

ZEMĚDĚLEC

Specialized and professional weekly magazine

Published from 1919

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



3rd PAGE



WEEKLY TOPIC'S PARTNER



BACK PAGE



ADVERTISING INSIDE THE MAGAZINE



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Advertising rates 2021	Size in mm (width x height)	Coloured advertisement (EUR)
Front page		
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
3rd page		
G, H, I – 1/3 of bottom banner	86 x 119	540
5th page		
J – 1/2 page landscape	266 x 180	1240
Back page		
Z – „top“	86 x 58	300
Servis box	86 x 86	420
Front page of specialized sections (Weekly topic, Plant production, Animal production, Farming machinery)		
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
Advertising inside the magazine		
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
Inserts		
1 – 4 A4 pages		1000
4 – 8 A4 pages		1200
8 – 32 A4 pages		1400
More than 32 A4 pages		1800
Exclusive placement is not guaranteed		
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
1/21	Spring oil crops	8. 12. 2020	4. 1. 2021			
2	Application of mineral fertilizers	15. 12.	11. 1.			
3	Storing	5. 1. 2021	18. 1.			
4	Soil tillage, drought elimination, seeding	12. 1.	25. 1.			
5	Spring cereal crop varieties	19. 1.	1. 2.			
6	Most powerful tractors on the market	26. 1.	8. 2.			
7	Drought-resistant fodder crops, preservation	2. 2.	15. 2.			
8	Harvesting threshers, shredders, picking carts	9. 2.	22. 2.			
9	Successful pig farming – economics, nutrition, technology	16. 2.	1. 3.			
10	Machinery for smaller farms	23. 2.	8. 3.			
11	Spring vegetation protection	2. 3.	15. 3.			
12	Harvesting fodder crops	9. 3.	22. 3.			
13	Animal Tech/Techagro	16. 3.	29. 3.			
14	Leasing, loans and insurance in agriculture	22. 3.	6. 4.			
15	Quality ensiling	30. 3.	12. 4.			
16	Orchard, vineyard and hopyard management	6. 4.	19. 4.			
17	Plant nutrition – fertilization and stimulation	13. 4.	26. 4.			
18	High-volume semi-trailers	20. 4.	03. 5.			
19	Robotic milking	27. 4.	10. 5.			
20	Municipal machinery serving farmers	4. 5.	17. 5.			
21	Mulchers	11. 5.	24. 5.			
22	Equipment for servicing BGS	18. 5.	31. 5.			
23	Tractors	25. 5.	07. 6.			
24	Seeds and technologies for sowing rape plant	1. 6.	14. 6.			
25	Harvesting straw	8. 6.	21. 6.			
26	Post-harvest soil tillage	15. 6.	28. 6.			
27	Smart farming	21. 6.	2. 7.			
28	Stubble applications	29. 6.	12. 7.			
29	Transport in agriculture	7. 7.	19. 7.			
30	Winter cereal crops	13. 7.	26. 7.			
31	Front, articulated and skid steer loaders	20. 7.	2. 8.			
32	Storing grains	27. 7.	9. 8.			
33	Tractor accessories	3. 8.	16. 8.			
34	Harvesting corn, Breadwinner Earth	10. 8.	23. 8.			
35	Feeding systems and dairy cattle nutrition	17. 8.	30. 8.			
36	Farm fertilizers	24. 8.	6. 9.			
37	Precision agriculture – navigation systems	31. 8.	13. 9.			
38	Ploughs and harrows	7. 9.	20. 9.			
39	Construction, renovation and modernization in AP	14. 9.	27. 9.			
40	Maintenance services and obtaining spare parts	21. 9.	4. 10.			
41	Handling equipment	27. 9.	11. 10.			
42	Choosing a paring plough	5. 10.	18. 10.			
43	Managing of machines fleet	12. 10.	25. 10.			
44	Choosing a harvesting thresher	19. 10.	1. 11.			
45	Choice of tractors with under 160 horsepower	26. 10.	8. 11.			
46	Insurance for field crops, farm animals and forest crops	2. 11.	15. 11.			
47	Cultivating and harvesting corn	9. 11.	22. 11.			
48	Seeding machines for spring season	16. 11.	29. 11.			
49	Sprayers	23. 11.	6. 12.			
50/51	Feeding carts/Tyres for elimination of soil compaction	30. 11.	13. 12.			
1/2022	Spring oil crops	7. 12.	3. 1. 2022			
2	Application of mineral fertilizers	14. 12.	10. 1.			
3	Storing	4. 1.	17. 1.			
4	Soil tillage, drought elimination, seeding	11. 1.	24. 1.			