

PRINTED MAGAZINES
ON-LINE MAGAZINES
FIELD EVENTS
SOCIAL EVENTS
EDITION PLANS

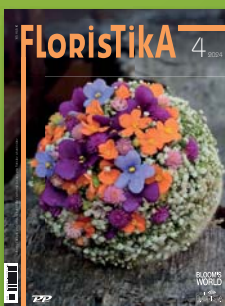
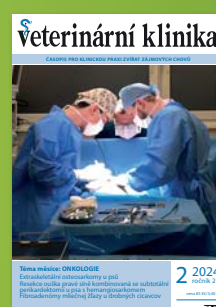
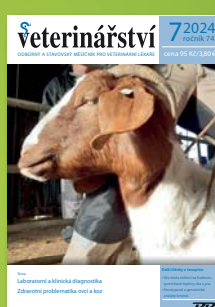
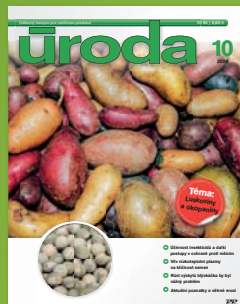
PRICE LIST ADVERTISEMENT 2025

PROFESSIONAL PUBLICATIONS
FACEBOOK ZEMĚDĚLEC
WEBSITES
STUDIO TV ZEMĚDĚLEC
PODCAST ZEMĚDĚLEC



PROFESSIONAL MAGAZINES FOR AGRICULTURE
WWW.PROFIPRESS.CZ

Profi Press s. r. o. publishes:



PUBLISHER'S CONTACTS

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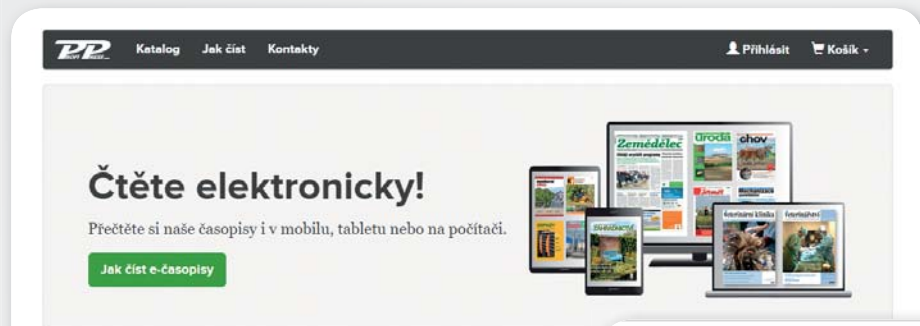
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READ ELECTRONICALLY

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.

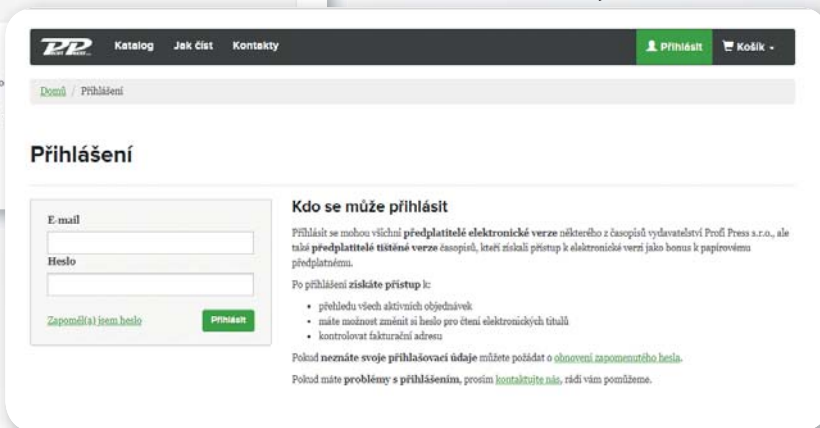
Jaké časopisy digitálně?

Vydavatelství odborných časopisů Profi Press s. r. o. poskytuje digitální podobu těchto časopisů: odborné zemědělské časopisy, časopisy pro města a obce, veterinární medicínu a časopis pro profesionální zahradníky.

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Předplatitel tištěné verze odborného časopisu získává jako bonus bezplatný přístup do digitálního archivu časopisu. Bezplatný přístup do digitálního archivu je platný jen pro časopisy, na které má čtenář uhrazené předplatné pro tištěnou verzi.

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 2 000 Kč

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



STUDIO TV ZEMĚDĚLEC



TV ZEMĚDĚLEC (FARMER)
Expert discussions, reportages,
conferences, news

WWW.TVZEMEDEC.CZ



PODCAST ZEMĚDĚLEC (FARMER)
WWW.TVZEMEDEC.CZ/PORAD/PODCAST



TV FLORISTIKA
Reportages, discussions, professional shows
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TV MUNICIPAL
Reportages, discussions, professional shows
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LIVE WITH US ELECTRONICALLY



DIGITAL SUBSCRIPTION
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E-SHOP
Offer of professional publications and models
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FACEBOOK ZEMĚDĚLEC
WWW.FACEBOOK.COM/PROFIPRESS

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.



Tištěná verze



Elektronická verze



Front page



PAGE 3



TOPIC OF THE WEEK PARTNER

266 x 119



FRONT PAGE OF PROFESSIONAL TOPICS

bottom



BACK PAGE

servis box



FORMATS OF ADVERTISEMENT INSIDE OF WEEKLY MAGAZINE

1/2 w



1/4 w

1/3



1/16 w

1/8 w

1/8 h

1/4 h

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Bc. Miroslav Šerák

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www.profipress.cz



Advertisement prices 2025	Sizes in mm (width x height)	Colourful advertisement (EUR)
Front page – premium space		
A – upper half of the page	86 x 119	1 160
B – strip under the A	86 x 20	360
C – right side above the bottom banner	86 x 86	920
D, E, F – 1/3 of the bottom banner	86 x 86	920
3rd page – premium space		
G, H, I – 1/3 of the bottom banner	86 x 119	580
5th, 7th and 9th page of weekly magazine		
J – 1/2 on width	266 x 180	1 280
Back page of weekly magazine		
Z – „top“	86 x 58	320
Servis box	86 x 86	440
Front page of specialized sections (Topic of the week, Plant production, animal production, agriculture equipment)		
Bottom banner	266 x 86	1 160
Topic of the week partner (+ article on www.zemedelec.cz)	266 x 119 176 x 230	1 440 1 520
Advertising inside the magazine		
1/1 page	266 x 365	1 980
Junior page	176 x 230	1 320
1/2 page – on height	131 x 365	1 200
1/2 page – on width	266 x 180	1 200
1/3 page – on height	86 x 365	1 040
1/4 page – on height	131 x 180	760
– on width	176 x 119	820
1/8 page – on height	86 x 119	400
– on width	131 x 88	460
1/16 page	86 x 58	220
Advertising inside the magazine		
1/4 page		440
1/2 page		800
2/3 page		1 080
1/1 page		1 240
Inserted advertisement		
1 – 4 page A4		1 000
4 – 8 page A4		1 200
8 – 32 page A4		1 400
More than 32 A4 pages		1 800
Exclusive placement is not guaranteed		
Graphic processing of advertisement		28

Prices are without VAT.

