PRICE LIST OF ADVERTISEMENT 2026

EDITION PLANS

PRINTED MAGAZINES

DEN ZEMĚDĚLCE

NAŠE POLE

FARMER OF THE YEAR

E-PAPER MAGAZINES

PROFESSIONAL PUBLICATIONS

FACEBOOK AND INSTAGRAM ZEMĚDĚLEC / FARMER'S WEEKLY

WEBSITES

STUDIO TV ZEMĚDĚLEC

PODCAST ZEMĚDĚLEC

SOCIAL MEDIA

GRAFIC WORKS

PROFI PRESS s.r.o.

PROFESSIONAL MAGAZINES FOR AGRICULTURE

WWW.PROFIPRESS.CZ

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	Version 2	Version 3	Version 4
1x	**2x**	**3x**	**4x**
Article on the website of your choice (zemedelec.cz, uroda.cz, naschov.cz, mechanizaceweb.cz)	**Article on the website of your choice** (zemedelec.cz, uroda.cz, naschov.cz, mechanizaceweb.cz)	**Article on the website of your choice** (zemedelec.cz, uroda.cz, naschov.cz, mechanizaceweb.cz)	**Article on the website of your choice** (zemedelec.cz, uroda.cz, naschov.cz, mechanizaceweb.cz)
+	+	+	+
Facebook post (700–1000 characters) **on the Facebook Zemědělec**	**Facebook post** (700–1000 characters) **on the Facebook Zemědělec**	**Facebook post** (700–1000 characters) **on the Facebook Zemědělec**	**Facebook post** (700–1000 characters) **on the Facebook Zemědělec**
+	+	+	+
Instagram Zemědělec	**Instagram Zemědělec**	**Instagram Zemědělec**	**Instagram Zemědělec**
196 EUR/monthly	**276** EUR/monthly	**356** EUR/monthly	**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

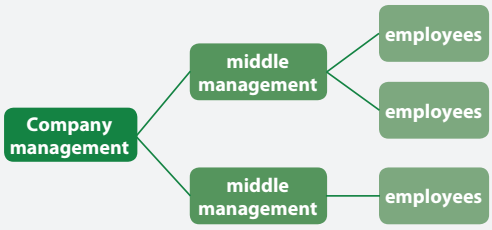
or

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.

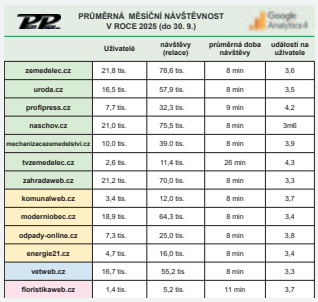
3. Videos and Podcasts – TV Zemědělec / Podcast Zemědělec / YouTube channel TV Zemědělec

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

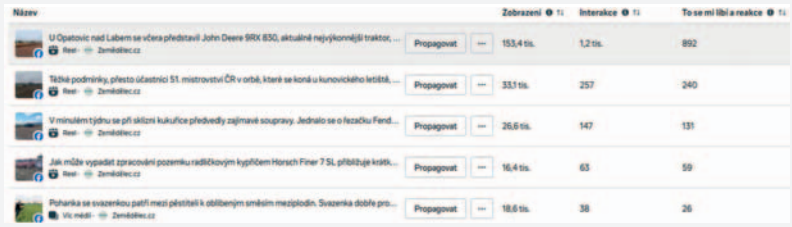
(Born to Drive, Den S…, discussion partnership)

or as a report or seminar invitation promoting the broadcast on TV Zemědělec (or on the advertiser's website).

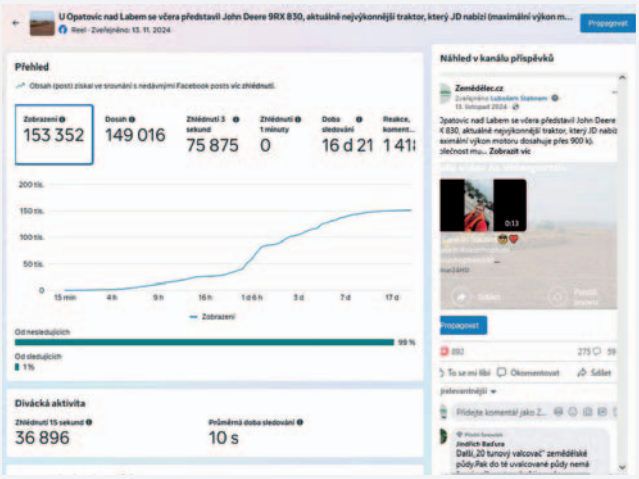


PRŮMĚRNÁ MĚSÍČNÍ NÁVŠTĚVNOST V ROCE 2025 (do 30. 9.)

