tractors for special uses	Tractors in non-agriculture spheres, tractors for orchards and vineyards	7. 6.	4. 7.
8	Systems of soil cultivation	Ploughs, paring ploughs, deep tillers, sowing machines	4. 7.	7. 8.
9	Application of fertilizers	Distributors of farm and mineral fertilizers, slurry distributors	9. 8.	9. 9.
10	Feeding wagons	Feeding wagons, unrollers	9. 9.	4. 10.
11	Forestry equipment + appendix tractors	Trailers, tractor extensions, harvesters, chainsaws	7. 10.	5.11.
12	Sprayers	Sprayers, sprinkles	7. 11.	4. 12.
1/2025	Tractors	Tractors	2. 12.	7. 1. 2025



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Rules for publishing advertisements and business articles - see general conditions. Prices do not include VAT.

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

www.mechanizaceweb.cz

Position	Size (px)	Duration	Price
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

Petr Mikuš
+420 721 247 205

petr.mikus@profipress.cz
www.profipress.cz



ÚRODA / CROP HARVEST

Specialized professional magazine for plant production

The target audience of this magazine are workers specializing in crop production. The magazine covers all fields of crop production, within the year/season context. The articles are listed in the system of crop sections and currently reflect the topics of the season in terms of plant protection and nutrition, seeds and seedlings and cultivation technology. One topic is then considered more comprehensively, the magazine is full colour. It is also significantly represented among readers in the Slovak Republic and is included among the professional peer-reviewed periodicals.

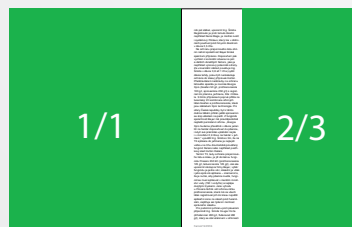


Electronic version



Printed version

Month	Topic	Intended content	Deadline	Distribution
1	Soil preparation and spring cereal sowing	Varieties of spring barley and spring wheat, pickling of cereals, soil preparation system and sowing machines, nutrition of malting barley and recommended varieties by malt-house, fodders	27.11.2023	28. 12. 2023
2	Cultivation of spring oilseeds and catch crops	Rapeseed, mustard, sunflower and poppy - variety offer, protection against diseases, pickling and production processing, variety offer of catch crops, machines for precision and regenerative agriculture	3. 1.	29. 1. 2024
3	Fertilizing and stimulation during vegetation	Foliar fertilizers, morpho regulators, stimulants and adjuvants substances, biopreparations, offer of application technology	2. 2.	29. 2.
4	Weed management in stands + Appendix rapeseed	Preparations for herbicide treatment of agricultural crops, weed control technology, catch crops	1. 3.	29. 3.
5	Treatments against diseases and pests	Fungicidal and insecticidal protection of cereals, rapeseed and other field crops, biological protection and application technology	28. 3.	29. 4.
6	Winter rapeseed	Offer of rapeseed varieties, tillage technology and machines for precision sowing, basic fertilization	6. 5.	30. 5.
7	Winter cereals	Offer of wheat varieties, rye, triticale and winter barley, establishment of stands, basic fertilization, seed pickling	28. 5.	28. 6.
8	Autumn applications + Appendix wheat	Autumn tillage, fertilization, plant protection, weed control and stubble applications	1. 7.	30. 7.
9	Storage of production	Storage of grains, oilseeds and root crops - silos, dryers, warehouses and transport routes, silages and silage technology	5. 8.	29. 8.
10	Legumes and root crops	Varieties potatoes offer, sugar beets, soybeans, feed value of legumes and new varieties, protection and cultivation, fodders	4. 9.	27. 9.
11	Anti-erosion measures and soil protection	Paring ploughs, sowing machines, soil protection technologies and stands establishment	4. 10.	30. 10.
12	Corn and sorghum	Offer of corn and sorghum varieties for the year 2025 – grain and silage cultivation hybrids of corn, varieties suitable for biogas production, technology of establishing corn and sorghum stands	30. 10.	29. 11.
1/2025	Soil preparation and spring cereal sowing	Cereals, soil preparation system and sowing machines, nutrition of malting barley and recommended varieties by malt-house, fodders	25.11.2024	30. 12. 2024



230 x 297*
1 564 EUR

149 x 297*
1 399 EUR



149 x 210
1 152 EUR

200 x 120
947 EUR



112 x 297*
947 EUR

1/8: 98 x 63
288 EUR
1/3: 200 x 81
864 EUR



72 x 297*
864 EUR

a) 97,5 x 120
b) 148 x 94
535 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.

