

PRICE ADVERTISEMENT 2026

EDITION
PLANS

PRINTED MAGAZINES
E-PAPER MAGAZINES
PROFESSIONAL
PUBLICATIONS

DEN
ZEMĚDĚLCE
NAŠE POLE

FARMER OF THE
YEAR

FACEBOOK AND INSTAGRAM
ZEMĚDĚLEC / FARMER'S WEEKLY
WEBSITES

STUDIO TV ZEMĚDĚLEC

PODCAST ZEMĚDĚLEC

SOCIAL MEDIA

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

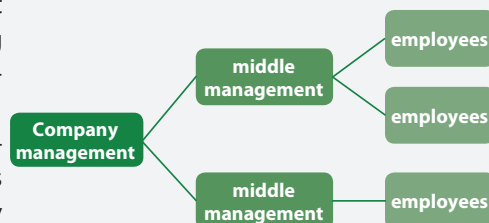
or

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, NATOČÍME. ODVYSÍLÁME.
TV Zemědělec je profesionální audiovizuální platforma pro zemědělské firmy, diskutující a partnery v oboru.

Proč do toho jít?
✓ Profesionální zpracování ve studiu i v terénu
✓ Přijďte se u nás - kdykoliv, kamkoliv
✓ Viditelnost v celé odborné komunitě
✓ odborné doprovody sociální sítě | online distribuce

Kontaktujte:
elektro@zamedecprofi.cz
tel: 727 817 524
jirka.kondr@zamedecprofi.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

Spojte své jméno s kvalitním obsahem a oslovte ty správné posluchače moderní a zajímavou formou.

Chcete být slyšet?
Přijďte nám kamkoliv a kdykoliv. Natočíme u vás nebo v našem studiu.

Kontaktujte:
elektro@zamedecprofi.cz
tel: 727 817 524
jirka.kondr@zamedecprofi.cz
tel: 602 145 692

WWW.AGROWEB.CZ
PRŮMĚRNÁ NÁVŠTĚVNOST V ROCE 2025 (do 30. 9.)

ZDROJ DAT: Google Analytics 4

	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

Zemědělec.cz 14 tis. sledujících

	Uživatelé	návštěvy (relace)	průměrná doba návštěvy	události na uživatele
zamedec.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
mechanizacezemedec.cz	10,0 tis.	39,0 tis.	8 min	3,5
tvzamedec.cz	2,6 tis.	11,4 tis.	26 min	4,3
zahradweb.cz	21,2 tis.	70,0 tis.	8 min	3,3
kumalweb.cz	3,4 tis.	12,0 tis.	8 min	3,7
moderniboc.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.	16,0 tis.	8 min	3,4
vetweb.cz	16,7 tis.	55,2 tis.	8 min	3,3
fortitakweb.cz	1,4 tis.	5,2 tis.	11 min	3,7

Zemědělec
když chcete rozumět oboru

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

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

Náhled v kanálu příspěvků
Zemědělec.cz
Zemědělec
Způsobit nad Labem se včera představit John Deere 9RX 850, aktuálně nejvýkonnější traktor, který JD nabízí (maximální výkon m...
13. listopad 2024, 10:00
219 39
To se mi líbí
Odkomentovat
Sdílet
přidat komentář
Přidat komentář jako Z...
Přidat komentář jako Z...
Přidat komentář jako Z...

Název	Zobrazení	Interakce	To se mi líbí a reakce
U Opavce nad Labem se včera představit John Deere 9RX 850, aktuálně nejvýkonnější traktor, který JD nabízí (maximální výkon m...	153,4 tis.	1,2 tis.	892
Těžká podpraha, přesto úžasná S1 mistrství CR v obor, které se koná u kunovického letiště...	33,1 tis.	257	240
V minulém týdnu se při slávnosti kuchaře předvedly zajímavé soupravy. Jednotu se o řezáku Fend...	26,6 tis.	147	131
Jak může vypadat zpracování pozemku radičkovým kyčlem Horsch Finer 7 SL, přiblížíte k...	16,4 tis.	65	50
Pohárka se svaženou patř mezi přístřelí s obilným směsí mezodůln. Svaženka dobře pro...	18,6 tis.	38	26



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.