	Uživatelé	návštěvy (relace)	průměrná doba návštěvy	událostí 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
naschov.cz	21,0 tis.	75,5 tis.	8 min	3m6
mechanizacezemedelstvi.cz	10,0 tis.	39,0 tis.	8 min	3,9
tvzemedelec.cz	2,6 tis.	11,4 tis.	26 min	4,3
zahradaweb.cz	21,2 tis.	70,0 tis.	8 min	3,3
komunalweb.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
energie21.cz	4,7 tis.	16,0 tis.	8 min	3,4
vetweb.cz	16,7 tis.	55,2 tis	8 min	3,3
floristikaweb.cz	1,4 tis.	5,2 tis.	11 min	3,7



Název	Zobrazení	Interakce	To se mi líbí a reakce
U Opatovic nad Labem se včera představil John Deere 9RX 830, aktuálně nejvýkonnější traktor, …	153,4 tis.	1,2 tis.	892
Těžké podmínky, přesto účastníci 51. mistrovství ČR v orbě, které se koná u kunovického letiště, …	33,1 tis.	257	240
V minulém týdnu se při sklizni kukuřice předvedly zajímavé soupravy. Jednalo se o řezačku Fend…	26,6 tis.	147	131
Jak může vypadat zpracování pozemku radličkovým kypřičem Horsch Finer 7 SL, přibližuje krátk…	16,4 tis.	63	59
Pohanka se svazenkou patří mezi pěstiteli k oblíbeným směsím meziplodin. Svazenka dobře pro…	18,6 tis.	38	26

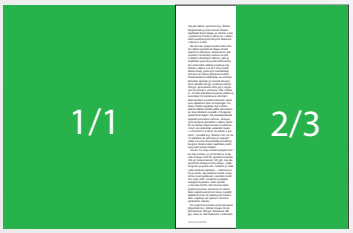


ÚRODA / CROP YIELD

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.

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	24. 11. 2025	3. 1. 2026
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.	2. 2.
3	Fertilizing and stimulation during vegetation	Foliar fertilizers, morpho regulators, stimulants and adjuvants, biopreparations, offer of application technology	2. 2.	4. 3.
4	Weed management in stands and catch crops **+ Appendix rapeseed**	Preparations for herbicide treatment of agricultural crops, weed control technology	4. 3.	1. 4.
5	Treatments against diseases and pests	Fungicidal and insecticidal protection of cereals, rapeseed and other field crops, biological protection and application technology	2. 4.	4. 5.
6	Winter rapeseed	Offer of rapeseed varieties, tillage technology and machines For precision sowing, basic fertilization	4. 5.	1. 6.
7	Winter cereals	Offer of wheat varieties, rye, triticale and winter barley, establishment of stands, basic fertilization, seed pickling	2. 6.	1. 7.
8	Autumn applications **+ Appendix wheat**	Autumn tillage, fertilization, plant protection, weed control and stubble applications	3. 7.	3. 8.
9	Storage of production	Storage of grains, oilseeds and root crops - silos, dryers, warehouses and transport routes, silage and haymaking technology	3. 8.	1. 9.
10	Legumes and root crops	Varieties potatoes offer, sugar beets, soybeans, feed value of legumes and new varieties, protection and cultivation, fodders	4. 9.	2. 10.
11	Anti-erosion measures and soil protection	Paring ploughs, sowing machines, soil protection technologies of stands establishment	2. 10.	2. 11.
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.	1. 12.
1/2027	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	23. 11.	3. 1. 2027



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

*TTo 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: Glued-in Advertisement, Cover Belly Band, Front Cover Flap, Fold-out Cover

*see Premium advertising space in Terms & Conditions

+

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

Ing. Kateřina Bradáčová
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katerina.bradacova@profipress.cz
www.profipress.cz

We would like to remind you, our partners, that the magazines Úroda and Rostlinolékař has mergeged 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.

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

Commercial professional text
160 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
1	24. 11.	**Complex protection of winter wheat** • herbicides • fungicides • insecticides **Cereals** • growth and development regulators	
2	2. 1.	**Complex protection of winter rapeseed** • herbicides • fungicides • insecticides • growth and development regulators • biostimulators applied on the leaf/ to the soil	legumes: lupine, beans, peas, soy-beans
3	2. 2.	**Complex protection of spring barley** • herbicides • fungicides (fusariosis of ears) • insecticides	
4	4. 3.	**Kompletní ochrana kukuřice** • herbicides • fungicides • insecticides	

