

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)

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

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

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

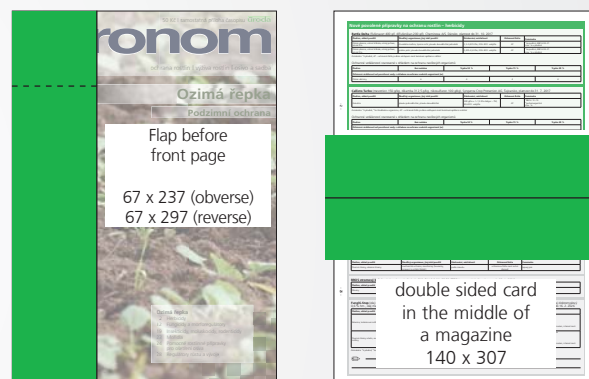
The date of distribution to subscribers is the same as for the magazine Úroda

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.

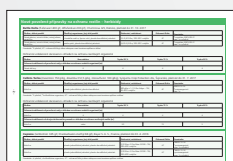
**We implement this project for wheat, oilseed rape, corn, potatoes, peas, poppy, sunflower and sugar beet.**

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

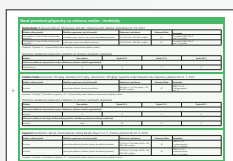
\* To the stated sizes it is necessary to add 5 mm on each side. Prices are without VAT.



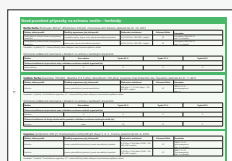
**Premium advertising space:** double sided card in the middle of a magazine, foldable envelope, envelope flap, 2nd envelope, 4th envelope  
\*see Premium advertising space in Terms & Conditions



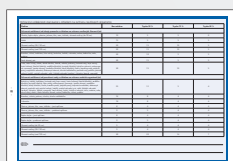
1/1  
297 x 210  
spad



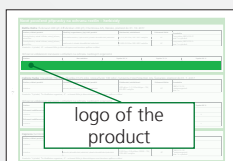
1/2  
267 x 90



1/3  
267 x 59



1/4  
132 x 90



1/6  
132 x 59

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# 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.