

PRINTED MAGAZINES DEN ZEMĚDĚLCE
FARMER OF THE YEAR
E-PAPER MAGAZINES NAŠE POLE
EDITION PLANS
PROFESSIONAL PUBLICATIONS
ADVERTISEMENT
2026
STUDIO TV ZEMĚDĚLEC
PODCAST ZEMĚDĚLEC
SOCIAL MEDIA
FACEBOOK AND INSTAGRAM ZEMĚDĚLEC / FARMER'S WEEKLY
WEBSITES
GRAFIC WORKS

NEW IN 2026

Media & Commercial Offers of Profi Press s. r. o.

1. Comprehensive Cooperation Package: Printed Edition + E-Paper + Website + Social Media



Paid advertisement in print

+

published in E-paper

+

Free article in print and e-paper editions (equal in size to the ad)
(either provided by the client or prepared by the editorial team)

+

NEW FEATURE

Free publication of the article on the website

+

Social media promotion via the Zemědělec
Facebook and Instagram channels
(Úroda/Náš chov/Mechanizace zemědělství)

2. On-line

The high traffic on the publisher's agricultural websites and social media channels offers exceptional potential for delivering information to the professional agricultural audience

The package includes:

Websites: agroweb, zemedelec, uroda, mechanizaceweb, naschov, komunalweb, zahradaweb, energie21

Social Media: Facebook Zemědělec, Mechanizace zemědělství, Náš chov, Úroda, Instagram týdeník Zemědělec.

Version 1

1x

Article on the website of
your choice
(zemedelec.cz, uroda.cz,
naschov.cz, mechanizaceweb.cz)

+

Facebook post (700–1000
characters) on the Facebook
Zemědělec
+
Instagram Zemědělec

196

EUR/monthly

Version 2

2x

Article on the website of
your choice
(zemedelec.cz, uroda.cz,
naschov.cz, mechanizaceweb.cz)

+

Facebook post (700–1000
characters) on the Facebook
Zemědělec
+
Instagram Zemědělec

276

EUR/monthly

Version 3

3x

Article on the website of
your choice
(zemedelec.cz, uroda.cz,
naschov.cz, mechanizaceweb.cz)

+

Facebook post (700–1000
characters) on the Facebook
Zemědělec
+
Instagram Zemědělec

356

EUR/monthly

Version 4

4x

Article on the website of
your choice
(zemedelec.cz, uroda.cz,
naschov.cz, mechanizaceweb.cz)

+

Facebook post (700–1000
characters) on the Facebook
Zemědělec
+
Instagram Zemědělec

436

EUR/monthly

No discounts will apply to the prices listed.

The article will be prepared based on materials provided by the client or by the editorial team. In the case of an editorial article of approximately 3,000 characters with photo documentation, a fee of 1,000 CZK will be charged. For on-site visits, travel expenses of 15 CZK per kilometer will apply.

E-PAPER

Corporate / Farm Subscription Packages for the Online Versions of Profi Press Magazines

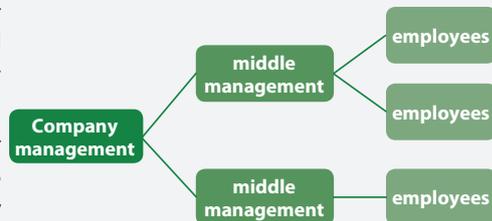
or

AGRICULTURAL MAGAZINES ACCESSIBLE TO EVERYONE IN THE FIELD

The aim of the publishing house is to provide agricultural farms and enterprises with group access to the online editions of its magazines, ensuring that both the complete archive and every new issue are available not only to management and senior staff, but also to all technical and operational employees — including tractor operators and manual workers — simply to everyone within the agricultural organisation.

The goal is to make professional education and independent information accessible—covering political, economic and especially technical developments within the agrarian sector—collected, monitored and editorially processed by the specialist editorial teams of Profi Press s.r.o.

Target groups: family farms, agricultural enterprises, research and university institutions, companies supplying machinery, technology, seeds, plant nutrition and crop protection, as well as students of all levels of agricultural education.