Premium advertisement space: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap, 2nd envelope, page advertisement adjacent to content, 3rd envelope, 4th envelope

*see Premium advertising space in Terms & Conditions

www.uroda.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

Ing. Barbora Pučoková

+420 602 378 575

barbora.pucokova@profipress.cz

www.profipress.cz





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	Complex protection of winter wheat	
		<ul style="list-style-type: none"> herbicides fungicides insecticides 	
2	3. 1. 2024	Cereals	
		<ul style="list-style-type: none"> growth and development regulators plant products applied on the leaf 	
3	2. 2.	Complex protection of winter rapeseed	
		<ul style="list-style-type: none"> herbicides fungicides insecticides growth and development regulators plant products applied on the leaf 	<ul style="list-style-type: none"> legumes: lupine, beans, peas, soybeans foliar fertilizers
4	1. 3.	Complex protection of spring barley	
		<ul style="list-style-type: none"> herbicides fungicides (fusariosis of ears) insecticides 	
5	28. 3.	Complex protection of corn	
		<ul style="list-style-type: none"> herbicides fungicides insecticides 	
6	28. 3.	Complex protection of sunflower	
		<ul style="list-style-type: none"> herbicides fungicides insecticides regulators of growth and development 	<ul style="list-style-type: none"> winter rape
7	28. 5.	Pre-harvest application	
		<ul style="list-style-type: none"> winter wheat and spring barley winter rape peas potatoes red clover, crimson clover 	
8	28. 5.	Additives, adjuvants and other beneficial substances	
9	28. 5.	Autumn protection of winter rapeseed	
		<ul style="list-style-type: none"> herbicides fungicides and morpho regulators regulators of growth and development insecticides, molluscicides and rodenticides pickling agents 	
10	28. 5.	Cereals and rapeseed	
		<ul style="list-style-type: none"> beneficial plant products for pickling 	

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

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

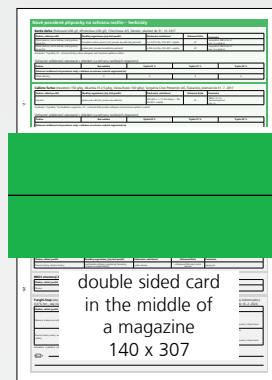
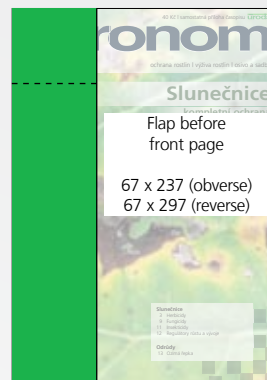
We will be happy to include in any edition a complex graphically processed occurrence of harmful pests, supplemented by plant protection recommendations regarding the developmental stages of the crop. You can choose from two scopes: a double-sided in the middle of the magazine and a folding flap the 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
 barbora.pucokova@profipress.cz
 www.profipress.cz

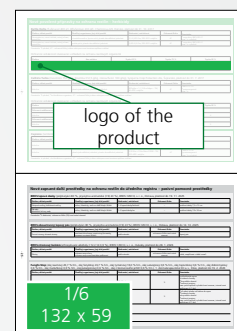
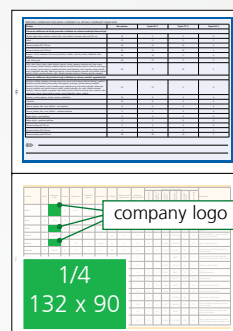
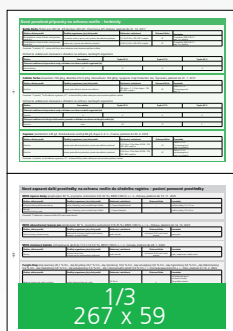
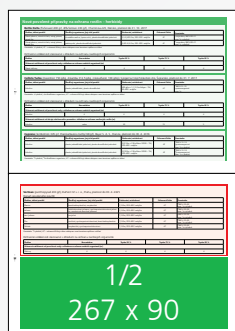
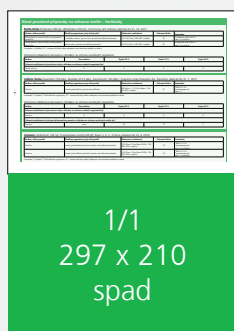


