

# ZEMĚDĚLEC

## Specialized and professional weekly magazine

A fully coloured weekly magazine consisting of 40 to 64 pages printed on the A3 format is the most frequently read title by farmers, providing information about the previous week's events in agriculture. It contains complete political and commodity news coverage, a regular European Union page, agricultural events calendar, specialized Weekly Topic, and sections focusing on Plant production, Animal production and Farming machinery. The magazine is also supplemented with the topic of Organic farming. Furthermore, Agriculturalist contains a regular AGRO-shop supplement as well as a special regional supplement devoted to agriculture in individual regions of the Czech Republic. The magazine has become a partner for organizations interested in agriculture.



FRONT PAGE



3<sup>rd</sup> PAGE



WEEKLY TOPIC'S PARTNER



BACK PAGE



ADVERTISING INSIDE THE MAGAZINE



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Advertising rates 2020	Size in mm (width x height)	Coloured advertisement (EUR)
<b>Front page</b>		
A – upper half of the page	86 x 119	1120
B – strip under A	86 x 20	340
C – on the right above bottom banner	86 x 86	880
D, E, F – 1/3 of bottom banner	86 x 86	880
<b>3<sup>rd</sup> page</b>		
G, H, I – 1/3 of bottom banner	86 x 119	540
<b>5<sup>th</sup> page</b>		
J – 1/2 page landscape	266 x 180	1240
<b>Back page</b>		
Z – „top“	86 x 58	300
Servis box	86 x 86	420
<b>Front page of specialized sections (Weekly topic, Plant production, Animal production, Farming machinery)</b>		
A – „top“	86 x 119	560
1/8 strany – portrait	86 x 119	420
Bottom banner	266 x 86	1080
Weekly topic's partner (partner's logo na agroweb.cz)	266 x 119 / 176 x 230	1360 / 1440
<b>Advertising inside the magazine</b>		
1/1 strany	266 x 365	1920
Junior page	176 x 230	1240
1/2 page – portrait	131 x 365	1120
1/2 page – landscape	266 x 180	1120
1/3 page – portrait	86 x 365	960
1/4 page – portrait	131 x 180	700
– landscape	176 x 119	780
1/8 page – portrait	86 x 119	360
– landscape	131 x 88	420
1/16 page	86 x 58	200
<b>Inserts</b>		
1 – 4 A4 pages		1000
4 – 8 A4 pages		1200
8 – 32 A4 pages		1400
More than 32 A4 pages		1800
Last page of Agriculturalist – 15 % surcharge		Prices for stitching, gluing, taping and other unconventional forms of advertising to be negotiated.
Exact advertisement placement – 20 % surcharge		
Surcharge for unconventional format 40 %		
Graphic design		28

Issue number	Topic of the week	Deadline (usually Tuesday)	Expedition (pondělí)	Selected size of advertisement	Corporate article	Note
<b>1,2/20</b>	Spring oil crops, Application of mineral fertilizers	10. 12. 2019	6. 01. 2020			
<b>3</b>	Storing	17. 12. 2019	13. 1.			
<b>4</b>	Soil tillage, drought elimination, seeding	7. 01. 2020	20. 1.			
<b>5</b>	Spring cereal crop varieties	14. 1.	27. 1.			
<b>6</b>	Most powerful tractors on the market	21. 1.	3. 2.			
<b>7</b>	Drought-resistant fodder crops, preservation	28. 1.	10. 2.			
<b>8</b>	Harvesting threshers, shredders, picking carts	4. 2.	17. 2.			
<b>9</b>	Successful pig farming – economics, nutrition, technology	11. 2.	24. 2.			
<b>10</b>	Machinery for smaller farms	18. 2.	2. 3.			
<b>11</b>	Spring vegetation protection	25. 2.	9. 3.			
<b>12</b>	Harvesting fodder crops	3. 3.	16. 3.			
<b>13</b>	TECHAGRO	10. 3.	23. 3.			
<b>14</b>	Leasing, loans and insurance in agriculture	17. 3.	30. 3.			
<b>15</b>	Quality ensiling	24. 3.	6. 4.			
<b>16</b>	Orchard, vineyard and hopyard management	31. 3.	14. 4.			
<b>17</b>	Plant nutrition – fertilization and stimulation	7. 4.	20. 4.			
<b>18</b>	High-volume semi-trailers	14. 4.	27. 4.			
<b>19</b>	Robotic milking	21. 4.	4. 5.			
<b>20</b>	Municipal machinery serving farmers	28. 4.	11. 5.			
<b>21</b>	Mulchers	5. 5.	18. 5.			
<b>22</b>	Equipment for servicing BGS	12. 5.	25. 5.			
<b>23</b>	Tractors	19. 5.	1. 6.			
<b>24</b>	Seeds and technologies for sowing rape plant	26. 5.	8. 6.			
<b>25</b>	Harvesting straw	2. 6.	15. 6.			
<b>26</b>	Post-harvest soil tillage	9. 6.	22. 6.			
<b>27</b>	Cattle health – production diseases	16. 6.	29. 6.			
<b>28</b>	Stubble applications	23. 6.	7. 7.			
<b>29</b>	Transport in agriculture	30. 6.	13. 7.			
<b>30</b>	Winter cereal crops	7. 7.	20. 7.			
<b>31</b>	Front, articulated and skid steer loaders	14. 7.	27. 7.			
<b>32</b>	Storing grains	21. 7.	3. 8.			
<b>33</b>	Tractor accessories	28. 7.	10. 8.			
<b>34</b>	Harvesting corn	4. 8.	17. 8.			
<b>35</b>	Feeding systems and dairy cattle nutrition	11. 8.	24. 8.			
<b>36</b>	Farm fertilizers	18. 8.	31. 8.			
<b>37</b>	Precision agriculture – navigation systems	25. 8.	7. 9.			
<b>38</b>	Ploughs and harrows	1. 9.	14. 9.			
<b>39</b>	Construction, renovation and modernization in AP	8. 9.	21. 9.			
<b>40</b>	Maintenance services and obtaining spare parts	15. 9.	29. 9.			
<b>41</b>	Handling equipment	22. 9.	5. 10.			
<b>42</b>	Feeding carts, bale choppers	29. 9.	12. 10.			
<b>43</b>	Tyres for agricultural machinery	6. 10.	19. 10.			
<b>44</b>	Choosing a harvesting thresher	13. 10.	26. 10.			
<b>45</b>	Choice of tractors with under 160 horsepower	20. 10.	2. 11.			
<b>46</b>	Insurance for field crops, farm animals and forest crops	27. 10.	9. 11.			
<b>47</b>	Cultivating and harvesting corn	3. 11.	16. 11.			
<b>48</b>	Seeding machines for spring season	10. 11.	23. 11.			
<b>49</b>	Sprayers	16. 11.	30. 11.			
<b>50</b>	Choosing a paring plough	24. 11.	7. 12.			
<b>51</b>	Managing machine fleet	1. 12.	14. 12.			
<b>1/2021</b>	Spring oil crops	8. 12.	4. 1. 2021			
<b>2</b>	Application of mineral fertilizers	15. 12.	11. 1.			
<b>3</b>	Storing	5. 1. 2021	18. 1.			
<b>4</b>	Soil tillage, drought elimination, seeding	12. 1.	25. 1.			