5 – 9 persons: 160 eur/year
10 – 29 persons: 200 eur/year
30 – 50 persons: 400 eur/year
 (včetně DPH)

The agricultural enterprise pays the subscription annually for all selected employees. User login and email registration are completed via www.digiprofipress.cz

E-paper Agricultural Subscription Package – education for all employees of an agricultural enterprise or farm.

3. Videos and Podcasts – TV Zemědělec / Podcast Zemědělec / YouTube channel TV Zemědělec

NEW

1/4-page advertisement free of charge, including QR code, in the weekly Zemědělec and the monthly magazines Úroda / Náš chov / Mechanizace zemědělství, featured in the TV/Podcast Zemědělec programme (Born to Drive, Den S..., discussion partnership) or as a report or seminar invitation promoting the broadcast on TV Zemědělec (or on the advertiser's website).

VAŠE FIRMA VE STŘEDU POZORNOSTI
 MÁTE AKČNÍ TÉMA? RÁDI PŘIJDEME, NATAČÍME. ODVYSÍLÁME.
 TV Zemědělec je profesionální audiovizuální platforma pro zemědělské firmy, diskutující a partnery v oboru.

AKČNÍ CENA od 9 000 Kč

Proč do toho jít?

- Profesionální zpracování ve studiu i v terénu
- Přijďte na vaši - kofeinka, kampaň
- Viditelnost v celé odborné komunitě
- Učební kapesník | sociální sítě | vlastní distribuce

Kampany:
www.kampany.zemedelec.cz, tel: 727 817 534
jika.kampany.zemedelec.cz, tel: 602 145 692

Nová platforma pro odborné rozhovory a pohledy na zemědělství

- Odborníci, zemědělci, osobnosti oboru
- Legislativa • Technologie • Novinky
- Praktické zkušenosti z českých farem

AKČNÍ CENA od 4 500 Kč

Chcete být slyšet?
 Půjčete kampaň a kofeinku. Nabízíme u vás nebo v našem studiu.

Kampany:
www.kampany.zemedelec.cz, tel: 727 817 534
jika.kampany.zemedelec.cz, tel: 602 145 692

WWW.AGROWEB.CZ ZDROJ DAT: Google Analytics 4
 PRŮMĚRNÁ NÁVŠTĚVNOST V ROCE 2025 (do 30. 9.)

	uživatelé	návštěvy (relace)	průměrná doba návštěvy	události na uživatele
měsíční	7,7 tis.	32,3 tis.	9 min	4,2
týdenní	1,8 tis.	7,5 tis.	9 min	4,2

Facebook Zemědělec.cz 14 tis. sledujících

PRŮMĚRNÁ MĚSÍČNÍ NÁVŠTĚVNOST V ROCE 2025 (do 30. 9.)

	uživatelé	návštěvy (relace)	průměrná doba návštěvy	události na uživatele
zemedelec.cz	21,8 tis.	78,6 tis.	8 min	3,6
uroda.cz	16,5 tis.	57,9 tis.	8 min	3,5
profipress.cz	7,7 tis.	32,3 tis.	9 min	4,2
nashov.cz	21,0 tis.	75,5 tis.	8 min	3,6
mechanizacezemedelstvi.cz	10,0 tis.	39,0 tis.	8 min	3,5
tvzemedelec.cz	2,6 tis.	11,4 tis.	26 min	4,3
zahradweb.cz	21,2 tis.	70,0 tis.	8 min	3,3
komanalweb.cz	3,4 tis.	12,0 tis.	8 min	3,7
moderniobec.cz	18,9 tis.	64,3 tis.	8 min	3,4
odpady-online.cz	7,3 tis.	25,0 tis.	8 min	3,8
energi21.cz	4,7 tis.	15,0 tis.	8 min	3,4
vetweb.cz	16,7 tis.	55,2 tis.	8 min	3,3
fortisakweb.cz	1,4 tis.	5,2 tis.	11 min	5,7