Type of advertisement	Size (mm)	Price (EUR)
Flap before front page	67 x 237 (obverse), 67 x 297 (reverse)	1 811
Folding flap with phenophases	logos of plant products and their use on the page 610 x 297	1 605
Double page with phenophases	420 x 297 (fallout*)	1 029
double sided card in the middle of a 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	670
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



Printed version

NÁŠ CHOV / OUR BREEDING

Magazine for livestock breeders and veterinarians

The target audience of this magazine are livestock specialists. Our breeding magazine focuses on all fields of breeding activities in terms of breeding work, animal nutrition, health and housing technology. Once a year, it has a specialized appendix. The monthly magazine is full colour. It has a significant presence among readers in the Slovak Republic, the magazine is included among professional peer-reviewed journals.



Electronic version

Month	Topic	Intended content	Deadline	Distribution
1	Animal welfare, ecological breeding and environment	Alternative breeding systems, development of ecologic agriculture, animal nutrition, bio production, methods and technologies for decreasing of pollutants, products for bedding	27. 11. 2023	2. 1. 2024
2	Reproduction and care for young animals	Creation of suitable conditions for proper rearing of young animals, wean management, stress elimination, breeding	3. 1.	1. 2.
3	Roughages production, grazing and grazing technology	The issue of silage and haylage feeding, harvesting technology, feed conservation, storage and handling, care of grazing areas, grazing technologies	1. 2.	1. 3.
4	Technological innovations and smart farming	Technological equipment of operations, modernization, automation, digitization, robotics. Agriculture 4.0. – herd management, smart technologies, staff shortages	29. 2.	2. 4.
5	Swine breeding	Complex of appropriate measures leading to efficient production in individual categories	28. 3.	2. 5.
6	Heat stress, zootechnical work and hygiene, manures	Stable microclimate methods and technologies to reduce heat stress, biosecurity, sanitation, disinfection, hygiene standards, animal safety, methods of manure scraping, feces processing and storage	2. 5.	3. 6.
7	Milk production and it's quality	Care of mammary gland, technological equipment for milking, milk cooling and milk processing, trends in the production of dairy products, effects on milk quality	30. 5.	1. 7.
8	Buildings and reconstructions in the natural environment	Building realization and investments, reconstruction and modernization of operations	1. 7.	1. 8.
9	Breeding of beef cattle and small ruminants	Conditions for farming of beef cattle, sheep and goats, technology, feeding, nutrition, breeding, health condition (parasitosis), hoof care	5. 8.	2. 9.
10	Poultry farming	Management and issues of farming landfowl and waterfow poultry, healthy digestive tract of chickens, nutrition and feeding, breeding management	2. 9.	1. 10.
	Feed systems and animal nutrition	Feed management, securement of feed intake, processing of feed and feed storage, watering of animals, feed selection		
11	Magazine appendix: Education of young breeders	A practical guide for students and young entrepreneurs – the basics of animal care, advice, exhibition guide, bonitation, introduction of agricultural schools, list of summer schools, list of associations and institutions, legislation	25. 9.	1. 11.
12	Livestock diseases	Prevention, treatment of most common diseases in livestock farming, metabolic diseases of animals, legislation	29. 10.	2. 12.
1/2025	Animal welfare and life environment	Conditions for ensuring the health and well-being of animals, bio production, ecological breeding, technology to reduce the content of harmful substances in the environment	25. 11.	3. 1. 2025

New: The new section Ethology of farm animals from January 2024

1/1	2/3	1/2 (A5)	1/2	1/2	1/8	1/3	1/3	1/4a	1/4b
230 x 297*	149 x 297*	149 x 210	200 x 120	112 x 297*	1/8: 98 x 63	1/3: 200 x 81	72 x 297*	a) 97,5 x 120	b) 149 x 94
1 564 EUR	1 399 EUR	1 152 EUR	947 EUR	947 EUR	288 EUR	864 EUR	864 EUR	535 EUR	535 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.naschov.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
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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

Ing. Jana Konečná
+420 602 185 400
jana.konecna@profipress.cz
www.profipress.cz



KRMIVÁŘSTVÍ / FEEDINGS

Magazine specializing in feed production and animal nutrition

The bimonthly magazine Feedings provides its readers with highly specialized knowledge in the field of feed production, processing, storage and nutrition of individual groups and categories of livestock. The magazine is full colour. It has a significant number of readers in the Slovak Republic as well and is a professional peer-reviewed journal.

