



ZAHRADNICTVÍ

magazine for professional gardeners

Pomology • viticulture • vegetable farming • floristry • nurseries • greenery realization and maintenance

NEW – permanent column: Technology for gardeners

The magazine is targeted at companies specializing in realization and maintenance of public greenery and gardens, garden centre operators, nursery operators, florists, pomologists, vintners and vegetable growers. The only comprehensive professional horticultural magazine on our market. It contains the topic of the month and permanent sections. It informs about the news in the field (mechanization, growing technologies, plant nutrition and protection, etc.). It also contains provides reports from companies and exhibitions. The magazine also features prominently in the Slovak Republic and has been listed among the reviewed specialized journals. It offers comprehensive information service to all horticulturalists.

Month	Topic	Content intention	Deadline	Distribution
1	Vegetable-growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	3. 12. 2020	12. 1. 2021
2	Tree nursery – floriculture	Perennials, balcony flowers, potting mixes and containers, potting machines and planting tables, seedling of balcony flowers, hydrogels	8. 1. 2021	10. 2.
3	Fruit-growing	Foliar, root and artificial fertilizers, mulchers and cultivators for orchards, grass-seed mixtures for inter-rows, anti-hail systems for orchards	16. 2.	12. 3.
4	Establishment and maintenance of green areas	Grass-seed mixtures, grass carpets, mechanization for establishment and maintenance of green areas, lawn fertilizers	16. 3.	12. 4.
5	Tree nursery – floriculture	Modern greenhouses and foil greenhouses, irrigation for greenhouses and foil greenhouses, soluble fertilizers for irrigation systems, planting tables	19. 4.	12. 5.
6	Fruit-growing	Protection against storage diseases, harvesting and handling equipment, irrigation systems in orchards	17. 5.	10. 6.
7	Vegetable-growing	Vegetables harvesting, covered growing areas, hydroponic and aeroponic, storage of vegetables, insurance for vegetable-growers	14. 6.	12. 7.
8	Tree nursery – floriculture	Substrates, forest-tree nursery supplies, plant lifter (use in forest-tree nurseries), rootball digger (for manipulation with full-grown trees), perennials	16. 7.	11. 8.
9	Fruit-growing	Tractors for orchards and vineyards, tree cutting equipment, insurance for fruit-growers	16. 8.	13. 9.
10	Tree nursery – floriculture	New flower arrivals, transport and handling in forest-tree nursery	6. 9.	11. 10.
11	Establishment and maintenance of green	Roof gardens, machines for the maintenance of green areas, green walls, water collection and subsequent use	14. 10.	10. 11.
12	Fruit-growing	Springtime protection of pome fruits and stone fruits (chemical and biological), application technology to orchards, antifreeze protection of orchards	11. 11.	9. 12.
1/2022	Vegetable-growing	Seeds and seedlings for growers and for retail sale, irrigation for vegetable-growers, chemical and biological protection, mechanization for vegetable-growers	1. 12.	11. 1. 2022

1/1	2/3a	2/3b	1/2	1/2	1/2 (A5)	1/2	1/3	1/4	1/4	
230 x 297*	a – 149 x 297*	b – 230 x 185*	200 x 120	97,5 x 254	149 x 210	112 x 297*	200 x 81	72 x 297*	97,5 x 120	149 x 94
1200 EUR	920 EUR		680 EUR	680 EUR	760 EUR	680 EUR	480 EUR	480 EUR	400 EUR	400 EUR

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

www.zahradaweb.cz

Whole background:
600 EUR/week, 1880 EUR/Month

980 x 70 px **C** 320 EUR/week

A 300 x 300 px
200 EUR/week

D 620 x 70 px 120 EUR/week

B 300 x 300 px
120 EUR/week

Whole background:
600 EUR/week, 1880 EUR/Month

Specialized corporate text

80 EUR

Specialized corporate text with a video

120 EUR

Light box (price per week)

320 EUR

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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

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

- a) 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.
- b) The client is responsible for the actual delivery of text and faultless background data.
- c) The client is responsible for the content and legal admissibility of texts and pictures to be advertised.
- d) 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

- a) 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.
- b) 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

- a) 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.
- b) 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

- a) 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.
- b) 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

- a) 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.
- b) 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.

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.