Month	deadline	plant protection products	list of varieties
5–6 Published in May	2. 4.	**Complex protection of sun-flower** • herbicides • fungicides • insecticides • regulators of growth and development **Pre-harvest application** • winter rape • winter wheat and spring barley • peas • potatoes • red clover, crimson clover **Additives, adjuvants and other beneficial substances**	winter rapeseed
7	2. 6.	**Autumn protection of winter rapeseed** • herbicides • fungicides and morpho regulators • insecticides, molluscicides and rodenticides • regulators of growth and development • pickling agents **Cereals and rapeseed** • plant biostimulators for pickling	

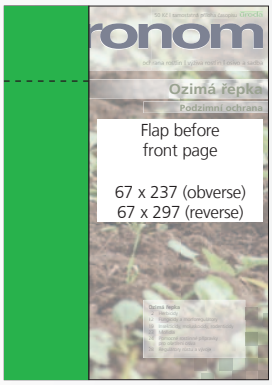
Month	deadline	plant protection products	list of varieties
8	3. 7.	**Winter cereals – protection and varieties** • herbicides – for autumn application • insecticides • pickling agents	winter wheat, winter barley, winter rye and winter triticale
9–10	3. 8.	**Pickling agents of spring crops** • spring wheat, spring rye, spring triticale, spring barley, oat, corn, spring oilseed rape, potatoes, sugar beets, peas, beans, lupine, soybeans	
Published in September		**Beneficial plant substances for pickling** • spring crops	
Month	**deadline**	**plant protection products**	**list of varieties**
11	2. 10.	**Overview of corn hybrids and varieties of sorghum for 2026**	corn and sorghum
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
1/26	23. 11.	**Complex protection of winter wheat** • herbicides • fungicides • insecticides **Cereals** • growth and development regulators	

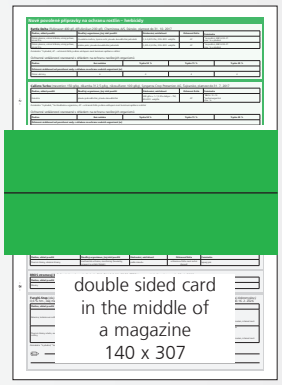
The date of distribution to subscribers is the same as for the magazine Úroda

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.

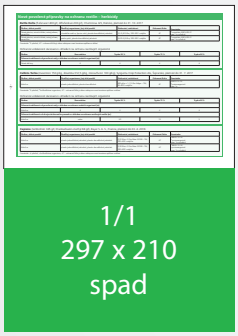
Type of advertisement	Size (mm)	Price (EUR)
Flap before front page	67 x 237 (obverse), 67 x 297 (reverse)	1 760
Folding flap with phenophases	logos of plant products and their use on the page 610 x 297	1 560
Double page with phenophases	420 x 297 (fallout*)	1 000
double sided card in the middle of a 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

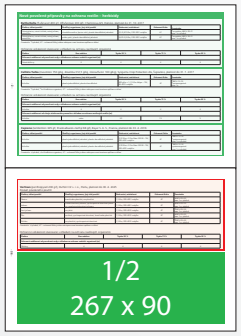
* To the stated sizes it is necessary to add 5 mm on each side.
Prices are without VAT.

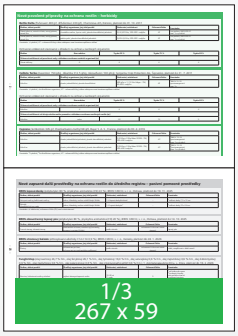


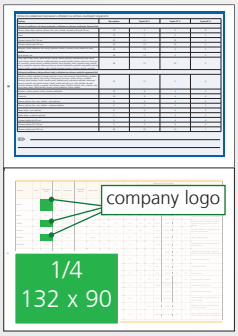


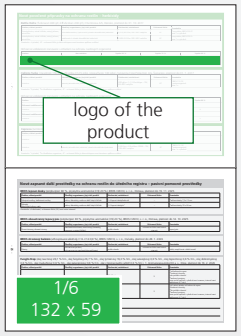
Premium advertising space: Glued-in Advertisement, Cover Belly Band, Front Cover Flap, Fold-out Cover
*viz Prémiové inzertní plochy na straně Pravidla a podmínky inzerce











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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	1091764	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	193137	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 Individuall and Legal Persons Managing Agricultural Land

Size Groups of Enterprises by Managed Agricultural Land Area	Enterprises Tota				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+advertisment 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

2nd page of cover	25 %	Extra charge for unusual format	40 %
3rd page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4th page of cover	30 %	Extra charge for print of fifth colour	10 %
5th 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 DPL 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

a) 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.

b) The client is responsible for the delivery of the text of the advertisement and flawless data for printing.

c) The client is responsible for the content and legal admissibility of texts and pictures for advertising

d) 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

a) 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.

b) 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

a) 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.

b) 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

a) 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.

b) 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

a) 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.

b) 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