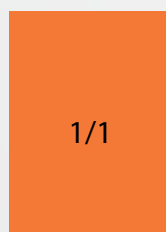


Electronic version



Printed version

Number-Month	Topic	Intended content	Deadline	Distribution
1 – January	Mineral nutrition, sensory and other substances in feed	Mineral nutrition by type and category of livestock, additives affecting taste, smell and colour, vitamins, trace elements, amino acids	8. 12. 2023	15. 1. 2024
	Principles of ruminants' nutrition	Requirements for nutrients for lactating and beef cattle, feeding plans, specific feeds, practical examples		
2 – March	Manufacture of conserved feed	Technique and preservatives for the production of conserved feed, overview of silage additives for 2024, antioxidants, feed binders, storage of conserved feed	14. 2.	12. 3.
	Feed analysis and evaluation	Analysis of input raw materials, quality of control, hygienic requirements for feed safety, quality requirements and rules for sampling and storage of feed samples, devices for analysis and evaluation, methods for quality assessment, legislation		
3 – May	New genomic technics (NGT)	New genomic techniques (NGT) and feed production in the EU, questions and answers about NGT and GMO, impacts on the feed sector, new opportunities in feed sector, NGT versus „GMO-free“ certification	16. 4.	14. 5.
	Heat stress	Nutritional solutions to relieve cattle heat stress, pigs and poultry heat stress, water supply for animals during heat stress		
4 – July	Feed processing	Feed processing and preparation - modern technology for the production and processing of feed, feed systems, VKS, feed mixers, modernization of operations	13. 6.	11. 7.
	Principles of young animal nutrition	Nutrient requirements for a good start of calves and piglets, dairy feed mixes, starters and prestarters		
5 – September	Hygiene, safety and quality of feeds	Toxins and mycotoxins, heterogeneous substances, pathogens (for example Salmonella, Mycoplasma, Clostridium etc.), possibilities of prevention, reduction and feeds protection	20. 8.	16. 9.
	Reduction of antibiotics using feed rations	Compilation of feed rations in order to reduce the consumption of antimicrobial substances in food production, disease prevention using feed supplements		
6 – November	Compilation of feed rations	Recipes, feed components, feed mixtures, premixes	16. 10.	12. 11.
	Storage and manipulation with feeds	Storages, silos, post-harvest lines, technology for crop treatment (cleaning, drying), storage, removal, conveyors, lines automatization, weighing-machine, feeding wagons		
1/2025 – January	Additives 2025	Modern additives used in feed industry - prebiotics and probiotics, enzymes, microorganisms, coccidiostats, histomonostats and others	9. 12.	15. 1. 2025
	Automation of feeding	Advantages and disadvantages of automatic feeding, feeding in milking robots, automatic feeding systems, dry x wet feed for pigs		



210 x 297*
1 276 EUR



133 x 297*
864 EUR
182 x 125
658 EUR



105 x 297*
658 EUR
132 x 187*
658 EUR



182 x 80
453 EUR
73,5 x 297*
453 EUR



a) 85 x 120
b) 120 x 85
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



Ing. Jana Konečná

+420 602 185 400

jana.konecna@profipress.cz

www.profipress.cz





Printed version

ZAHRADNICTVÍ / GARDENING

magazine for professional gardeners

fruit-growing • viticulture • vegetable-growing • floriculture • tree nursery • establishment and maintenance of green •

The magazine targets companies dedicated to the realization and maintenance of public greenery and gardens, operators of gardening centres, nurseries, florists, fruit growers, winegrowers and green growers. The only complex professional gardening magazine on our market. Contains the theme of the month and permanent sections. It informs about news in the field (mechanization, cultivation technologies, nutrition, and plant protection, etc.). The magazine features reports from companies and exhibitions. The journal has a significant audience in the Slovak Republic; it is a professional peer-reviewed journal. It brings complex information services for all gardeners.



