

Zahradnictví (The Horticulture) – Price list 2010

Zahradnictví

A MONTHLY FOR PUBLIC GREEN AREAS, NURSERIES, FLOWERS FRUIT AND VEGETABLE GROWING

The main target group includes the companies dealing with realisation and maintenance of gardens, nursery specialists, flower, fruit and vegetable growers. The only professional magazine you can find on out market. It is composed of monthly topic and permanent sections: public green areas, nursery, flower, fruit and vegetable growing. It brings information about news in these areas (machinery, growing technologies, plant nutrition and protection, etc.).



PP ROFI PRESS s.r.o.

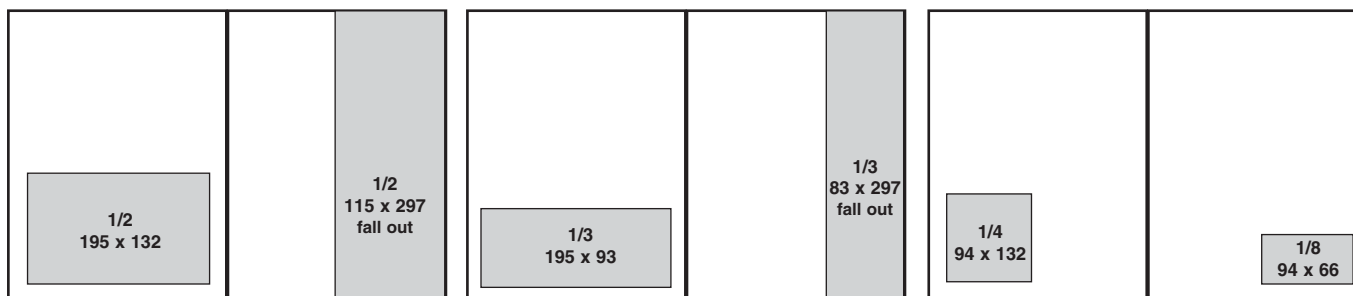
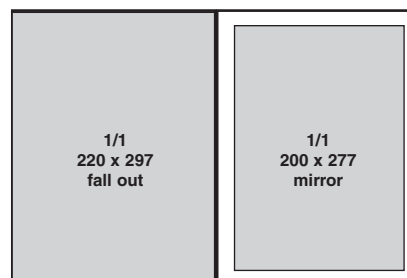
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Month Supplement	Closing date
1 Pomiculture/vineyard tractors (Fruit days partnership)	25. 11.
2 Growing mediums, containers	6. 1. 2010
3 Public greenery, nurseries	3. 2.
4 Grasses (seed, irrigation, nutrition, maintenance)	3. 3.
5 Plant nutrition and protection	31. 3.
6 Horticulture machinery	28. 4.
7 Orchard and vineyard management	26. 5.
8 Realisation and maintenance of private gardens	23. 6.
9 Nursery management	4. 8.
10 Construction for gardeners (Greenhouses, stock houses and others)	1. 9.
11 New floral specialties for next year	29. 9.
12 Vegetable seed and seedlings	27. 10.
1/2011 Fruit year / vineyard tractors (Fruit days partnership)	24. 11.

Published every 1st week in a month

Page ratio	Size (mm)	Price (EUR)
1/1	220 x 297 (fall out)	1200,-
1/1	200 x 277 (mirror)	1200,-
1/2	195 x 132	680,-
1/2	115 x 297 (fall out)	680,-
1/3	195 x 93	480,-
1/3	83 x 297 (fall out)	480,-
1/4	94 x 132	400,-
1/8	94 x 66	220,-



Inserted advertisements				
Price of ads EUR 1000 + price for insertion / piece				
Weight (in grams) of inserted material	Till 20 g	Till 50 g	Till 200 g	Till 350 g
Price for insertion/piece	0,02 EUR	0,10 EUR	0,18 EUR	0,26 EUR
Division according to the weight of inserted material is based on current tariffs issued by the Czech Post Service				

Extra charges	
2 nd page of cover	25 %
3 rd page of cover	20 %
4 th page – back cover	30 %
5 th page (next to the contents)	10 %
Special size of advertisement	40 %
Exact placing of advertisement	20 %
Fifth colour print	10 %

Discounts	
Title option	
Discount depends on the number of repeating ads in one journal in given year and can possibly be calculated retrospectively as well	
Number of repeating	Discount
3x	5 %
6x	7 %
9 x and more	10 %
Publishing option (price in EUR)	
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:	
2000	5 %
2800	7 %
4000	10 %
8000	11 %
12 000	12 %
And further on + 1 % per every EUR 3510	

Technical requirements	
<p>PC platform Transmission medium: CD ROM (700 Mb), JAZ (1 GB), ZIP (100 Mb), e-mail (up to 9 Mb)</p> <p>a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality, suitable for QuarkXpress output TIFF, JPG (300 DPI, CMYK) AI, EPS, CDR (all in curves, CMYK, 300 DPI)</p> <p>b) ADS TO BE PRODUCED: Texts: Word for Windows Tables: Word for Windows Graphs: Excel for Windows Logos: EPS (curved, saved without background) Photograph to be scanned: masters o 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.</p> <p>Detailed information will be send by e-mail or fax on demand.</p>	<p>Notice</p> <ul style="list-style-type: none"> • 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 bit-map 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.