

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.

ZEMĚDĚLEC / FARMER'S WEEKLY

Professional and specialized weekly magazine

A full-color A3-format weekly, published in both print and digital versions, and the most widely read title among farmers. The target group of readers are owners and directors of agricultural companies of all forms. From small farms to the biggest companies. The magazine features information about events in the agriculture area for last week. The magazine contains complex political and commodity news, a regular page about the European Union, a calendar of agriculture events, specialized Topic of the week, rubric about Plant production, Animal production, Agriculture equipment. Part of the weekly magazine is also Ecological agriculture topic. Zemědělec is a partner of agriculture interest organisations.



Printed version



E-PAPER



Front page



PAGE 3



TOPIC OF THE WEEK PARTNER



FRONT PAGE OF PROFESSIONAL TOPICS



FORMATS OF ADVERTISEMENT INSIDE OF WEEKLY MAGAZINE



FORMATS OF ADVERTISEMENT INSIDE OF WEEKLY MAGAZINE



Bc. Blanka Wernischová
+420 602 576 881

blanka.wernischova@profipress.cz
www.profipress.cz



Bc. Miroslav Šerák
+420 602 222 704

miroslav.serak@profipress.cz
www.profipress.cz



Advertisement prices 2026	Sizes in mm (width x height)	Colourful advertisement (EUR)
Front page – premium space		
A – upper half of the page	86 x 119	1 160
B – strip under the A	86 x 20	360
C – right side above the bottom banner	86 x 86	920
D, E, F – 1/3 of the bottom banner	86 x 86	920
3rd page – premium space		
G, H, I – 1/3 of the bottom banner	86 x 119	580
5th, 7th and 9th page of weekly magazine		
J – 1/2 on width	266 x 180	1 280
Back page of weekly magazine		
Z – „top“	86 x 58	320
Servis box	86 x 86	440
Front page of specialized sections (Topic of the week, Plant production, animal production, agriculture equipment)		
Bottom banner	266 x 86	1 160
Topic of the week partner (+ article on www.zemedelec.cz)	266 x 119 176 x 230	1 440 1 520
Advertising inside the magazine		
1/1 page	266 x 365	1 980
Junior page	176 x 230	1 320
1/2 page – on height	131 x 365	1 200
1/2 page – on width	266 x 180	1 200
1/3 page – on height	86 x 365	1 040
1/4 page – on height	131 x 180	760
– on width	176 x 119	820
1/8 page – on height	86 x 119	400
– on width	131 x 88	460
1/16 page	86 x 58	220
Advertising inside the magazine		
1/4 page		440
1/2 page		800
2/3 page		1 080
1/1 page		1 240
Inserted advertisement		
1 – 4 page A4		1 000
4 – 8 page A4		1 200
8 – 32 page A4		1 400
More than 32 A4 pages		1 800
Exclusive placement is not guaranteed		
Graphic processing of advertisement		28

Prices are without VAT.

Issue Number	Topic of the week	Deadline (usually Tuesday)	Expedition (Monday)	Selected size of advertisement	Commercial article	Note
1, 2/26	Spring oilseeds, Application of mineral fertilizers	9. 12.	5. 1. 2026			
3	Spring cereals	16. 12.	12. 1.			
4	Spring soil cultivation, sowing	6. 1.	19.1.			
5	Storage of produce	13. 1.	26.1.			
6	The tractors over 200 k	20. 1.	2. 2.			
7	Catch crops not only for higher yield	27. 1.	9. 2.			
8	New Technologies in Pig Farming	3. 2.	16. 2.			
9	Combine Harvesters, Balers	10. 2.	23. 2.			
10	Technical equipment for smaller farms	17. 2.	2. 3.			
11	Spring stands protection, not just by pesticides	24. 2.	9. 3.			
12	Cultivation and harvest of fodders	3. 3.	16. 3.			
13	Leasing, Loans and Insurance in Agriculture	10. 3.	23. 3.			
14	AGRISHOW 2026	17. 3.	30. 3.			
15	Silage	23. 3.	7. 4.			
16	Plant Nutrition and Stimulation	31. 3.	13. 4.			
17	Regenerative Agriculture	7. 4.	20. 4.			
18	High-volume semi-trailers	14. 4.	27. 4.			
19	Winter oilseed rape	21. 4.	4. 5.			
20	Economy in orchards, vineyards and hop-gardens	28. 4.	11. 5.			
21	Municipal technology in services to farmers	5. 5.	18. 5.			
22	Mulching	12. 5.	25. 5.			
23	Tractors	19. 5.	1. 6.			
24	Poultry Farming	26. 5.	8. 6.			
25	Straw harvest	2. 6.	15. 6.			
26	Soil treatment after harvest	9. 6.	22. 6.			
27	Smart farming	16. 6.	29. 6.			
28	Biogas stations and their operation	23. 6.	7. 7.			
29	Transport in agriculture	30. 6.	13. 7.			
30	Winter cereals	7. 7.	20. 7.			
31	Loaders	14. 7.	27. 7.			
32	Grains storage	21. 7.	3. 8.			
33	Smart Tractor Equipment and Servicing	28. 7.	10. 8.			
34	Corn harvest, Earth the provider "Země Živitelka"	4. 8.	17. 8.			
35	Feeding systems and nutrition of dairy cows	11. 8.	24. 8.			
36	Application of manures and mineral fertilisers, slurry machine	18. 8.	31. 8.			
37	Precision agriculture	25. 8.	7. 9.			
38	Ploughs and deep cultivators	1. 9.	14. 9.			
39	Soybeans, Peas and Other Legumes	8. 9.	21. 9.			
40	For quality tillage	15. 9.	29. 9.			
41	Handling technology	22. 9.	5. 10.			
42	Buildings and technologies for environment	29. 9.	12. 10.			
43	Machine Fleet Management – GPS Navigation, Data Collection, Telematics	6. 10.	19. 10.			
44	Harvesting threshing machines for effective harvest	13. 10.	26. 10.			
45	The tractors of middle performance class	20. 10.	2. 11.			
46	Finances and insurance in agricultural sector	27. 10.	9. 11.			
47	Corn	3. 11.	16. 11.			
48	Sowing machines for spring season	10. 11.	23. 11.			
49	Sprayers	16. 11.	30. 11.			
50	Feeding wagons	24. 11.	7. 12.			
51	Tires for agro-sector	1. 12.	14. 12.			
1, 2/27	Oilseeds, Application of mineral fertilizers	8. 12.	4. 1. 2027			
3	Spring cereals	15. 12.	11. 1.			
4	Soil cultivation, sowing	5. 1. 2027	18. 1.			

Topic of the week SPECIAL – will be processed together with TV Zemedelec – PODCAST

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	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 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