Electronic version

Month	Topic of the month	Intended content	Deadline	Distribution
1	Vegetable – growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	5. 12. 2023	10. 1. 2024
2	Tree nursery – floriculture	Perennials, balcony flowers, potting mixes and containers, potting machines and planting tables, planters, seedling of balcony flowers, hydrogels	19. 1.	14. 2.
3	Fruit – growing	Foliar, root and artificial fertilizers, mulchers and cultivators for orchards, grass-seed mixtures for inter-rows, anti-hail systems for orchards	16. 2.	13. 3.
4	Establishment and maintenance of green areas	Grass-seed mixtures, grass carpets, mechanization for establishment and maintenance of green areas, lawn fertilizers	14. 3.	11. 4.
5	Tree nursery – floriculture	Modern greenhouses and foil greenhouses, irrigation for greenhouses and foil greenhouses, soluble fertilizers for irrigation systems, planting tables	16. 4.	14. 5.
6	Fruit – growing	Protection against storage diseases, harvesting and handling equipment, irrigation systems in orchards	20. 5.	13. 6.
7	Vegetable – growing	Vegetables harvesting, covered growing areas, hydroponic and aeroponic, storage of vegetables, insurance for vegetable-growers	14. 6.	11. 7.
8	Tree nursery – floriculture	Substrates, forest-tree nursery supplies, rootball digger, perennials	18. 7.	13. 8.
9	Fruit – growing	Tractors for orchards and vineyards, tree cutting equipment, insurance for fruit-growers	19. 8.	12. 9.
10	Tree nursery – floriculture	New flower arrivals, transport and handling in tree nursery	18. 9.	14. 10.
11	Establishment and maintenance of green	Roof gardens, machines for the maintenance of green areas, green walls, water collection and subsequent use	18. 10.	10. 11.
12	Fruit – growing	Springtime protection of pome fruits and stone fruits (chemical and biological), application technology to orchards, antifreeze protection of orchards	14. 11.	10. 12.
1/2025	Vegetable – growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	5. 12.	11. 1. 2025

230 x 297* 200 x 245 1 317 EUR	115 x 297* 97,5 x 245 782 EUR	230 x 142* 200 x 120 782 EUR	230 x 102* 200 x 81 576 EUR	72 x 297* 57 x 252 576 EUR	97,5 x 120 149 x 94 453 EUR
		149 x 210 823 EUR			97,5 x 60 329 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.zahradaweb.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	month	412
Banner C	1 120 x 230 or 1 120 x 400	month	247
Banner D	714 x 80	month	165
Banner B1	300 x 300	month	226
Banner B2	300 x 300	month	226
Banner B3	300 x 300	month	144
Banner B4	300 x 300	month	144
Banner B1 + B2	300 x 600	month	309
Banner B3 + B4	300 x 600	month	206

Commercial professional text
165 EUR

Commercial professional text
with vide
206 EUR

Pavla Čechová

+420 602 196 088

pavla.cechova@profipress.cz

www.profipress.cz



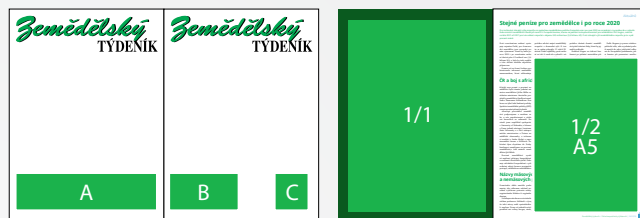


AGRICULTURE WEEKLY MAGAZINE

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



* 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.

www.zemedelskytydenik.cz

Commercial professional text

165 EUR

Commercial professional text with video

206 EUR



620 x 70 px

123 EUR/week

300 x 300 px
205 EUR/week

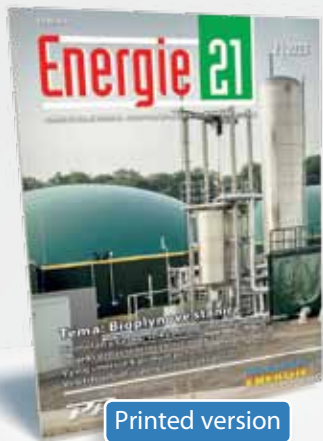


Eva Makovičková

+420 721 948 964

eva.makovickova@profipress.cz

www.zemedelskytydenik.cz



Printed version

ENERGIE 21 / ENERGY 21

Renewable resources, efficient consumption, sustainable development

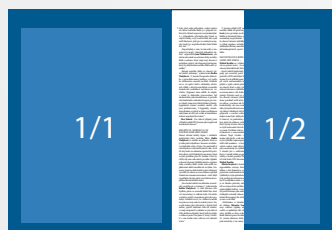
The magazine Energie 21 is issued on a bi-monthly basis and offers information about the production, distribution, and consumption of energy from renewable and environmentally friendly alternative sources. Important topics are also legislation, the sustainable development of regions and landscapes, links 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