Issue Number	Topic of the week	Deadline (usually Tuesday)	Expedition (Monday)	Selected size of advertisement	Commercial article	Note
1; 2/25	Spring oilseeds, Application of mineral fertilizers	10. 12.	6. 1. 2025			
3	Spring cereals	17. 12.	13. 1.			
4	Spring soil cultivation, sowing	7. 1.	20. 1.			
5	Storage of produce	14. 1.	27. 1.			
6	The tractors over 200 k	21. 1.	3. 2.			
7	Catch crops not only for higher yield	28. 1.	10. 2.			
8	Poultry production	4. 2.	17. 2.			
9	Harvesting threshing machines, balers, picking wagons	11. 2.	24. 2.			
10	Technical equipment for smaller farms	18. 2.	3. 3.			
11	Spring stands protection, not just by pesticides	25. 2.	10. 3.			
12	Cultivation and harvest of fodders	4. 3.	17. 3.			
13	News and innovations in the agricultural sector	11. 3.	24. 3.			
14	Leasing, loans and insurance in agriculture	18. 3.	31. 3.			
15	Silage	25. 3.	7. 4.			
16	Spring time plant nutrition and stimulation	1. 4.	14. 4.			
17	New technologies in animal production/Animal Tech	8. 4.	22. 4.			
18	High-volume semi-trailers	15. 4.	28. 4.			
19	Winter oilseed rape	22. 4.	5. 5.			
20	Economy in orchards, vineyards and hop-gardens	29. 4.	12. 5.			
21	Municipal technology in services to farmers	5. 5.	19. 5.			
22	Mulching	13. 5.	26. 5.			
23	Tractors	20. 5.	2. 6.			
24	Service of agriculture technology	27. 5.	9. 6.			
25	Straw harvest	3. 6.	16. 6.			
26	Soil treatment after harvest	10. 6.	23. 6.			
27	Smart farming	17. 6.	30. 6.			
28	Biogas stations and their operation	24. 6.	7. 7.			
29	Transport in agriculture	1. 7.	14. 7.			
30	Winter cereals	8. 7.	21. 7.			
31	Loaders	15. 7.	28. 7.			
32	Grains storage	22. 7.	4. 8.			
33	Smart tractors equipment	29. 7.	11. 8.			
34	Corn harvest, Earth the provider "Země Živitelka"	5. 8.	18. 8.			
35	Feeding systems and nutrition of dairy cows	12. 8.	25. 8.			
36	Application of manures and mineral fertilisers, slurry machine	19. 8.	1. 9.			
37	Precision agriculture	26. 8.	8. 9.			
38	Ploughs and deep cultivators	2. 9.	15. 9.			
39	Forestry technology	9. 9.	22. 9.			
40	For quality tillage	16. 9.	29. 9.			
41	Handling technology	23. 9.	6. 10.			
42	Buildings and technologies for environment	30. 9.	13. 10.			
43	Machine fleet management – GPS navigation, monitoring of vehicle movement	7. 10.	20. 10.			
44	Harvesting threshing machines for effective harvest	14. 10.	27. 10.			
45	The tractors of middle performance class	21. 10.	3. 11.			
46	Finances and insurance in agricultural sector	27. 10.	10. 11.			
47	Corn	4. 11.	18. 11.			
48	Sowing machines for spring season	11. 11.	24. 11.			
49	Sprayers	18. 11.	1. 12.			
50	Feeding wagons	25. 11.	8. 12.			
51	Tires for agro-sector	2. 12.	15. 12.			
1; 2/26	Oilseeds, Application of mineral fertilizers	9. 12.	5. 1. 2026			
3	Spring cereals	16. 12.	12. 1.			
4	Soil cultivation, sowing	6. 1.	19. 1.			

Topic of the week SPECIAL – will be processed together with TV Zemedelec – PODCAST



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.

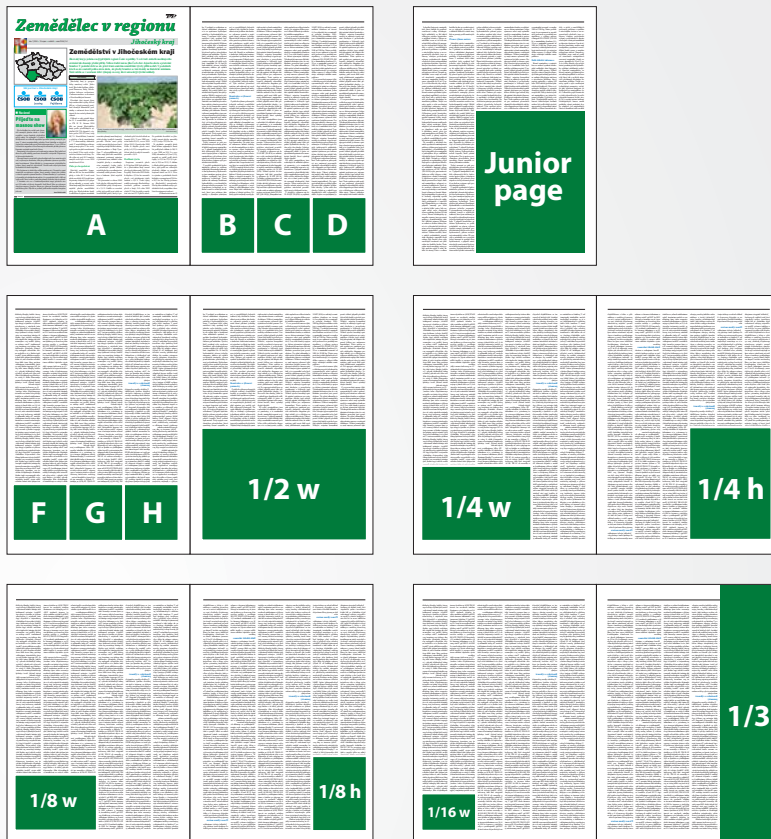


Electronic version

Price list 2024	Sizes in mm (width x height)	Colour advertisement (EUR)
Front page		
A – partner of the region	266 x 86	1 400
B + C	172 x 86	1 000
B, C, D – partners of the regions	86 x 86	540
2nd and 3rd page		
E – bottom banner	266 x 86	720
F, G, H – 1/3 bottom banner	86 x 86	240
Presentation in article form – editorial article		
1/1 page	266 x 365	920
1/2 page – on width	266 x 180	600
Advertising inside the magazine		
Delivered article – 1/2 page	266 x 180	560
1/2 page – on width	266 x 180	540
1/3 page – on height	86 x 365	600
Junior page	176 x 230	600
1/4 page – on height	131 x 180	400
– on width	176 x 119	440
1/8 page – on height	86 x 119	220
– on width	131 x 88	240

Extra charge for unconventional format 40 %

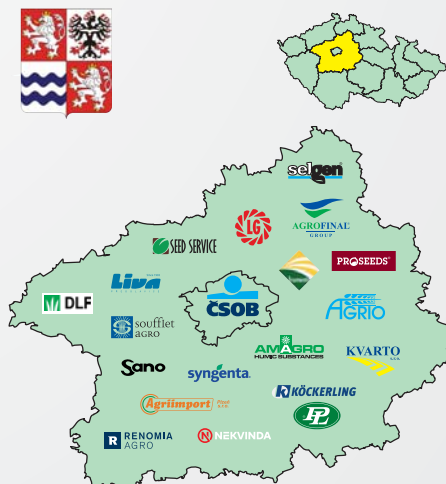
Prices are without VAT.



