

rolnícké noviny®

PRICE LIST

2022

edition plan and deadlines

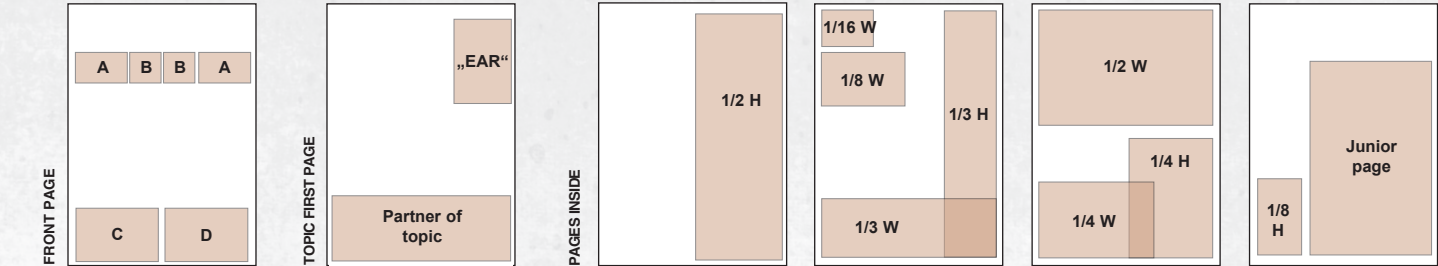


- Print
- www.rno.sk
- Newsletter
- Mobile app



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rolnické noviny				
	Size W x H [mm]		Price [€]	
Front page				
A – under the title	83 x 32		309	
B – under the title	40 x 32		159	
C,D – on the bottom of page	126 x 85		609	
Pages inside				
Theme of the week – first page „EAR“	83 x 124		389	
Partner of topic + B	255,5 x 115		799	
1/1 page	255,5 x 346		1 209	
Junior page	169 x 230		899	
½ page height	126 x 346		899	
½ page width	255,5 x 171		899	
1/3 page height	83 x 346		799	
1/3 page width	255,5 x 115		799	
¼ page height	126 x 171		599	
¼ page width	169 x 124		599	
1/8 page height	83 x 124		329	
1/8 page width	126 x 85		329	
1/16 page	83 x 57		169	
Exhibition annex	83 x 85		209	
1/3 height - doublerim	2 x (83 x 346)		1 109	
1/3 width - doublebase	2 x (255,5 x 115)		1 109	
Enclosure prices – blanket price 330,-€ + price of placement / piece				
Weight of enclosure	up to 20 g	up to 50 g	up to 200 g	up to 350 g
Placement of one piece	0,05	0,17	0,33	0,45
The weight resolution of the inserted material is based on the valid postal tariffs.				



The prices do not include VAT.

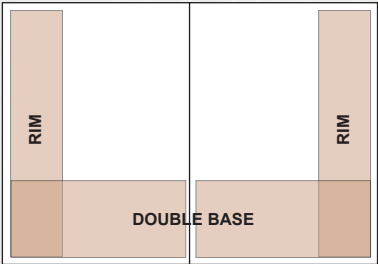

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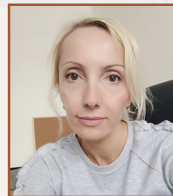

Professional weekly for slovak agrarians

Managers and the owners of agriculture companies are target group of Rolnicko noviny. A3 format, full coloured 28-48 pages brings the complex political and commodity press service over the past week. The newspapers are divided into the sections - pages dedicated to the European Union, an agriculture calendar of events, crop production, animal production and agricultural technics. Every edition is dedicated to a special topic...

An advertisement for Roľnícke noviny –
NO BLEEDING

The discount for the client is max 15 % in case
of advertisement ordered by agency.





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Separate Professional Annexes



Annexes printed on high quality scratchboard in size A4 provide the actual information and knowledge of most important crop's production, from the choice of seeds, crop management practice, protection, harvesting up to storage.

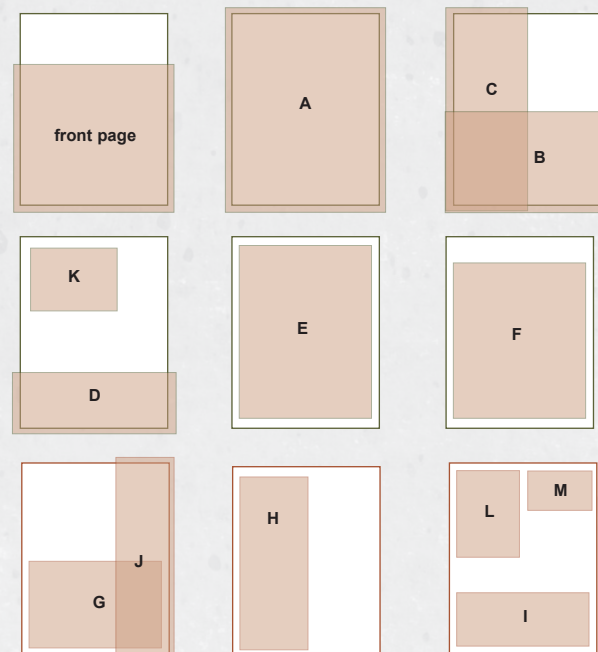
It includes also the „Agronom“ – chart of registered prepares for the crop protection and chart of most important farm plant's seeds.

