



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*
1360 EUR

149 x 297*
1200 EUR



149 x 210
960 EUR

200 x 120
800 EUR



112 x 297*
800 EUR

200 x 81
720 EUR



72 x 297*
720 EUR

97,5 x 120
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 1160 EUR and 1000 EUR 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.



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Month	crop production	livestock production	Technology	Deadline	Distribution
1	Sprig oilseeds	Care of ruminant young	Technika pro živočišnou výrobu	30. 11. 2020	8. 1. 2021
2	Storage of the crop products	Swine-breeding	Fertilizers application	11. 1. 2021	5. 2.
Standalone extra issue	Milk farms				
	3	Feed base in areas of the Czech republic, crops providing bulk feed	Animal housing technology, milking technology, cattle welfare requirements, effects on quality of milk, dairy cattle breeding, cattle nutrition and feeding	Feeding wagon, handling technology, straw blowers	8. 2.
4	Catch crops and soil protection technologies	Nutrition and feeding of livestock	Tractors	11. 3.	5. 4.
5	Winter rapeseed	Modernization of farms for livestock husbandry	Soil working machines	12. 4.	6. 5.
Standalone extra issue	Importance of cereals				
	6	Selection of suitable varieties, stand establishment, protection, nutrition	Use of cereals in nutrition, preparation of feeding mixtures, feeding concentrates	Machines for sowing, plant nutrition and protection, harvest, production processing, storage	10. 5.
7	Autumn plant protection	Poultry farming	Handling technology	11. 6.	9. 7.
8	Use of non-traditional crops on a farm	Roughages	Tanks and application technology	12. 7.	9. 8.
Standalone extra issue	Agriculture 4.0				
	9	Plant nutrition and protection in precision agriculture, application and yield maps, soil sensors	Automation in stables, animal tracking, modern technologies in stables, new trends in nutrition	Precise sowing, targeted application of fertilizers and plant protection, new technologies, drone utilization in agriculture, programs for precision agriculture	9. 8.
10	Plant nutrition	Fish farming and fishing	Sprayers	6. 9.	6. 10.
11	Permanent grassland	Grazing and grazing technology	Sowing machines	11. 10.	5. 11.
Standalone extra issue	Corn				
	12	Agrotechnics of corn cultivation, classification of hybrids and their suitability for growing areas of CZ, stands establishment, varietal pattern suitable for various soil and climatic types of CZ	Corn feeding, parameters of quality silage, feed rations for dairy cows, beef cattle, fattening bulls	Machines for cultivation of corn, machines for sowing and harvest of corn	4. 11.
1/2022	Organic matter in soil	Horse breeding	Transport technology	29. 11. 2021	7. 1. 2022

The rules for publishing

Inserted advertisements

Price of ads EUR 1000 + price for insertion / piece					
Number of pages		1–4	5–8	9–32	33 and more
Price (EUR)		1000	1200	1400	1800
Weight (in grams) of inserted material	Till 20 g	21–50 g	51–100 g	101–250 g	250 g and higher
Price for insertion / piece (EUR)	0,04	0,09	0,16	0,20	0,26

Division according to the weight of inserted material is based on current tariffs issued by the Czech Post Service

Other possible formats

Glued adverts	1000 EUR
Envelope taping (tape + advertising 1/1 pg + PR-article 1/1 pg)	1800 EUR
Flap on the envelope	2000 EUR
Foldable envelope (advertising 2/1 pg)	2200 EUR

Discounts

Title option		Publishing option (price in EUR)	
Discount depends on the number of repeating ads in one journal in given year and can possibly be calculated retrospectively as well		Discount depends on the total sum of book prices stated in the binding order of ads to be published in any title of our publishing house and this bonus for exceeding a given limit is set in the following way:	
		2 000	5 %
		2 800	7 %
Number of repeating	Discount	4 000	10 %
3x	5 %	8 000	11 %
6x	7 %	12 000	12 %
9 and more	10 %	And further on + 1 % per every EUR 3510	

When ordering propagation advertising agency is the maximum discount of 15 % for the client.

Extra charges

2. page of cover	25 %
3. page of cover	10 %
4. page of cover	30 %
5. page (next to the contents)	20 %
Special size of advertisement	40 %
Exact placing of advertisement	20 %
Fifth colour print	10 %

Advertising Graphic Price: 28 EUR

The rules for publishing all-type advertisements and company articles

1. All-type advertisements – the price corresponds with the prices for conventional sheet advertisement

All-type ads are equivalent to the conventional sheet ads. This kind of ads paid in full amount according to the price list does not have to be designed in the same manner as the own journal but it can be supplied completely by the client (firm, PR agency). Logos and contacting data of the producer or vendor can be part of this ad. The article will be marked as advertisement. All-type ads have to be delivered by the client in complete form. The copy editors will not prepare this type of ads.