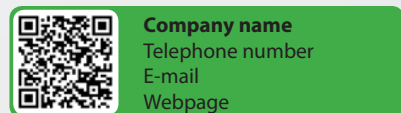
Number of the issue – month	Region	Deadline	Distribution	Notes
1 – January	Olomoucký	4. 12. 2024	13. 1. 2025	
2 – February	Zlínský	8. 1. 2025	10. 2.	
3 – March	Královéhradecký	12. 2.	17. 3.	
4 – April	Jihomoravský	12. 3.	14. 4.	
5 – May	Plzeň/Karlovy Vary	9. 4.	12. 5.	
6 – June	Pardubický	12. 5.	9. 6.	
7 – August	Jihočeský	14. 7.	11. 8.	
8 – September	Ústí n. Labem/Liberec	11. 8.	8. 9.	
9 – October	Moravskoslezský	9. 9.	6. 10.	
10 – November	Vysočina	10. 10.	10. 11.	
11 – December	Středočeský	5. 11.	8. 12.	
1 – January 2025	Olomoucký	1. 12. 2025	12. 1. 2026	

CENTRAL BOHEMIA REGION

For advertisers who publish in one issue an advertisement costing more than 5000 CZK, their logo with QR code (Company name, telephone contact, email, webpages) will be placed in newspapers on the page with map of the region.



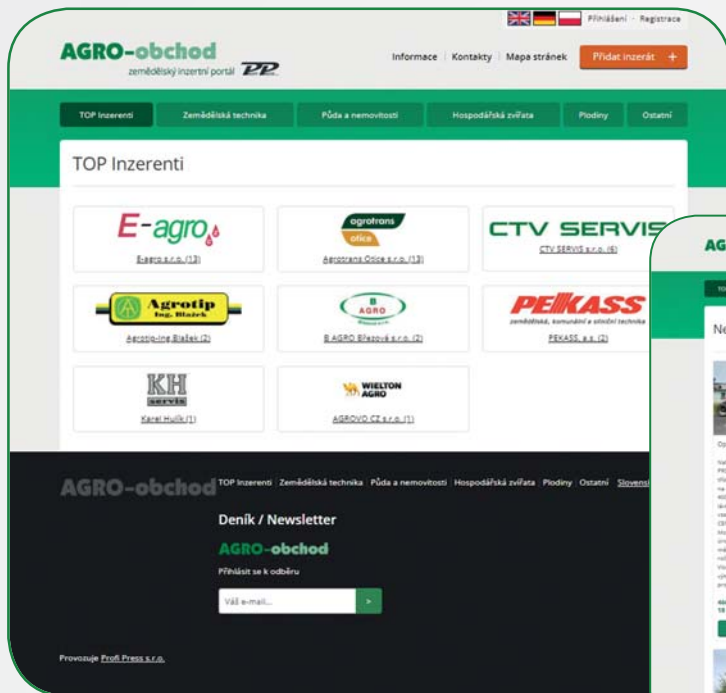
Ing. Markéta Kratochvílová
 +420 724 579 497
 marketa.kratochvilova@profipress.cz
 www.profipress.cz



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 11 250 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



SIGNIFICANTLY DISCOUNTED

PAID IMAGE ADVERTISEMENT

Paid advertisement allows you to add a photo to your advertisement. The price for this advertisement is 150 CZK + 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 CZK 150 + 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

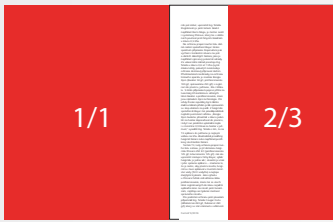
FARMÁŘ / FARMER

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* 1 520 EUR
149 x 297* 1 360 EUR



149 x 210 1 120 EUR
200 x 120 920 EUR



112 x 297* 920 EUR
1/8: 98 x 63 280 EUR
1/3: 200 x 81 840 EUR



72 x 297* 840 EUR
a) 97,5 x 120 520 EUR
b) 149 x 94 520 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 38,000 CZK and an A2 size 46,000 CZK. 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.
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david.nemecek@profipress.cz
www.profipress.cz



Month	Crop production	Livestock production	Technical equipment	Deadline	Distribution
1	Legumes and root crops	Correct young animal breeding	Transport technology	2. 12. 2024	7. 1. 2025
2	Spring nutrition and stimulation of stands	Roughages production	Handling equipment on the farm	9. 1. 2025	4. 2.
Special issue	Milk farms			10. 2.	6. 3.
	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		
4	Storage of crops	Pasture and pasture technologies	Sprayer machines	12. 3.	7. 4.
5	Winter rapeseed	Swine-breeding	Fodder harvest machines	8. 4.	7. 5.
Special issue	Cereals cultivation			12. 5.	5. 6.
	6	Offer of cereal varieties, establishment of stands, seed pickling, protection and nutrition, storage and transportation of cereals	Processing technology, using of cereals for feeding, preparation of feeding mixtures		
7	Autumn protection and nutrition	Poultry breeding	Spreaders of manures and mineral fertilisers	9. 6.	4. 7.
8	Cultivation of non-traditional crops	Goats and sheep breeding	Sowing machines	11. 7.	6. 8.
Special issue	Precision agriculture and smart farming			11. 8.	8. 9.
	9	Plant nutrition and protection in precision agriculture, mapping and long range scanning, sensors and sensor stations, using of software for precision agriculture, data analysis and data modeling	Automation in stables, animal tracking, modern technologies in animal breeding		
10	Organic matter in soil	Livestock nutrition	Machines for soil cultivation	15. 9.	8. 10.
11	Permanent grass stands and fodders stands	Horse-breeding and agrotourism	Cisterns and application equipment	10. 10.	6. 11.
Special issue	Corn			5. 11.	4. 12.
	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		
1/2026	Catch crops and greening	Buildings and reconstructions on the farm	Tractors	1. 12. 2025	6. 1. 2026

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.