In addition „Dairy Cows“ you can also find the information of dairy livestock husbandry, new technologies, milk production and the veterinary information.

Special Annexes

	Part of page	Size W x H [mm]	Price
	Front page (bleeding)	210 x 235 *	1 209
A	1/1 (bleeding)	210 x 297 *	889
B	1/2 (bleeding)	210 x 148 *	449
C	1/2 (bleeding)	105 x 297 *	449
D	1/3 (bleeding)	210 x 99 *	399
E	1/1 (into composition)	180 x 267	889
F	1/1 (into composition)	180 x 248	889
G	1/2 (into composition)	180 x 122	449
H	1/2 (into composition)	88 x 248	449
I	1/3 (into composition)	180 x 80	399
J	1/3 (bleeding)	72 x 297	399
K	1/4 (into composition)	134 x 80	319
L	1/4 (into composition)	88 x 122	319
M	1/8 (into composition)	88 x 59	179

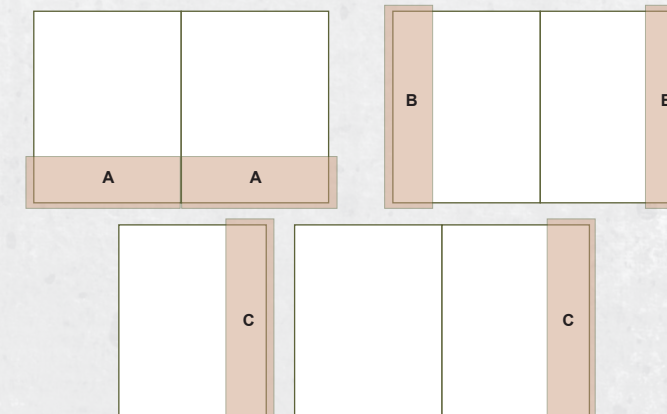
* In case of bleeding (A, B, C, D, J) +5 mm around the advertisement.



Special annexes

	Part of page	Size W x H [mm]	Price
A	doublebase (bleeding)	420 x 74 *	409
B	doublerim (bleeding)	2 x (57 x 297) *	409
C	serial (bleeding)	2 x (57 x 297) *	459
	doublebase (into composition)	2 x (180 x 62)	409
	doublerim (into composition)	2 x (50 x 248)	409
	serial (into composition)	2 x (50 x 248)	459

* In case of bleeding +5 mm around the advertisement.

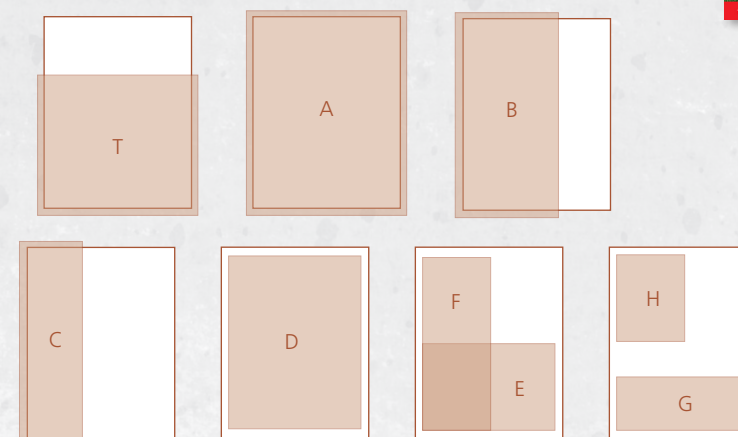


Edition of the special annexes

Repka plus Agronom č. 1 – Oil-Seed Rape Complex Protection	February 2022
Pšenica plus Agronom č. 2 – Wheat Complex Protection	March 2022
Repka plus Agronom č. 3 – Oil-Seed Rape Varieties	end of June 2022
Pšenica plus Agronom č. 4 – Winter Crops Varieties	end of July 2022
Dairy Cows	October 2022
Traktory – Tractors Chart Data	end of October 2022

SPECIAL ANNEXES – CHART DATA

Addition „TRAKTORY – TRACTORS 2022“ will contain the catalog overview of technical parameters and pictures all of the tractor's brand- name at Slovak market. Usefull as an excellent overview and as a good help in case of tractor buying.



Tractors

	Podiel strany	Rozmer Š x V [mm]	Cena [€]
T	front page (bleeding)	230 x 230 **	1 209
A	1 (bleeding)	230 x 297 *	889
B	2/3 (bleeding)	153 x 297 *	669
C	1/3 (bleeding)	77 x 297 *	399
D	1 (into composition)	200 x 270	889
E	1/2 (into composition)	200 x 135	449
F	1/2 (into composition)	100 x 270	449
G	1/3 (into composition)	200 x 90	399
H	1/4 (into composition)	100 x 135	319

* In case of bleeding +5 mm around the advertisement.

