



FARMÁŘ

Magazine for a modern farm

Family farms and companies with combined agricultural production are the magazine's target group of readers. With its responsive format, it provides up-to-date information from agriculture, specialized articles and real life reportage. Farmer is issued six times a year with a specialized Farmer Special supplement. The second half of its issues is divided into the following sections: Plant production, Animal production and Machinery. The magazine is supplemented with these sections: Agricultural policy, European Union, Organic farming, Curiosities, On the farm, Commodities, History and other. This specialized monthly magazine contains minimum 80 pages, while the issues with an extra supplement contain approximately 40 additional pages.



230 x 297* 149 x 297*
1360 EUR 1200 EUR



149 x 210 200 x 120
960 EUR 800 EUR



112 x 297* 200 x 81
800 EUR 720 EUR



72 x 297* 97,5 x 120
720 EUR 480 EUR

*It is necessary to add additional bleed of 5 mm from each edge to the stated size. The sizes mentioned are in millimetres.

Additional possible formats:

flyer inserts, glued adverts, envelope taping, foldable envelope

Tip for you

pace allocated on the front page of the section PP, AP or MACH, normally the entire page. The purpose of this section is to introduce an interesting product, method or technology. The section Tip for you should contain visual images, description of technology, technical data. The price is 50% of the advertising page.

Poster

The poster basically contains good quality photographs which can be supplemented with a logo, distribution network and additional information. It is double-sided and its reverse side is designed for additional images and information. The graphic design is created to the customer's requirements. Its size is A2 or A3, folded, printed on 150g paper and inserted inside the cover. The price for an A2 format poster is 29 000 CZK and 25 000 CZK for an A3. Should the poster be printed by the publisher, the invoiced price will be calculated for the production and printing.

Characteristics of the Farmer Special supplement

- The topic compactly and comprehensively compiles fundamental agricultural areas, that is plant production, animal production, agricultural machinery
- The supplement comprises 50% of the magazine volume, that is 36–40 printed pages, including adverts. The Farmer magazine alone then consists of 32–40 pages and contains articles and reports from all areas of agricultural activity, economics and journalism.
- The supplement has a specially designed cover.
- The number of supplements printed in addition is approximately 1 000 pieces.



Ing. David Němeček, Ph.D.

+420 602 448 495

david.nemecek@profipress.cz

www.profipress.cz



Month	Plant production	Animal production	Machinery	Deadline	Distribution
1	Storing crops	Quality of animal products	Soil tillage machinery	4. 12. 2019	10. 1. 2020
Special supplement	Agriculture 4.0			13. 1. 2020	6. 2.
	2	Plant nutrition and protection in precision agriculture, application and yield maps, soil sensors	Automation in stables, monitoring animals, modern technologies in stables, new trends in nutrition		
3	Plant protection and fertilization	Pig management	Application of fertilizers	12. 2.	9. 3.
Special supplement	Organic farming			11. 3.	6. 4.
	4	Sustainable plant cultivation, prevention of soil degradation, support of biodiversity, protection and fertilization alternatives in organic farming	Animal breeding on organic farms, feeding and nutrition in organic farming, technologies, housing, focus on welfare, organic products and organic foods		
5	Winter rape plant	Poultry management	Tractors	14. 4.	11. 5.
Special supplement	Impact of climate changes on agriculture			11. 5.	3. 6.
	6	Drought-resistant varieties, soil condition, crop rotation, retention of water in soil, minimization of negative climate change impact, irrigation, agricultural insurance	Solutions to insufficient amount of voluminous fodder on a farm, animal welfare in droughts, technological solutions		
7	Plant breeding results	Modernization of farm for animal breeding	Handling equipment	9. 6.	7. 7.
Special supplement	Significance of cereal crops			13. 7.	5. 8.
	8	Selecting suitable varieties, establishing vegetation, protection, nutrition	Use of cereals in nutrition, preparation of feed mixtures, grain feeds		
9	Soil protection measures	Nutrition and food for farm animals	Sprayers	11. 8.	7. 9.
Special supplement	Modern farm sample			14. 9.	8. 10.
	10	Cultivating conventional and unconventional crops, forest management, orchards, incorporating plant by-products into feedstuff, using manure and slurry in plant production	Breeding technology, pasture care, correct breeding and breeding work, farm animal welfare, processing produce on the farm, agritourism, extensive animal farming, milking systems for sheep and goats		
11	Perennial grass stands	Cattle management	Seeding machines	12. 10.	5. 11.
Special supplement	Corn for feed and sale			5. 11.	4. 12.
	12	Agrotechnology for cultivating corn, classification of hybrids and their suitability for cultivation in CR. Establishing vegetation, variety composition suitable for various soil and climatic types in CR	Feeding corn, quality silage parameters, feed rations for dairy cattle, beef cattle, fattening bulls		
1/2021	Spring oil crops	Sheep and goat breeding	Animal production machinery	30. 11.	7. 1. 2021