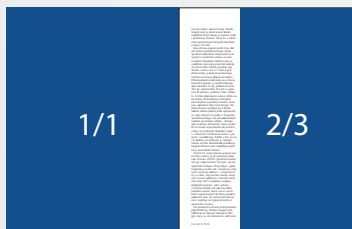


Printed version



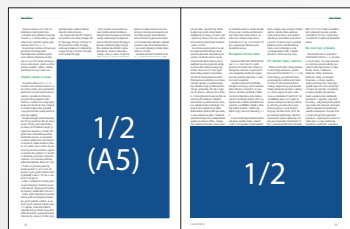
Electronic version

Month	Topic	Intended content	Deadline	Distribution
1	Tractors	Tractors	2. 12. 2024	7. 1. 2025
2	Soil cultivation and sowing	Paring ploughs, sowing machines, precision sowing machines	9. 1. 2025	5. 2.
3	Fodders harvest	Harvesting cutters, mowers, hay trailers, tedders, rakes	10. 2.	7. 3.
4	Cereals harvest	Harvesting threshers, shredders	11. 3.	7. 4.
5	Precision agriculture	Navigation, data collecting, locally differentiated agricultural technology, telematics	7. 4.	6. 5.
6	Transportation and handling	Manipulators, articulated loaders, front tractor loaders, semi-trailers, trailers	7. 5.	4. 6.
7	Tractors for special uses	Tractors in non-agriculture spheres, tractors for orchards and vineyards	5. 6.	4. 7.
8	Systems of soil cultivation	Ploughs, paring ploughs, deep tillers, sowing machines	10. 7.	6. 8.
9	Application of fertilizers	Distributors of farm and mineral fertilizers, slurry distributors	11. 8.	8. 9.
10	Feeding wagons	Feeding wagons, unrollers	8. 9.	4. 10.
11	Modern agriculture systems + appendix tractors	Regenerative agriculture, alternative methods of agrotechnics, robotics	7. 10.	6. 11.
12	Sprayers	Sprayers, sprinkles	6. 11.	4. 12.
1/2026	Tractors	Tractors	1. 12. 2025	7. 1. 2026



230 x 297*
1 520 EUR

149 x 297*
1 360 EUR



149 x 210
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72 x 297*
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a) 97,5 x 120
520 EUR

b) 149 x 94
520 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 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	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1 + B2	300 x 600	week	300
		month	1 040
Banner B3 + B4	300 x 600	week	200
		month	720

Commercial professional text
160 EUR

Commercial professional text
with video
200 EUR

Petr Mikuš
+420 721 247 205

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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.

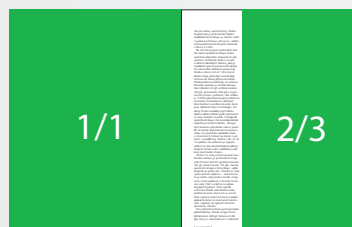


Electronic version



Printed version

Month	Topic	Intended content	Deadline	Distribution
1	Soil preparation and spring cereal sowing	Cereals, soil preparation system and sowing machines, nutrition of malting barley and recommended varieties by malt-houses, fodders	22. 11. 2024	18. 12. 2024
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	2. 1.	27. 1. 2025
3	Fertilizing and stimulation during vegetation	Foliar fertilizers, morpho regulators, stimulants and adjuvants, biopreparations, offer of application technology	31. 1.	26. 2.
4	Weed management in stands and catch crops + Appendix rapeseed	Preparations for herbicide treatment of agricultural crops, weed control technology	3. 3.	28. 3.
5	Treatments against diseases and pests	Fungicidal and insecticidal protection of cereals, rapeseed and other field crops, biological protection and application technology	31. 3.	28. 4.
6	Winter rapeseed	Offer of rapeseed varieties, tillage technology and machines For precision sowing, basic fertilization	5. 5.	28. 5.
7	Winter cereals	Offer of wheat varieties, rye, triticale and winter barley, establishment of stands, basic fertilization, seed pickling	27. 5.	25. 6.
8	Autumn applications + Appendix wheat	Autumn tillage, fertilization, plant protection, weed control and stubble applications	30. 6.	29. 7.
9	Storage of production	Storage of grains, oilseeds and root crops - silos, dryers, warehouses and transport routes, silage and haymaking technology	4. 8.	27. 8.
10	Legumes and root crops	Varieties potatoes offer, sugar beets, soybeans, feed value of legumes and new varieties, protection and cultivation, fodders	3. 9.	1. 10.
11	Anti-erosion measures and soil protection	Paring ploughs, sowing machines, soil protection technologies of stands establishment	2. 10.	29. 10.
12	Corn and sorghum cultivation	Offer of corn varieties for the year 2026 – grain and silage cultivation hybrids of corn, varieties suitable for biogas production, sorghum varieties, technology of establishing corn and sorghum stands	27. 10.	24. 11.
1/2026	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-houses, fodders	24. 11. 2025	22. 12. 2025



230 x 297* 1 520 EUR
149 x 297* 1 360 EUR



149 x 210 1 120 EUR
200 x 120 920 EUR



112 x 297* 920 EUR
1/8: 98 x 63 280 EUR
1/3: 200 x 81 840 EUR



72 x 297* 840 EUR
a) 97,5 x 120 520 EUR
b) 149 x 94 520 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



Envelope flap sizes
147 x 70 mm + 5 mm (front)
147 x 297 mm + 5 mm (back)

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We would like to inform you, our partners, that the magazines Úroda and Rostlinolékař will merge in year 2025. You will now be able to access information from the Czech Plant Protection Society in regular columns of the magazine Úroda. We believe that this information will be interesting for agronomists and the agricultural public, even outside the plant protection profession.



Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1 + B2	300 x 600	week	300
		month	1 040
Banner B3 + B4	300 x 600	week	200
		month	720

Commercial professional text

160 EUR

Commercial professional text with video

200 EUR



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/ appendices
1	22. 11.	Complex protection of winter wheat <ul style="list-style-type: none"> • herbicides • fungicides • insecticides Cereals <ul style="list-style-type: none"> • growth and development regulators 		
2	2. 1.	Complex protection of winter rapeseed <ul style="list-style-type: none"> • herbicides • fungicides • insecticides • growth and development regulators • biostimulators applied on the leaf/ to the soil 	legumes: lupine, beans, peas, soy-beans	foliar fertilizers, EKOTECH magazine
3	31. 1.	Complex protection of spring barley <ul style="list-style-type: none"> • herbicides • fungicides (fusariosis of ears) • insecticides 		
4	3. 3.	Kompletní ochrana kukuřice <ul style="list-style-type: none"> • herbicides • fungicides • insecticides 		

Month	deadline	plant protection products	list of varieties	fertilizers/ appendices
5-6	31. 3.	Complex protection of sunflower <ul style="list-style-type: none"> • herbicides • fungicides • insecticides • regulators of growth and development 	ozimá řepka	EKOTECH magazin
	Published in May	Pre-harvest application <ul style="list-style-type: none"> • winter rape • winter wheat and spring barley • peas • potatoes • red clover, crimson clover Additives, adjuvants and other beneficial substances		
7	27. 5.	Autumn protection of winter rapeseed <ul style="list-style-type: none"> • herbicides • fungicides and morpho regulators • insecticides, molluscicides and rodenticides • regulators of growth and development • pickling agents Cereals and rapeseed <ul style="list-style-type: none"> • plant biostimulators for pickling 		

Month	deadline	plant protection products	list of varieties	fertilizers/ appendices	Month	deadline	plant protection products	list of varieties	fertilizers/ appendices
8	30. 6.	Winter cereals – protection and varieties • herbicides – for autumn application • insecticides • pickling agents	winter wheat, winter barley, winter rye and winter triticale	EKOTECH magazine	11	2. 10.	Overview of corn hybrids and varieties of sorghum for 2026	corn and sorghum	EKOTECH magazine
9–10	4. 8.	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 Beneficial plant substances for pickling • spring crops			12	27. 10.	Overview of spring cereals and sunflower varieties for 2026 Cereals • plant biostimulators applied on the leaf/ to the soil	spring barley, spring wheat, spring oat and spring triticale, sunflower	
Published in September					1/26	24. 11.	Complex protection of winter wheat • herbicides • fungicides • insecticides Cereals • growth and development regulators		