Zemědělec když chcete rozumět oboru

Zemědělec.cz
 sledující (14 tis.) • 47 sledují

Přehled

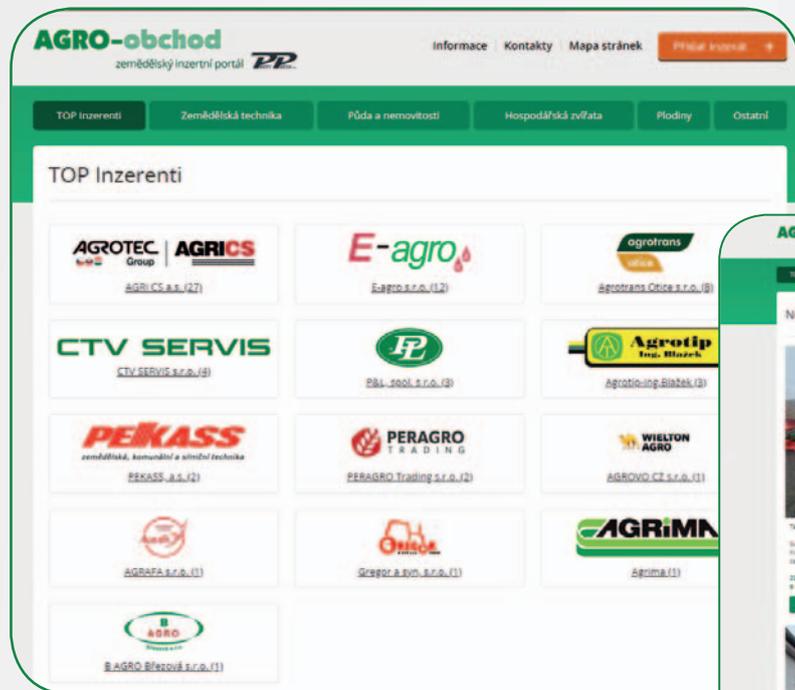
Zobrazení	Dotah	Zhlédnutí 3 sekundy	Zhlédnutí 1 minuty	Doba sledování	Reakce, koment...
153 352	149 016	75 875	0	16 d 21	1 411

Dívková aktivita
 Zhlédnutí 15 sekund: 36 896
 Průměrná doba sledování: 10 s

AGRO-OBCHOD / AGRO-SHOP

... the biggest database of second-hand equipment

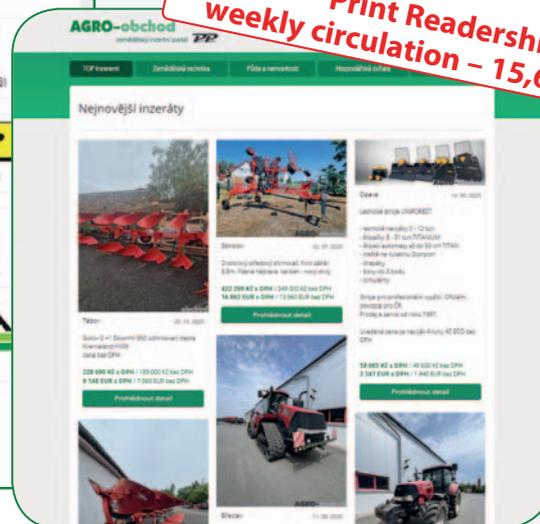
Supply and demand of agricultural equipment and commodities of plant and animal origin. The average number of visits to the website www.agro-obchod.cz is 11 250 per month. The electronic form is transferred to the press form every week and the advertisements are then published in the appendix to the 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

Digital Audience:
average daily traffic – 1,900 visitors

Print Readership:
weekly circulation – 15,600 copies



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



Structure of Agricultural Enterprises in the Czech Republic:

- In the Czech Republic, there are 5,958 legal entities, of which 1,500 are specialized in livestock production and operate without land. Approximately 4,500 legal entities manage about 70% of the agricultural land. These enterprises are readers of printed magazines (subscription packages) and also have free access to e-paper versions as part of a subscription system that has been developed over the past 20 years.
- In addition, there are approximately 1,300 natural persons (individual farmers) managing more than 100 hectares and about 4,500 managing more than 50 hectares. Together with the legal entities, they cultivate 97.63% and 98.83% of the agricultural land, respectively.
- In total, there are roughly 5,800 enterprises and family farms that manage 97.63% of the agricultural land and account for 96.5% of livestock production.