** In case of „T“ advertisement the bleed doesn't have to be on the top edge.

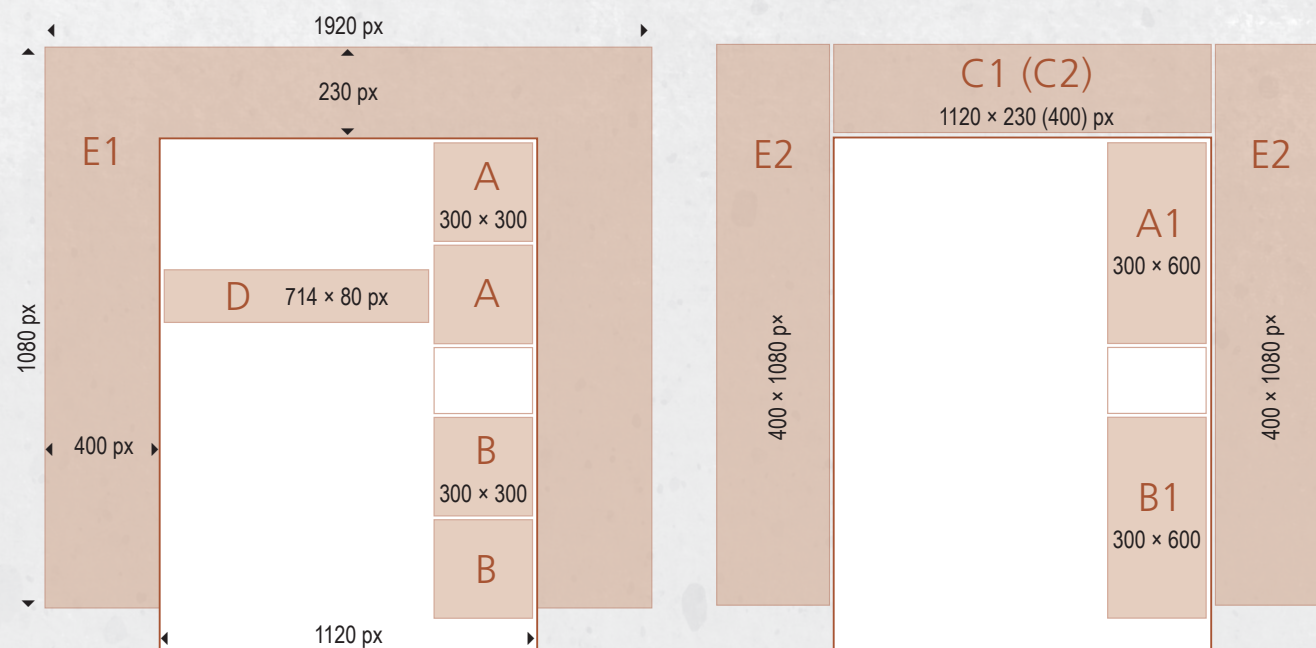
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Predstavte aj vy vašu spoločnosť na webstránke Rolníckych novín



Banner A
 • 300 x 300 px, **219 €/week**

Banner B
 • 300 x 300 px, **149 €/week**

Banner C1
 • 1120 x 230 px, **319 €/week**

Banner D
 • 714 x 80 px, **139 €/week**

Wallpaper E1
 • total width and length – 1920 x 1080 px (right and left part both 400 x 1080 px, upper part height 230 px), necessary central part 1120 px, **599 €/week** alebo **1999 €/month**

Only side parts – E2

• right and left part both 400 x 1080 px, **499 €/week** alebo **1499 €/month**

- PR article – 199 €/week
- PR video – 199 €/week
- PR article + video – 299 €/week
- Keyword – 799 €/year

* In case of keyword all of the client's articles will visible on www.rno.sk, with banner 714 x 80 px.

Application

rolnícké noviny

PP
 PROFIPRESS

Get an overview through the first farmer app.

Available on:

- GooglePlay
- AppStore

800 x 300 px
159 €/month

800 x 200 px
109 €/month



The application contains a selection of the articles of the agricultural weekly Rolnícké noviny. Anywhere you are, you can read current political and departmental reports, commodity and economic news, information from plant and livestock production and agriculture mechanization.

Your ad banner can be the part of the application (800 x 300 px or 800 x 200 px).

Newsletter

rolnícké noviny

PP
 PROFIPRESS

The fastest information from the agricultural department.
Twice a week into the your PC, mobil, tablet.



You can subscribe to the newsletter free of charge at www.rno.sk. The newsletter is published twice a week, on Tuesdays and Fridays, at 17:00 o'clock. Your ad banner can be the part of the newsletter. (564 x 100 px or 564 x 200 px).

Contacts

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Subscription

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Technical requirements

Delivery of text and graphic materials:

CD/DVD, USB flash disc, external drive, e-mail

Requirements of materials:

bitmaps (.jpg, .bmp, .tiff, .psd...) – min. 300 dpi

curves (.ai, .eps, pdf)

text – text editor files (.txt, .rtf, .doc...)