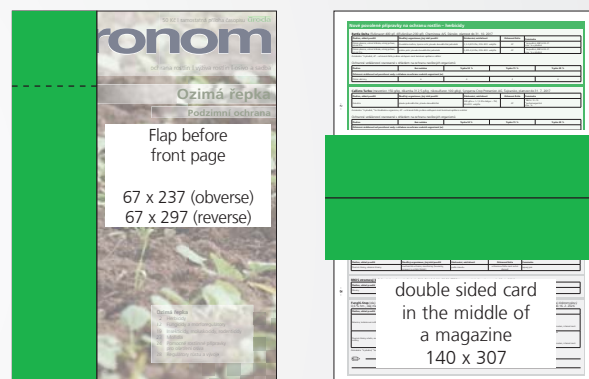
The date of distribution to subscribers is the same as for the magazine Úroda

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.

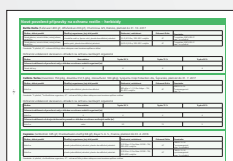
We implement this project for wheat, oilseed rape, corn, potatoes, peas, poppy, sunflower and sugar beet.

Type of advertisement	Size (mm)	Price (EUR)
Flap before front page	67 x 237 (obverse), 67 x 297 (reverse)	1 760
Folding flap with phenophases	logos of plant products and their use on the page 610 x 297	1 560
Double page with phenophases	420 x 297 (fallout*)	1 000
double sided card in the middle of a magazine	140 x 307	1 240
1/1	210 x 297 or 297 x 210 (fallout*)	1 400
1/2 – bottom banner	267 x 90	840
1/3 – bottom banner	267 x 59	680
1/4	132 x 90	560
1/6	132 x 59	360
Logo of the product with text range of 500 characters	placing in the table	160
Logo of the company at all varieties or products	price per 12 issues	720 Kč/year Price per issue

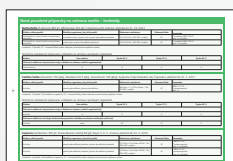
* To the stated sizes it is necessary to add 5 mm on each side. Prices are without VAT.



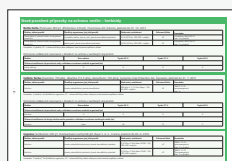
Premium advertising space: double sided card in the middle of a magazine, foldable envelope, envelope flap, 2nd envelope, 4th envelope
*see Premium advertising space in Terms & Conditions



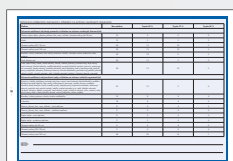
1/1
297 x 210
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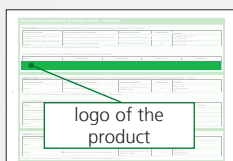
1/2
267 x 90



1/3
267 x 59



1/4
132 x 90



1/6
132 x 59

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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

Měsíc	Témata	Obsahový záměr	Uzávěrka	Distribuce
1	Animal welfare, ecological breeding and environment	Principles of good breeding practice with regard to welfare	25. 11. 2024	3. 1. 2025
2	Reproduction and care for young animals	Creation of suitable conditions for proper rearing of young animals, wean management, breeding, reproduction	3. 1.	3. 2.
3	Roughages and grazing technology	Harvesting technology, feed conservation, storage and handling, grazing technologies, care of grazing areas	4. 2.	3. 3.
4	Technological innovations and smart farming Magazine appendix: Animal tech (27. – 30. 4. 2025)	Technological equipment of operations, modernization, automation, digitization, robotics, herd management, smart technologies, animal production 4.0 Company offers, exhibitions, news	5. 3.	1. 4.
5	Heat stress and zootechnical work	Heat stress, sanitation, prevention, hygiene standards, stable microclimate, methods of manure scraping, feces processing and storage	31. 3.	2. 5.
6	Swine breeding	Economics, technology, nutrition, swine breeding	30. 4.	2. 6.
7	Milk production and it's quality	Technological equipment for milking, milk cooling and milk processing, care of mammary gland, operation automation	30. 5.	1. 7.
8	Buildings and reconstructions in animal production	Building realization and investments, reconstruction and modernization, building elements, building solutions	7. 7.	1. 8.
9	Breeding of cattle, sheep and goats	Management and issues of dairy and beef cattle, sheep and goat breeding	4. 8.	1. 9.
10	Poultry farming	Management and issues of farming landfowl and waterfowl	2. 9.	1. 10.
11	Feed systems and animal Magazine appendix: Milking equipment catalogue	Feed management, products offer, securement of feed intake, feed storage, feeding wagons, watering of animals Overview of available milking equipment and milking robots on the czech market	29. 9.	3. 11.
12	Livestock health	Prevention, treatment of most common diseases in livestock farming, metabolic diseases of animals, biosecurity principles	31. 10.	2. 12.
1/2026	Ecological farming and animal welfare	Ecological cattle farming, principles of good animal breeding practice with regard to welfare	24. 11.	3. 1. 2026



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



72 x 297* 864 EUR
a) 97,5 x 120 535 EUR

b) 149 x 94

* 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
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
		month	823
Banner B2	300 x 300	week	226
		month	823
Banner B3	300 x 300	week	144
		month	473
Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Commercial professional text
165 EUR

Commercial professional text
with video
206 EUR

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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.

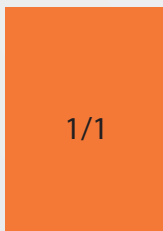


Electronic version



Printed version

Number- Month	Topics	Intended content	Deadline	Distribution
1 - January	Mineral nutrition	Mineral nutrition by type and category of livestock	9. 12. 2024	15. 1. 2025
	Automation of feeding	Advantages of automatic feeding, feeding in milking robots, automatic feeding systems, dry x wet feed for pigs		
2 - March	Manufacture of conserved feed	Technique and preservatives for the production of conserved feed, antioxidants, feed binders, storage of conserved feed	18. 2.	14. 3.
	Animal tech	News, company offers, exhibitions		
3 - May	Magazine appendix: Silage additives 2025	Overview of silage additives on the czech market for 2025	16. 4.	15. 5.
	Heat stress	Nutritional solutions to relieve cattle heat stress, water supply, ventilators		
4 - July	Principles of calf nutrition	Requirements for nutrients, feeding plans, specific feeds, practical examples, milk feed mixtures	13. 6.	11. 7.
	Feed processing	Modern technology for the production and processing of feed, feed systems, vks, feed mixers, modernization of operations		
5 - September	Storage and manipulation with feeds	Storages, silos, post-harvest lines, technology for crop treatment (cleaning, drying), storage, removal, conveyors, lines automatization	20. 8.	15. 9.
	Principles of swine nutrition	Nutrition of sows, boars, piglets on milk diet, in pre-fattening and fattening (specific feeds, practical examples, milk feed mixtures for piglets)		
6 - November	Production, preparation and feeding of feeds	Technologies for feed production and processing, feeding systems, preparation rooms, feed mixers, feed feeding equipment, feeding wagons	17. 10.	13. 11.
	Principles of horse nutrition	Requirements for nutrients, feeding plans, specific feeds, feed medication, practical examples		
1/2026 - January	Mineral nutrition	Mineral nutrition by type and category of livestock	8. 12.	12. 1. 2026
	Principles of nutrition for broiler chickens and laying hens	Requirements for nutrients, feeding plans, specific feeds, practical examples, cocci-diostats and histomonostats		