Target Group and Focus for Printed and E-Paper Agricultural Magazines, Websites, and Social Media of the Publishing House

The approximately 5,800 farms and enterprises larger than 100 hectares, including those specialized in livestock production, are in the vast majority subscribers to printed magazines and users of free e-paper editions. These are provided as part of a subscription package system (including bulk discounts for magazine orders) that has been developed since the year 2000, with e-paper editions introduced in 2017. The Zemědělec Weekly (Farmer Weekly) reaches, through its comprehensive coverage, the group of 9,085 enterprises and farms larger than 50 hectares. In total, there are 45,249 registered agricultural business entities in the Czech Republic, of which 36,126 are smaller than 50 hectares and collectively manage 8.63% of agricultural land. These smaller farms and enterprises primarily follow the publisher's websites and social media channels and, in increasing numbers, also access e-paper editions of the magazines.

Report on the State of Agriculture in the Czech Republic for 2024 – the “Green Report”

(published annually by the Ministry of Agriculture)

Agricultural Business Structure: Individuals and Legal Entities

Legal Form	Number of Enterprises	Managed Agricultural Land		Managed Arable Land		Average Area	
		ha	%	ha	%	ha z. p.	ha o. p.
Individuals Total	39 291	1 091 764	30,8	637 837	25,3	27,8	16,2
of which Agricultural Entrepreneurs	27 726	1 007 339	28,4	589 290	23,4	36,3	21,3
Legal Entities Total	5 958	2 455 231	69,2	1 879 478	74,7	412,1	315,5
including Business Companies Total	5 031	1 796 367	50,6	1 338 083	53,2	357,1	266,0
of which LLC	4 257	972 731	27,4	655 622	26,0	228,5	154,0
JSC	741	808 967	22,8	671 449	26,7	1 091,7	906,1
Cooperatives	516	627 298	17,7	523 744	20,8	1 215,7	1 015,0
others	411	31 565	0,9	17 650	0,7	76,8	42,9
Total	45 249	3 546 994	100,0	2 517 315	100,0	78,4	55,6

Note: Of the 5,958 legal entities listed, approximately 1,500 are specialized livestock enterprises without land.

Structure of Livestock Numbers by Legal Form of Enterprise

Legal Form	Cattle				Pigs		Poultry	
	total		of which milking cows		hd	%	hd	%
	hd	%	hd	%				
Individuals Total	368 054	26,14	29499	8,50	71 410	5,11	994 007	3,85
of which Agricultural Entrepreneurs (more than 1 ha)	341384	24,25	25878	7,46	48 501	3,47	892 758	3,46
Legal Entities Total	1 039 693	73,86	317396	91,50	1 325 586	94,89	24 806 429	96,15
including Business Companies Total	683 621	48,56	186 629	53,80	1 167 927	83,60	23 710 394	91,90
of which LLC	288 522	20,50	40 890	11,79	1 931 37	13,83	14 881 221	57,68
JSC	392 769	27,90	145 553	41,96	959 655	68,69	8 829 142	34,22
Cooperatives	342 180	24,31	126 691	36,52	149 466	10,70	1 057 800	4,10
others	13 892	0,99	4 076	1,17	8 193	0,59	38 235	0,15
Total	1 407 747	100	346 895	100	1 396 996	100	25 800 436	100

Size Structure of Agricultural Enterprises of Individual and Legal Persons Managing Agricultural Land

Size Groups of Enterprises by Managed Agricultural Land Area	Enterprises Total				Individual Enterprises				Enterprises of Legal Entities			
	Count		Area of Managed Agricultural Land		Count		Area of Managed Agricultural Land		Count		Area of Managed Agricultural Land	
	abs.	%	ha	%	abs.	%	ha	%	abs.	%	ha	%
≥ 0 ≤ 5	21 053	46,53	37 398	1,05	19 809	50,42	34 931	3,20	1 244	20,88	2467	0,10
5 ≤ 10	5 357	11,84	38 872	1,10	4901	12,47	35 553	3,26	456	7,65	3320	0,14
10 ≤ 50	9 754	21,56	229 953	6,48	8814	22,43	207 152	18,97	940	15,78	22 801	0,93
50 ≤ 100	3 285	7,26	235 679	6,64	2885	7,34	206 175	18,88	400	6,71	29 504	1,20
100 ≤ 500	4 168	9,21	843 871	23,79	2736	6,96	487 589	44,66	1 432	24,03	356 282	14,51
500 ≤ 1000	804	1,78	580 860	16,38	116	0,30	80 566	7,38	688	11,55	500 294	20,38
1000 ≤ 2000	571	1,26	805 926	22,72	28	0,07	34 195	3,13	543	9,11	771 731	31,43
2000 and more	257	0,57	774 435	21,83	2	0,01	5603	0,51	255	4,28	768 832	31,31
Total:	45 249	100	3 546 994	100	39 291	100	1 091 764	100	5 958	100	2 455 231	100
	abs.	%	ha	%	abs.	%	ha	%	abs.	%	ha	%
Enterprises over 50 ha	9 085	20,08	3 240 771	91,36	5 767	14,68	814 128	74,56	3 318	55,68	2 426 643	98,83
Enterprises over 100 ha	5 800	12,82	3 005 092	84,72	2 882	7,34	607 953	55,68	2 918	48,97	2 397 139	97,63
	abs.	%	ha	%	abs.	%	ha	%	abs.	%	ha	%
Enterprises under 50 ha	36 164	79,93	306 223	8,63	33 524	85,32	277 636	25,43	2 640	44,31	28 588	1,17