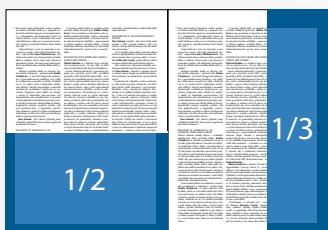
Month	Topic	Intended content	Deadline	Distribution
1. – February	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	15. 1. 2024	12. 2.
2. – April	Biogas stations*	Serviceability, maintenance, modernization, heat utilization, biomethane	11. 3.	12. 4.
3. – June	Solar 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. 2025

* 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



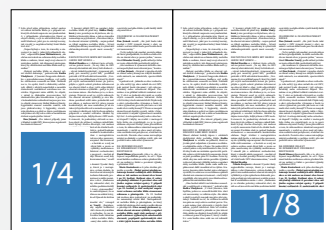
210 x 145*
182 x 125
905 EUR

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 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

Ing. Jan Kroupa
+420 724 813 498

jan.kroupa@profipress.cz
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 recycling 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

<p>230 x 297* 200 x 245 1 564 EUR</p>	<p>115 x 297* 97,5 x 245 905 EUR</p>	<p>230 x 142* 200 x 120 905 EUR</p>	<p>72 x 297* 57 x 252 823 EUR</p>	<p>230 x 102* 200 x 81 823 EUR</p>	<p>149 x 148* 132 x 131 823 EUR</p>	<p>97,5 x 120 149 x 94 535 EUR</p>	<p>149 x 47 329 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.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
		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

PhDr. Ľubica Potocká

+421 948 800 100

lubica.potocka@profipress.sk

www.profipress.sk

Ing. Jan Kroupa

+420 724 813 498

jan.kroupa@profipress.cz

www.profipress.cz



WWW.AGROWEB.CZ

Event calendar

Free of charge – add event

Paid – logo with active link in event list for an unlimited time, 41 EUR/event



Banner for the keyword

When ordering banner for the keyword (name of the company/ brand name) banner will be displayed with every opening of any text which contains a keyword – editorial article, commercial article, video interview 714 x 80 px **782 EUR/year**

We strictly observe the rights of importers, holders of registrations and trademarks, during the whole process.

Vacancies in the field

Posting of your vacancies in section on www.zemedelec.cz, price 82 EUR/ per position, remains posted as necessary, but no more than 1 year after publication.

Whole background – all over option + banner C

Banner C 1 120 x 230 or 1 120 x 400 px



Banner B
300 x 300 px

Left side
400 x 1 080
px



Right side
400 x 1 080
px

Banner A1 530 x 80 px

Banner A2 530 x 80 px

Banner A1 + A2 1 080 x 80 px



Banner A3 530 x 80 px

Banner A4 530 x 80 px

Banner A3 + A4 1 080 x 80 px



Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 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
Banner B	300 x 300	week	268
		month	947
Banner A1	530 x 80	week	144
		month	494
Banner A2	530 x 80	week	144
		month	494
Banner A3	530 x 80	week	124
		month	453
Banner A4	530 x 80	week	124
		month	453
Banner A1 + A2	1 080 x 80	week	247
		month	864
Banner A3 + A4	1 080 x 80	week	206
		month	741

Prices do not include VAT.

WEBSITES OF PROFESSIONAL PERIODICALS

Commercial professional article

Part of the article may be photographs, graphs, tables, diagrams and hyperlinks. The article stays in the archive for unlimited time.

165 EUR

Commercial professional article with video

The article contains one or more delivered videos, also may contain photographs, graphs, tables, diagrams and hyperlinks. The article remains in the archive for an unlimited time.

206 EUR

Publishing an article from a printed magazine on the website

When publishing a commercial professional article in print (in newspapers or magazines) it is possible to publish the article on the web (in the same or extended version) at a discounted price.

82 EUR

Permanent placement of the commercial professional article on the main page

Surcharge when requesting that the commercial article not be scrolled by currently published ones on the main page articles.

2nd place/week

62 EUR

3rd place/week

62 EUR

4th place/week

41 EUR

Whole background – left and right side + banner C

Banner C 1 120 x 230 or 1 120 x 400 px

Left side 400 x 1 080 px

Right side 400 x 1 080 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

www.ZEMEDELEC.cz

www.URODA.cz

www.MECHANIZACEWEB.cz

www.NASCHOV.cz

www.KOMUNALWEB.cz

www.ZAHRADAWEB.cz

See prices on page 18.

www.ENERGIE21.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 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
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

Prices do not include VAT.