210 x 297*
1 276 EUR



133 x 297*
864 EUR



105 x 297*
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



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Printed version

ZAHRADNICTVÍ / GARDENING magazine for professional gardeners

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	9.1.	15. 1.
2	Establishment and maintenance of green areas	Grass-seed mixtures, grass carpets, mechanization for establishment and maintenance of green areas, lawn fertilizers	17. 2.	13. 3.
3	Floriculture - tree nursery	Modern greenhouses and foil greenhouses, irrigation for greenhouses and foil greenhouses, soluble fertilizers for irrigation systems, planting tables	17. 4.	14. 5.
4	Lawns and green areas	Grass-seed mixtures, grass carpets, mechanization for establishment and maintenance of green areas, lawn fertilizers, green roofs, green walls, substrates for roofs	16. 6.	11. 7.
5	New flowers	New flowers in year 2025	20. 8.	15. 9.
6	Greenhouses, irrigation, technology	Greenhouses, irrigation, technology for gardeners, greenhouse technology, hydroponics	20. 10.	13. 11.
1/2026	Vegetable-growing – fruit-growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers and fruit-growers, chemical and biological protection, mechanization for vegetable-growers, tractors for orchards and vineyards, tree cutting equipment	8. 12.	12. 1. 2026

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	149 x 210 823 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	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**

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ENERGIE 21 / ENERGY 21

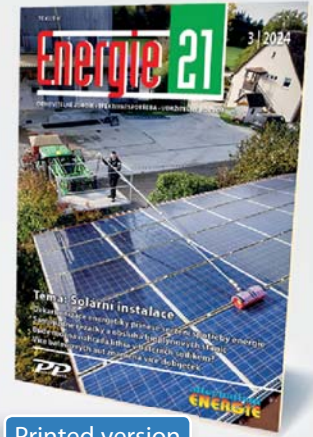
Renewable resources, efficient consumption, sustainable development

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



Electronic version

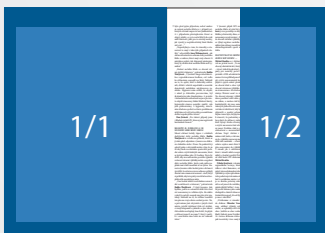
topics are also legislation, the sustainable development of regions and landscapes, links between energetics, economy, and ecology. The magazine is distributed in the form of a subscription with copies numbering more than four thousand, of which about four hundred subscribers are from Slovakia. Energy 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.



Printed version

Month	Topic	Intended content	Deadline	Distribution
1. – February	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	17. 1. 2025	12. 2.
2. – April	Biogas stations*	Serviceability, maintenance, modernization, heat utilization, biomethane	17. 3.	14. 4.
3. – June	Solar installations	Photovoltaic power station, thermal collectors, accumulation	16. 5.	11. 6.
4. – August	Modern heating	Heat from renewable sources, heaters, cogeneration, community energetics	17. 7.	13. 8.
5. – October	Air protection, transportation*	Electric vehicles, alternative propulsion, biofuels	15. 9.	13. 10.
6. – December	Building energetics	Building constructions, resources and appliances, economic measures	14. 11.	11. 12.
1/2025 – February	Energy networks, accumulation	Transmission, distribution and storage of energy, trading	8. 1. 2026	12. 2.

* Is published simultaneously in the weekly periodic Zemědělec



210 x 297*
182 x 250
1 540 EUR

105 x 297*
91 x 250
880 EUR



210 x 145*
182 x 125
880 EUR

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



210 x 100*
182 x 80
770 EUR

120 x 85
550 EUR



85 x 120
550 EUR

120 x 43
330 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	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1 + B2	300 x 600	week	300
		month	1 040
Banner B3 + B4	300 x 600	week	200
		month	720

Commercial professional text
160 EUR

Commercial professional text
with video
200 EUR

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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	9. 12. 2024	15. 1. 2025
2	Establishing and maintaining greenery	Mowing and mulching equipment, soil preparation, sowing, weed elimination, seedlings, fertilizers	17. 1.	12. 2.
3	Forest equipment, bio-waste	Trailers, harvesters, tractor extensions, chainsaws, wood shredder, woodchippers, screeners	17. 2.	14. 3.
4	Tractors for municipal sphere	Tractors, trailer machinery, hydraulic systems, spare parts, tires	17. 3.	14. 4.
5	Maintenance of roads and surrounding	Road repairs, power arm cutter, ditch and stump cutters	14. 4.	15. 5.
6	Universal equipment holders	Multifunctional toll holders, working extensions, tires, GPS systems	16. 5.	11. 6.
7	Construction machinery for cities and municipality	Excavators, loaders, handlers, diggers, trenchers, working platforms	13. 6.	11. 7.
8	Regeneration and maintenance of greenery	Mowers, scarifier, aerators, soil cutters, maintenance of artificial surfaces	17. 7.	13. 8.
9	Sweeping, cleaning, and washing equipment	Auto collecting sweepers, extensions, brushes, high pressure washers, cleaners	18. 8.	15. 9.
10	Tractors for cities and municipalities	Municipal tractors, equipment, front loaders, working extensions, tires	15. 9.	13. 10.
11	Winter maintenance of roads	Snow ploughs, brushes, cutters, spreaders, snow chains, spreading materials	17. 10.	13. 11.
12	Waste management	Collecting and processing of waste, equipment of recylation centres, records and GPS systems	14. 11.	11. 12.
1/2026	Transport, manipulation, alternative fuels	Handlers, loaders, working platforms, equipment powered by alternative fuels	8. 12.	12. 1. 2026

230 x 297* 200 x 245 1 540 EUR	115 x 297* 97,5 x 245 880 EUR	230 x 142* 200 x 120 880 EUR	72 x 297* 57 x 252 770 EUR	230 x 102* 200 x 81 770 EUR	149 x 148* 132 x 131 770 EUR	97,5 x 120 149 x 94 550 EUR	149 x 47 330 EUR	

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

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

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

www.komunalweb.cz

Position	Size (px)	Duration	Price (EUR)
Branding	Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400	week	400
		month	1 280
Banner C	1 120 x 230 or 1 120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1 + B2	300 x 600	week	300
		month	1 040
Banner B3 + B4	300 x 600	week	200
		month	720

Commercial professional text

160 EUR

Commercial professional text with video

200 EUR

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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**

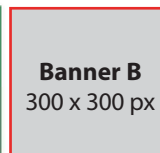
We strictly observe the rights of importers, holders of registrations and trademarks, during the whole process.

