

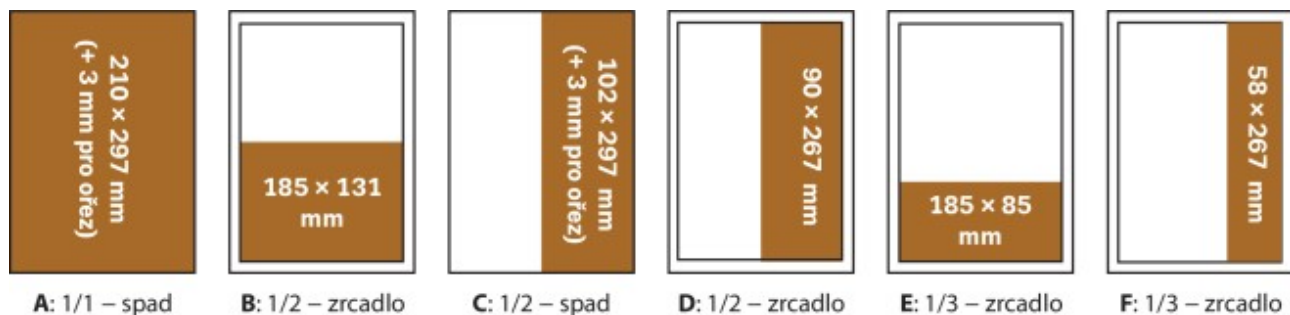
# Advertising price list 2025

## for web and print

**The Agroportal24h.cz website** brings information from the field of agricultural technology every day. You will find articles about machines, news with current events, photo galleries, videos, invitations to agricultural events, etc. Its readers are mainly people working in agriculture, or fans of agricultural machinery. The website is usually visited by **4,000 to 8,000** readers a day, and over **100,000** unique visitors a month.

**The Agroportal24h.cz magazine** is published 4 times a year and its content is similar to a website. About **75 %** of its readers work in the field (crop production, animal production, services, forestry) and most of them are interested in news and reports from agriculture. According to the job position, the owners of companies, machine operators and managers are the most represented.

### I) Advertising (magazine) and branding (web)



Advertising format	With benefits for articles *)	No benefits for articles
All page – A	1 500 EUR	1 200 EUR
Half of the page – B, C, D	1 160 EUR	800 EUR
One third of the page – E, F	1 080 EUR	660 EUR
Branding 30 days (guarantee 50 ths. views)	1 512 EUR	1 280 EUR
Branding 60 days (guarantee 100 ths. views)	2 268 EUR	1 648 EUR

\*) Package within which you can order an advertisement and an article at a discounted price. One advertisement (for the price of an in-box advertisement) = one article for a reduced price (for the price of an in-frame article).

#### Surcharges:

- 2nd and 3rd page of the magazine ... **260 EUR**
- 4th page of the magazine ... **640 EUR**
- Precisely position ... **176 EUR**

## II) Articles subject to editorial rules

Format	With an advantage to the advertisement *)		Independently	
	Web only	Web + magazine**)	Web only	Web + magazine
Custom text, range up to 1 A4 in a magazine	gratis	gratis	480 EUR	560 EUR
Custom text, range up to 2 A4 in a magazine	gratis	168 EUR	480 EUR	768 EUR
Editorial text according to documents, magazine up to 1 A4	40 EUR	120 EUR	640 EUR	720 EUR
Editorial text according to documents, magazine up to 2 A4	120 EUR	320 EUR	720 EUR	920 EUR
Field report without video	560 EUR		1 160 EUR	
Field report with video	960 EUR		1 560 EUR	
Professional video with customer without article	from 1 200 EUR		from 1 600 EUR	
Professional video with a customer + combined with an article	from 1 200 + 480 EUR	From 1 600 + 720 EUR	From 1 600 + 680 EUR	From 1 600 + 680 EUR
News from the field	400 EUR	560 EUR	1 000 EUR	1 160 EUR

\*) Package within which you can order an advertisement and an article at a discounted price. One advertisement (for the price of an in-box advertisement) = one article for a reduced price (for the price of an in-frame article).

\*\*\*) Special price for printing + web in the price of printing. Valid while stocks last, number of pages in each issue is limited.

### Surcharges:

Title page of a printed magazine (photo + title of the article); photo is subject to editorial approval ... **1 080 EUR.**

## III) Commercial communications and articles not subject to editorial rules

Format	With an advantage to the advertisement		Independently	
	Web only	Web + magazine	Web only	Web + magazine
Custom text, range up to 1 A4 in a magazine	gratis	gratis	429 EUR	669 EUR
Custom text, range up to 2 A4 in a magazine	gratis	69 EUR	429 EUR	949 EUR

## IV) Price and validity of the price list

- (1) All prices are without VAT.
- (2) This price list is valid from 1st October 2024.