Position	Size (px)	Duration	Price (EUR)
Banner B1	525 x 350	week	163
		month	487
Banner B2	525 x 350	week	122
		month	365

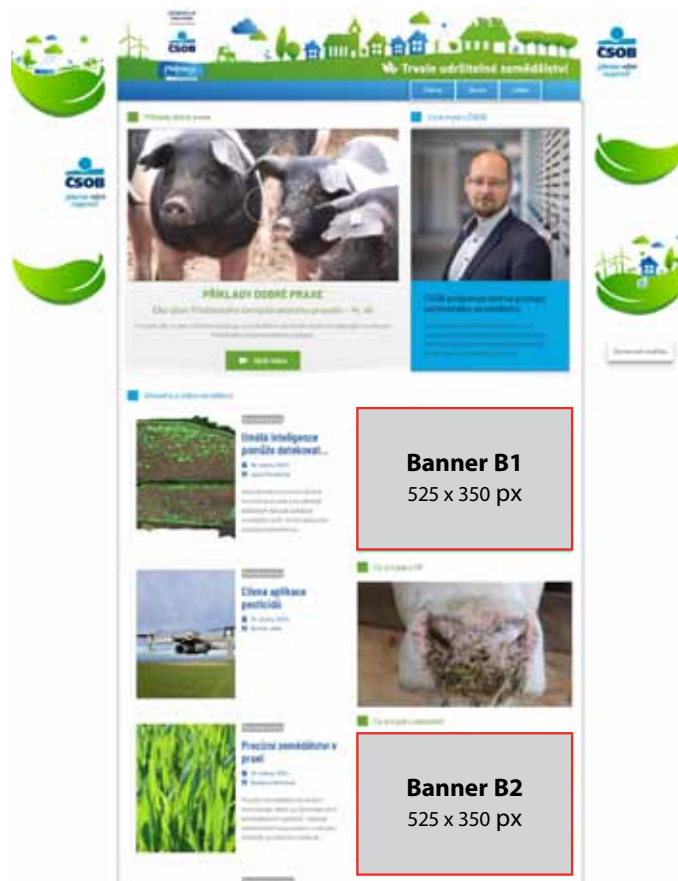
Prices do not include VAT.



You can listen to podcasts on your mobile phone or tablet and computer. However, the most common is listening via the podcast app on mobile.

Possibility to partner with the given podcast via the partner trailer in the introduction: 206 EUR

Listen via **Spotify, SoundCloud, Apple Podcasts**. Links can be found on TV Zemědělec/Podcasts



Deník / Newsletter

Zemědělec

Every day to your PC, phone, tablet the fastest news in agriculture field

Deník/Newsletter brings daily fresh information from all fields of agriculture to customers' email boxes. We select daily news from crop production, animal production and agricultural technology, which you can view on your PC, tablet or mobile phone. You can subscribe to the newsletter for free on the website www.zemedelec.cz. The newsletter may include an advertisement banner with an active link.



Ing. David Němeček, Ph.D.
 +420 602 448 495
david.nemecek@profipress.cz
www.profipress.cz



TV Zemědělec / TV Farmer

- TV Zemědělec is an internet platform for creating and broadcasting news and specialized agriculture programmes
- Audio-visual presentation is one of the best educational methods
- By connecting image with sound, it is possible to represent a product, its benefits, tell a story and build an image of the brand or use it for direct sale.
- TV Zemědělec is a persuasive medium, which can arouse positive emotions and create associations with the brand by using an audio-visual message
- TV Zemědělec programmes topics include: agriculture politics, plant production, animal production, agriculture equipment and renewable energy resources
- Thanks to the interactive platform you can target users on all available devices (PC, phone, tablet)

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 on the video after the event.

For technicians option detailed reportage about one machine – Programmes “Den S” (day with) and “Born to Drive”.

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 weekly magazine Zemědělec one week before broadcast, banner on professional website for 7 days before broadcast. After broadcast editorial article in magazine Zemědělec with reference on the video.

Basic price **617 EUR + based on the technical difficulty**

www.tvzemedelec.cz

Whole background – all over option + banner C

Banner C 1 120 x 230 or 1 120 x 400 px

Banner B1 300 x 600 px

Banner B2 300 x 600 px

Left side
400 x 1 080
px

Right side
400 x 1 080
px

BANNERS AT TV ZEMĚDĚLEC

Pozition	Size (px)	Duration	Price (EUR)
Branding	Left and right side – 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	165
		month	576
Banner B1	300 x 600	week	144
		month	473
Banner B2	300 x 600	week	144
		month	473

Prices do not include VAT.