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



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

The screenshot shows the website layout with the following banner specifications:

- Banner C:** 1 120 x 230 or 1 120 x 400 px (top)
- Banner D:** 714 x 80 px (middle)
- Banners B1, B2, B3, B4:** 300 x 300 px (right side)
- Left side:** 400 x 1 080 px
- Right side:** 400 x 1 080 px
- Vertical combinations:**
 - B1 + B2: 300 x 600 px
 - B3 + B4: 300 x 600 px

www.AGROWEB.cz

www.ZEMEDELEC.cz

www.MECHANIZACEWEB.cz

www.NASCHOV.cz

www.URODA.cz

www.ZAHRADAWEB.cz

www.KOMUNALWEB.cz

www.ENERGIE21.cz

www.TVZEMEDELEC.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.


STUDIO TV ZEMĚDĚLEC


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.

 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 600 EUR + travel expenses 0,5 EUR/km

BROADCAST FROM TV ZEMĚDĚLEC 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 agroweb.cz for 7 days before broadcast. After broadcast editorial article in magazine Zemědělec with reference on the video.

Basic price 600 EUR + based on the technical difficulty

LOGO PLACEMENT IN VIDEOS TV ZEMĚDĚLEC:

Contains: Logo placement with link to TVs webpage for 5 sec. The link redirects to desired webpage..

80 EUR for one placement

Zemědělec Podcast

A podcast dedicated to agriculture and interviews with leading experts. We bring current topics, innovations, and practical advices and inspiration for everyone interested in modern agriculture. Associate your name with quality content and reach active farmers and experts in the field. Let your product be heard where it makes sense!

Contains: **advertisement ¼ of page in weekly magazine Zemědělec** one week before broadcast, banner on agroweb.cz for 7 days before broadcast.

Listen via Spotify, Apple Podcasts, YouTube and on TV zemědělec channel.



Interview partner:

560 EUR

As part of a partner podcast with an expert, the moderator will mention partner several times during the interview and briefly introduce partner in a few sentences. Alternatively, you can use a jingle in which the text introducing the partner will be heard. Both options will ensure a natural integration of the promotion into the content without disturbing the listeners and at the same time increase brand awareness.

Interview with a company representative: 560 EUR

A podcast in the form of an interview with a company representative who brings interesting information on the chosen topic and at the same time promotes the company. No pressure or indirect advertising - just authentic content that offers listeners added value and increases brand awareness in a casual way.

Author's podcast:

560 EUR

In an author's podcast, the redactor processes expert topics according to the advertising client's specifications. Your topic will be given space in a professional manner, ensuring relevant content and reaching the target group. Support your brand with an original format and let experts talk about what is important to you.



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.tvzemedelec.cz for promotion on your website as well.

Partnership in a professional discussion – option A: 600 Kč

40 % of programme product placement - placing of the product on the screen, logo during the introduction, sponsor presentation, introduction video, logo on the background. This includes thanking the partner and a short introduction of the partner in the podcast version of the meeting, that will be placed at the beginning, middle and end of the meeting.

Partnership in a professional discussion – option B: 360 Kč

20 % of programme product placement - placement of the product on the screen, logo during the introduction, sponsor introduction. This includes thanking the partner and a short introduction of the partner in the podcast version of the meeting, that will be placed at the beginning, middle and end of the meeting.

Product placement:

2 400 Kč

Product placement on the screen, a live coulisse on the background of discussion. This includes thanking the partner and a short introduction of the partner in the podcast version of the meeting, that will be placed at the beginning, middle and end of the meeting.



TÉMATA ODBORNÉ DISKUSE

Datum	Téma	Redaktor	Obsahová náplň
Leden	Does rapeseed harm or benefit the fields?	Martin Sedláček	Structure of oilseeds and rapeseed cultivation in the Czech Republic and EU countries.
Leden	Soil cultivation – to plow or not to plow?	Jiří Hruška	The essence and dilemmas on the topic of plowing and no-tillage soil cultivation.
Únor	What must a modern tractor be able to do?	Luboš Stehno	History and modern features of today's tractors.
Únor	Are we successful in poultry farming?	Martin Jedlička	Comparison of production and technological parameters of poultry farming in the Czech Republic.
Březen	Why pesticides? Plant protection products.	David Bouma	Comparison of pesticide use within the EU and the necessity of use to ensure human nutrition.
Duben	Can crops be grown without plant nutrition?	Barbora Venclová	Plants also need nutrition, how much and where and what kind in EU countries and the Czech Republic
Květen	Winter rapeseed and what are the most common fake news about it?	Jana Pančíková	How to grow rapeseed correctly and what untruths are spread about its cultivation?
Květen	Quo vadis fruit growing and viticulture? Two different stories.	Lucie Poláková	Why is the area of fruit orchards constantly decreasing and why has the area of vineyards increased since the Velvet Revolution?
Červen	Tractors and how are today's machines more environmentally friendly than they were before?	Martina Karásková	The tractor is a key machine in production agriculture, but these machines are also environmentally friendly.
Červenec	What is smart farming or what can modern agriculture do?	Petr Beneš	Smart farming are dynamically developing agricultural technologies, what can it do today?
Červenec	Our daily bread, will it be enough and at what price?	Zuzana Fialová	First estimates of harvests in the Czech Republic, the EU, in the World, what kind of harvest can we expect, will it be enough and at what prices?
Srpen	How are commodities sold and is self-storage profitable?	Zdeněk Makovička	The advantages of self-storage are obvious in the long term, but the crop can be sold after harvest or before harvest, which is more advantageous?
Srpen	Cow as a producer of greenhouse gases? And how to influence this by different feeds for dairy cows?	Lukáš Prýmas	Does it make any sense to consider a cow as a producer of greenhouse gases? And how to reduce this production?
Září	In what precision agriculture will help farmers the most?	Petr Beneš	Precision agriculture is a set of technologies that ultimately make agricultural production more efficient and is environmentally friendly.
Září	Are production animals raised well and ecologically?	Jana Velechovská	Farm animal breeding has recently two important factors, welfare and the environment. Do we have such stables in the Czech Republic?
Listopad	Corn, an American plant, since when and for what we have it on our fields?	Alena Ježková	We haven't grown corn in the Czech Republic for that long, since when and for what we have it in our fields, why do we grow it?
Prosinec	Sprayers, what they can do today, machines without which nothing would grow in the fields?	Martina Karásková	Without a machine called a sprayer, it is impossible to treat the fields and it is impossible to achieve a quality harvest. What can these machines do today?

All video recordings are always published at tvzemedelec.cz, YouTube channel TV Zemědělec, Profi Press Facebook page and it's provided to the client for other uses.



Whole background – all over option + 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 B1
300 x 600 px

Banner B2
300 x 600 px

Článek - perspektivní plodina českých polí

BANNERS AT TV ZEMĚDĚLEC

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	165
		month	576
Banner B1	300 x 600	week	144
		month	473
Banner B2	300 x 600	week	144
		month	473

Uvedené ceny jsou bez DPH.