Publishing Rules

Inserted advertisement

Number of pages	1–4	5–8	9–32	33 and more
Price of printed insert	1 029 EUR	1 235 EUR	1 440 EUR	1 852 EUR
Price of printed/online insert	1 235	1 440	1 646	2 058
Price of online insert	412	617	823	1 029
Handling fee per piece	0,07	0,14	0,25	0,30

The handling fee is based on valid Czech Post tariffs.

The handling fee for an insert non-traditional format or weight will be determined by the sales department. We do not guarantee exclusive insert placement.

Other possible formats

Glued advertisement	1 111 EUR
Envelope retaping (tape+advertisement 1/1 page + article 1/1)	2 058 EUR
Envelope flap	2 263 EUR
Foldable envelope (2/1-page advertisement)	2 469 EUR

Discounts

Magazine's option	Publishing's option
Discount depends on number of repetitions in one magazine in one year and can be calculated retrospectively as well.	Discount depends on a sum of all pricelists prices of binding orders of advertisement in any magazine belonging to our publishing house and is set as bonus for exceeding sums in the table:
	2 058 EUR 5 %
	2 881 EUR 7 %
Repetitions number	Discount
3x	5 %
	4 115 EUR 10 %
6x	7 %
	8 231 EUR 11 %
9 and more repetitions	10 %
	12 346 EUR 12 %

Furthermore, for each hundred thousand + one percent etc.

When ordering advertising agency maximum discount for client is 15 %.

Extra charges

2 nd page of cover	25 %	Extra charge for unusual format	40 %
3 rd page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4 th page of cover	30 %	Extra charge for print of fifth colour	10 %
5 th page of cover (next to the content)	25 %		

The rules of publishing text advertisement and commercial articles

1. Text advertisement – price corresponds to prices for all over sheet advertisement

Text advertisement is equivalent to classical all over sheet advertisement. Text advertisement is paid in full amount according to the price list and it does not have to be prepared in the graphic design of the magazine, should be prepared by the client (company, advertisement agency). Part of text advertisement can be logo and contacts to producer or seller. The article is marked to be an advertisement. Text of the advertisement must be completely delivered by the client. Redactors do not prepare the text of the advertisement.

2. Commercial company text is paid 50 % of price of all over sheet advertisement according to the price list

A commercial article that does not include logo and contact to producer or seller. The topic should cover the topic of the magazine in some way. In signature is the name of the author and the name of the company. The article is marked to be an advertisement. The article is graphically modified according to the graphic of the magazine and made in publisher graphic studio. Commercial company article must be completely delivered by the client. Redactors do not prepare this text advertisement.

3. Rules for publication nonpaid PR articles delivered by company together with graphical advertisement

It is required to comply with the specified range in proportion 1:1 /advertisement: PR article. In case of request for exceeding the range of the article, form of payment will be worked out individually.

Price of advertisement graphic processing: 29 EUR

Technical requirements for advertising

Documentation submission to:

a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 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.

In the event of withdrawal from the advertising agreement or failure by the client to deliver error-free materials by the magazine's submission deadline, the publisher is entitled to charge a cancellation fee equal to 50% of the price of the cancelled advertisement