Vlastimil Uhlíř
Multimedia specialist
+420 727 817 524
vlastimil.uhlir@profipress.cz
www.profipress.cz



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)

TOPICS OF PROFESSIONAL DISCUSSION

Date (Tuesday 10:00 h)	Topic	Redactor	Intended content
January	Combating parasites in ruminants	Lukáš Prýmas	Combating parasites in ruminants
January	Harvesting trashing machines in	Luboš Stehno	See topic of the week
January	Herbicide resistance solution	David Bouma	Possibilities of identification and regulation of weed plants with resistance to herbicides
February	Fruit growing – small fruit production	Arnošt Jílek	Current situation, trends and technologies related to production planting material (fruit trees)
February	Limiting the application of chemical pesticides and their replacement by mechanical interventions	Jiří Hruška	Mechanical weeder and weed disposal that can be combined with fertilization. Importance of mechanical interventions in an ecological farming system
March	Plant protection in actual context	Barbora Venclová	Chemical and biological protection
March	Health issues of cattle breeding	Irena Sekaninová	KVL, SVS, ČMSCH
March	Tractor technology in the maintenance system of cities and municipalities	Roman Paleček	Tractors and work accessories for the year-round municipal deployment
April	Prosperity in dairy cow breeding	Jana Velechovská	
June	Welfare and its legal aspects in hobby breeds and zoo animals breeding	Karel veselý	246/1992 legislation – rights and responsibilities in animal protection
June	Innovations in tree nurseries	Daniela Uřešová	
July	Biogas stations in modern energetics	Jiří Trnavský	Application of agricultural and municipal BPS in the energy mix of the Czech Republic
July	Diseases of cattle	Alena Ježková	Breeder, veterinary
August	Fertilizer consumption in the Czech Republic and EU, the necessity of plant nutrition	Jana Pančíková	
August	Perspective crops of our fields	Petra Vaňatová	Use, growing technology, varieties
September	Vegetable growing in CZ	Lucie Poláková	Actual trends and technologies, new possibilities for growers
October	What modern tractor can do	Martina Karásková	Autonomous systems, electro
October	Perspectives of swine breeding	Martin Jedlička	Breeding work, health – biosecurity, welfare, economics of production
November	Advantages and possibilities of the strip-till system	Petr Beneš	Benefits of strip-till, risks and principles to follow

LOGO PLACEMENT IN VIDEOS TV ZEMĚDĚLEC

Contains: Logo placement with link to TV's webpage for 5 sec. The link redirects to desired webpage.

The price for one placement is 82 EUR

Video recordings are always published at www.tvzemedelec.cz, Profi Press Facebook page and it's provided to the client for other uses.



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 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.

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.

Days of Garden Communal Technology

Nationwide contracting exhibition and demonstration event of professional machines.



May 2024



www.dzkt.cz

www.profiexpress.cz

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Contacts

Sales Director

Marian Mrug

+420 724 020 322

marian.mrug@profipress.cz



Farmer's weekly

Bc. Miroslav Šerák

+420 602 222 704

miroslav.serak@profipress.cz



Mechanization in Agriculture

AGRO-SHOP

Petr Mikuš

+420 721 247 205

petr.mikus@profipress.cz

mechanizaceweb.cz, agro-obchod.cz



Farmer's weekly

Bc. Blanka Wernischová

+420 602 576 881

blanka.wernischova@profipress.cz



Farmer

Ing. David Němeček, Ph.D.

+420 602 448 495

david.nemecek@profipress.cz

zemedelec.cz, agroweb.cz



Farmer in region,

External graphic orders

Ing. Markéta Kratochvílová

+420 724 579 497

marketa.kratochvilova@profipress.cz



Crop harvest, Agronomist,

Magazine of plant medicine

Ing. Barbora Pučoková

+420 602 378 575

barbora.pucokova@profipress.cz

uroda.cz



Gardening, Floristry

Pavla Čechová

+420 602 196 088

pavla.cechova@profipress.cz

zahradaweb.cz, floristikaweb.cz



Municipal technology, Energy 21

Ing. Jan Kroupa

+420 724 813 498

jan.kroupa@profipress.cz

komunalweb.cz, energie21.cz



Municipal technology

PhDr. Ľubica Potocká

+421 948 800 100

lubica.potocka@profipress.sk

www.profipress.sk



Agriculture weekly magazine

Eva Makovičková

+420 721 948 964

eva.makovickova@profipress.cz

zemedelskytydenik.cz



Our breeding, Feedings

Ing. Jana Konečná

+420 602 185 400

jana.konecna@profipress.cz

naschov.cz



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