Total website traffic in 2023 (data source Google Analytics)

	users	visits	average time of visit (min)	events per visit
tvzemedelec.cz	15 560	28 193	21 min 56 s	2,2

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www.tvzemedelec.cz/porad/podcast

PODCAST

Bramborářské dny 2024 - Rozhovor
Hovoříme s Josefem Králíčkem, předsedou ČBS
Téma: Rostlinná výroba
Pořad: Podcast, TV reportáž
Audio záznam: Poslechnout si
Poslouchat přes Spotify
Poslouchat přes Apple

Nové kolo příjmu žádostí
Marek Výborný, ministr zemědělství ČR
Téma: Zemědělská politika
Partner: ProfiPress s.r.o.
Pořad: Podcast
Audio záznam: Poslechnout si
Poslouchat přes Spotify
Poslouchat přes Apple

Nákazová situace v České republice
Zbyněk Semerád
Téma: Živočišná výroba
Partner: ProfiPress s.r.o.
Pořad: Odborná diskuse, Podcast
Audio záznam: Poslechnout si
Poslouchat přes Spotify
Poslouchat přes Apple

Udržitelné postupy v zemědělství - Klima-adaptační diagnostika
21. díl
Téma: Obnovitelné zdroje energie
Partner: ČSOB, a.s.
Pořad: Podcast, Trvale udržitelné zemědělství
Audio záznam: Poslechnout si
Poslouchat přes Spotify
Poslouchat přes Apple

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 (564 x 100 or 564 x 200 px) with an active link. Number of subscribers: 3,100. Open rate: approx. 30%.

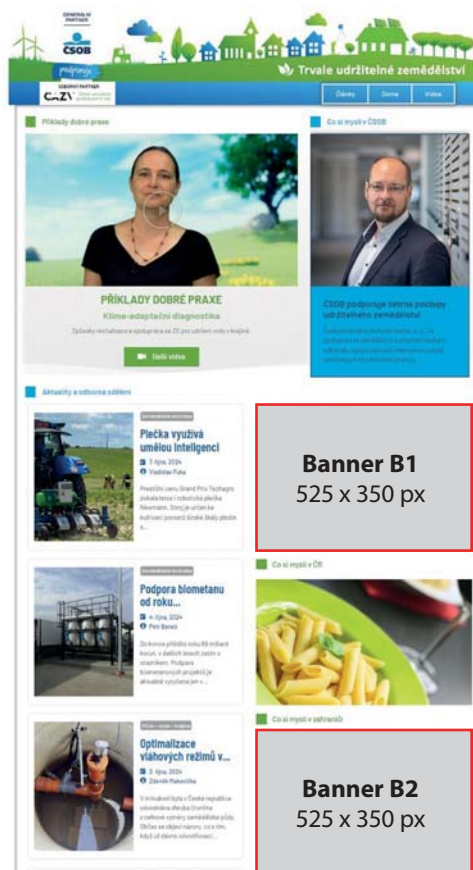


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WWW.TRVALEUDRZITELNEZEMEDELSTVI.CZ

Trvale udržitelné zemědělství / The Sustainable Agriculture portal focuses on supporting environmentally friendly agricultural practices that contribute to the long-term maintenance of healthy landscapes and biodiversity. It provides expert information and current knowledge on agroecological approaches, eco- production and integrated agriculture, which reduce negative impacts on the environment. The website serves as an educational platform for experts, farmers and the public and offers inspiration for sustainable farming that meets the principles of soil protection, water protection and protection of biological resources in accordance with European standards.



Position	Size (px)	Duration	Price (Kč)
Banner B1	525 x 350	Week	4 000
		Month	12 000
Banner B2	525 x 350	Week	3 000
		Month	9 000

Prices do not include VAT.

Publishing Rules

Inserted advertisement

	1-4	5-8	9-32	33 and more
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 %		

Price of advertisement graphic processing: 29 EUR

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.

Technical requirements for advertising

Documentation submission to:

a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 DPI saved as CMYK, compatible with InDesign, minimum 3 mm padding from each side) TIFF, JPG (300 DPI, CMYK), AI, EPS (all in curves, CMYK, 300 DPI) documents INDESIGN (and lower) with source data.

b) ADVERTISEMENT TO BE PRODUCED:

Texts and tables: Microsoft Word

Graphs: Microsoft Excel

Logos: EPS (curved, saved without background)

The specified formats are after processing, all formats need to be at least 3 mm larger on each site for the processing.

The detailed information we will send by email on request.

General terms of advertising

1. Advertisement ordering

- The publisher accepts advertisements only based on a written order or contract and the supplied documents. The order must contain the trade name of the company, company address, address of business or address of residence, company ID, tax code, stamp and signature of the client, date of signature.
- The client is responsible for the delivery of the text of the advertisement and flawless data for printing.
- The client is responsible for the content and legal admissibility of texts and pictures for advertising.
- The publisher is not responsible for the accuracy of the data in the published advertisements and is not obliged to examine whether they do not infringe the rights of third parties.

2. Returning of materials and prints revision

- Print materials are returned to the client only on request. Revised advertisements produced in the publishing is sent to the client for approval. If the client does not accept the modification of the advertisement within the specified time, it is presumed to be approved.
- The publisher guarantees the normal print quality within the possibilities provided by the provided printing material and by used technology.

3. Edits and placement of advertisement in magazine

Advertisements, that there are not possibly recognized as an advertisement due to their stylisation, will be marked with word "advertisement".

4. Right to reject an advertisement

- The publisher reserves the right to reject the advertisement on the grounds of content or technical quality if it conflicts with applicable legal or official standards, good morals and customs, given technical

conditions or in conflict with the interests of the publisher.

- The publisher reserves the right not to accept the order from the client who owes for the previously published advertisement or to suspend fulfilment of the order until the amount due has been paid.

5. Payment for advertisement

- The price for the advertisement is invoiced by the publisher within 5 days after its publication. The invoice is sent to the client together with a magazine control copy. The invoice is usually payable within 14 days. Another date can be agreed upon by contract.
- If the client is in delay with the payment of the invoice, the publisher retains to charge the client with interest on delay of an agreed amount. If no amount is agreed, default interest is 0.1% of the amount due for each calendar day of delay.

6. Complaints – compensation

- In case when the advertisement is printed completely or partially illegible, incorrect or incomplete, the client has the right to discount or have an advertisement printed again correctly.

- A complaint can be filed within 14 calendar days after publication

7. Prices in the price list are in CZK and without VAT

Different conditions for publishing the advertisement can be agreed upon in the contract. A contract is a required for orders with other than normal conditions of cooperation.

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.

Slovakia field days

Selice

Slovak exhibition of varieties, plant protection and plant nutrition, farming techniques and farm animals

Celoslovenské
dni poľa
poľnohospodárska výstava

3. – 4. 6.
2025



www.dnipola.sk
www.profiexpress.sk

Our field

Nabočany

Czech exhibition of field experiments with crop varieties, plant protection and plant nutrition and presentation of agricultural technology

Naše pole
zemědělská výstava

10. – 11. 6.
2025



www.nasepole.cz
www.profiexpress.cz

Farmer's day – Kámen u Pelhřimova

National contracting exhibition with demonstration of agricultural and forestry equipment.
The part of exhibition will also be a demonstration of professional machines from
Day of Garden and Municipal Equipment



10. – 11. 9. 2025



www.denzemedelce.cz

www.profiexpress.cz

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Crop harvest, Agronomist,
Magazine of plant medicine
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uroda.cz



Our breeding, Feedings
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Gardening, Floristry
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Gardening, Floristry
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