

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](http://WWW.PROFIPRESS.CZ)


# 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](http://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](http://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

**Vlastimil Uhlíř**  
Multimediální specialista  
+420 727 817 524  
vlastimil.uhlir@profipress.cz  
www.profipress.cz



# www.tvzemedelec.cz/porad/podcast

**PODCAST**

**Bramborářské dny 2024 - Rozhovor**  
Hovoříme s Josefem Králíčkem, předsedou ČS  
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

# 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 <sup>nd</sup> page of cover	25 %	Extra charge for unusual format	40 %
3 <sup>rd</sup> page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4 <sup>th</sup> page of cover	30 %	Extra charge for print of fifth colour	10 %
5 <sup>th</sup> 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.