Month	Topics	Intended content	Deadline	Distribution
1	Ecological farming and animal welfare	Ecological cattle farming, principles of good animal breeding practice with regard to welfare	24. 11. 2025	3. 1. 2026
2	Reproduction and care for young animals	Creation of suitable conditions for proper rearing of young animals, wean management, breeding, reproduction	2. 1.	3. 2.
3	Roughages and grazing technology	Harvesting technology, feed conservation, storage and handling, grazing technologies, care of grazing areas	2. 2.	4. 3.
4	Farm of the Future Magazine appendix: AGRISHOW (12.–15. 4. 2026)	Technological equipment of operations, modernization, automation, digitization, robotics, herd management, smart technologies, animal production 4.0 Company offers, exhibitions, news	4. 3.	1. 4.
5	Heat Stress Prevention	Technological elements (fans, misting systems), construction solutions (roof insulation, ridge vent, retractable curtains), and nutritional measures (water supply, feed additives and other supplements)	30. 3.	4. 5.
6	Trends in Pig Farming	Genetics in Use, Piglet Production, Efficient Fattening, Economics, Nutrition, Health	4. 5.	1. 6.
7	Feeding Systems and Animal Nutrition	Feeding Management, Product Offering, Intake Assurance, Feed Storage, Feed Wagons, Watering Systems	2. 6.	1. 7.
8	Construction and Renovation, Waste Management	Construction Execution and Investment Projects, Reconstruction and Modernization, Building Components, Structural Solutions, Slurry Systems, Waste Disposal	7. 7.	4. 8.
9	Milk production and it's quality	Milking and Cooling Technology, Milk Processing, Udder Care, Operation Automation	3. 8.	1. 9.
10	Poultry farming	Management and issues of farming landfowl and waterfowl	3. 9.	1. 10.
11	Intelligence in Livestock Production Magazine appendix: Overview of Feeding Technologies	Use of AI and Digitalization in Livestock Production (monitoring systems, farm management software, cloud solutions, startups and AI-focused agricultural research) Robotic Feeding, Feed Pushers, Mixer Feed Wagons in Livestock Production	25. 9.	2. 11.
12	Livestock health	Prevention, treatment of most common diseases in livestock farming, metabolic diseases of animals, biosecurity principles	29. 10.	2. 12.
1/2027	Animal Welfare and Sustainable Production	Principles of Good Husbandry Practices to Ensure Animal Welfare, Farm-Based Production, Organic Production	23. 11.	3. 1.

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

* To the stated sizes (mm) it is necessary to add 5 mm on each side.
Rules for publishing advertisements and business articles - see general conditions. Prices do not include VAT.

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
NEW Banner E	300 x 110	week	130
		month	410
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
NEW Slide-up banner	714 x 230	week	370
		month	1 170

Commercial professional text
160 EUR
Commercial professional text
with video
200 EUR

Eva Makovičková
+420 721 948 964
eva.makovickova@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	%
Individuals Total	368 054	26,14	29499	8,50	71 410	5,11
of which Agricultural Entrepreneurs (more than 1 ha)	341384	24,25	25878	7,46	48 501	3,47
Legal Entities Total	1 039 693	73,86	317396	91,50	1 325 586	94,89
including Business Companies Total	683 621	48,56	186 629	53,80	1 167 927	83,60
of which LLC	288 522	20,50	40 890	11,79	193137	13,83
JSC	392 769	27,90	145 553	41,96	959 655	68,69
Cooperatives	342 180	24,31	126 691	36,52	149 466	10,70
others	13 892	0,99	4 076	1,17	8 193	0,59
Total	1 407 747	100	346 895	100	1 396 996	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 %
Repetitions number	Discount
3x	5 % 4 115 EUR 7 %
6x	7 % 8 231 EUR 10 %
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