2. Company text paid by 50 % of the price for sheet advertisement according to the price list

It concerns a commercial article that does not include client's logo and contact. The theme should at least generally correspond with the theme of a given journal. The name of the author and company is given together with the author's signature. The article is marked as advertisement, it has the same graphics as the journal and it is produced by our graphic studio. Company text has to be delivered by the client in complete form. The copy editors will not prepare this type of ads.

3. Rules for the publication of free PR articles delivered together with graphical advertising.

It is required to observe the specified range in proportion 1:1/advertisement: PR article. In case of request for exceeding the range of the article, will be solved individually the form of payment.

Technical requirements

PC platform

Transmission medium: CD/DVD, Flash disk, e-mail (up to 9 Mb), FTP server

a) GRAPHICALLY READY ADVERTISEMENTS:
PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality TIFF, JPG (300 DPI, CMYK)
AI, EPS, CDR (all in curves, CMYK, 300 DPI)

b) ADS TO BE PRODUCED:
Texts: MS Word
Tables: MS Word
Graphs: MS Excel
Logos: EPS (curved, saved without background)
Photograph to be scanned: masters to be scanned up to the A3 format
Photographs in data form: TIFF, JPG (all in 300 DPI). **All fall out formats needs to be bigger at least about 3 mm on each side for the cutting process in printer.**
Detailed information will be send by e-mail or fax on demand.

Notice

- Subject completing an ad guarantees that there will be no invisible symbols in a document (ai, eps, pdf) and the attributes will be defined correctly
- In case the ads in pdf, eps forms have not the parameters necessary, we will transfer the document into 300 dpi bitmap that can cause unreadability of small characters and change the colour scheme. The publishing house is not responsible for such changes and any prospective objections shall be claimed against the subject completing an ad.
- We do not accept any logos and graphical sources sent by fax. Source materials, as copies from photocopiers, business card or writing-papers, materials printed on coloured ink printers, bit mapped pictures etc. will be accepted but their bad printing quality shall be pointed out.
- We are not responsible for mistakes caused by insufficient readability of text or by any other hidden fault of documents supplied. In case the coloured preview (cromaline, digital proof) is not supplied together with an ad, the publishing house is not responsible for maintaining the coloured scheme.

General Terms of Advertising

1. Ordering an ad

- The publisher accepts the advertisements on the basis of written order or contract and data supplied only. The order has to contain the following: trade name of the company, seat of the company, place of business or place of residence, company ID, tax code, stamp and signature of the client, date of signature.
- The client is responsible for the actual delivery of text and faultless background data.
- The client is responsible for the content and legal admissibility of texts and pictures to be advertised.
- The publisher is not responsible for the accuracy of data in published ads and he is not obliged to examine whether the rights of third persons are violated by them.

2. Returning the background materials and revision of the prints

- The background materials will be returned to the client on his demand only. Revised ads produced by the publisher will be sent to the client for approval. In case the client does not approve the design of an ad within given period, publisher takes it as approved.
- The publisher grants the normal print quality within the scope of the material supplied and the technology used.

3. Edits and placing the ads in the journal

Ads that are not possibly recognised as advertisements due to their stylisation, will be marked by the word „advertisement“.

4. Right to reject an ad

- The publisher retains the right to reject an advertisement due to its content or technical quality, in case it is in conflict with valid legal or official standards, morals and custom practice, technical conditions set or with the client's interests.
- The publisher retains the right to reject the order from client that did not pay for the previously published advertisements, or he can eventually suspend fulfilment of the order till the amount due is covered.

5. Payment for advertising

- The price for publishing an ad will be invoiced by the publisher within 5 days after the actual date of publishing. An invoice will be sent to the client together with the sample copy. Normally, the maturity of an invoice is 14 days. However, if both the parties agree, it can be stipulated otherwise.
- In case of the client's payment delay, the publisher retains the right to charge the punitive interest in agreed amount. In case, this amount is not agreed in advance, it is set in the level of 0.1 % of the amount due per every calendar day delayed.

6. Reclamation - facultative compensation

- In case an ad is printed unreadable, incorrectly or incompletely, the client has the right to get discount or to have an ad printed again perfectly.
- Advertisement can be reclaimed within 14 calendar days after its publication.

7. Prices in the price list are given in CZK without VAT (EUR)

Both the parties can agree on different terms of publication. An agreement represents necessary condition for arranging other than common terms of mutual co-operation.