

roľnícke noviny[®]

PRICE LIST

2023

edition plan and deadlines



- Print
- E-version
- www.rno.sk
- Newsletter

roľnícke noviny



Newsletter

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Svetové ceny ovplyvnia chlieb

Zvyšujúce sa ceny vstupov sa premietnu do ceny pekárenských výrobkov



Cena chleba klesla na 70 - 80 % vzhľadom na výšku cien za energiu, dopravy, náklady na pracovnú silu. V posledných týždňoch sa ceny vstupov zvyšujú, čo sa odrazí na konečnej cene chleba. V súčasnosti sa ceny vstupov zvyšujú, čo sa odrazí na konečnej cene chleba. V súčasnosti sa ceny vstupov zvyšujú, čo sa odrazí na konečnej cene chleba.



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Professional weekly for slovak agrarians

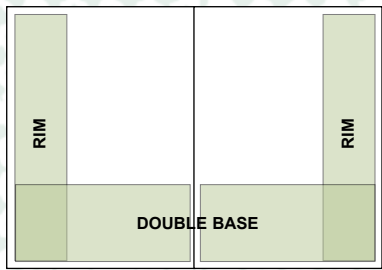
Managers and the owners of agriculture companies are arget group of Rolnícké noviny. A3 format, full coloured 28-48 pages brings the complex political and commodity press service over the past week. The newspapers are divided into the sections - pages dedicated to the European Union, an agriculture callendar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

PPA prevzala kompetencie
 Na poliach úradu počasie, ale aj zver
 Slovenská poľnohospodárska poisťovňa (PPA) prevzala kompetencie na úseku poistenia poľnohospodárstva a zverla ich úradu počasie. PPA prevzala kompetencie na úseku poistenia poľnohospodárstva a zverla ich úradu počasie.

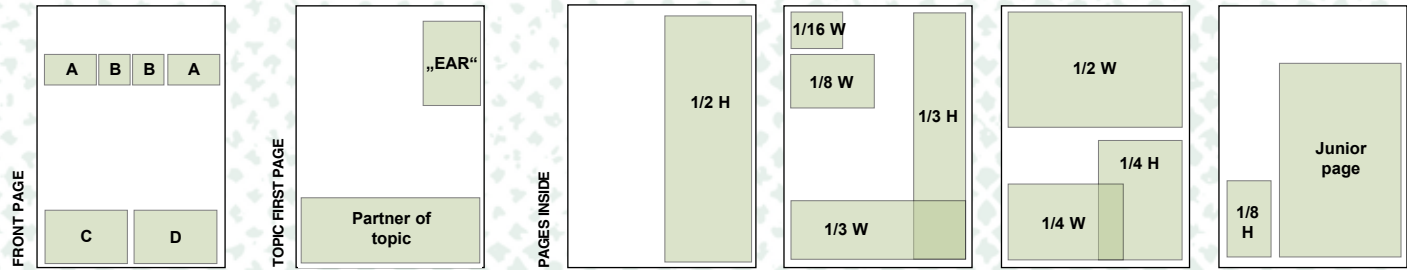
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An advertisement for Rolnícké noviny –
NO BLEEDING

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



rolnícké noviny				
		Size W × H [mm]		Price [€]
Front page				
A – under the title		83 × 32		319
B – under the title		40 × 32		169
C,D – on the bottom of page		126 × 85		619
Pages inside				
Theme of the week – first page „EAR“		83 × 124		399
Partner of topic + B		255,5 × 115		819
1/1 page		255,5 × 346		1 239
Junior page		169 × 230		919
½ page height		126 × 346		919
½ page width		255,5 × 171		919
1/3 page height		83 × 346		819
1/3 page width		255,5 × 115		819
¼ page height		126 × 171		619
¼ page width		169 × 124		619
1/8 page height		83 × 124		339
1/8 page width		126 × 85		339
1/16 page		83 × 57		179
Exhibition annex		83 × 85		219
1/3 height - doublerim		2 × (83 × 346)		1 119
1/3 width - doublebase		2 × (255,5 × 115)		1 119
Enclosure prices – blanket price 339,-€ + 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	0,07	0,19	0,39	0,49
The weight resolution of the inserted material is based on the valid postal tariffs.				



The prices do not include VAT.

No.	Theme	Editor's deadline	Advertising deadline	Expedition
1	Livestock feeds and additives	28. 12. 2022	21. 12. 2022	4. 1. 2023
2	Stabling and milking robotic technologies for livestock	4. 1. 2023	28. 12. 2022	11. 1. 2023
3	Spring crops	11. 1. 2023	4. 1. 2023	18. 1. 2023
4	Soil preparation, spring crops seeding, dryness elimination	18. 1. 2023	11. 1. 2023	25. 1. 2023
5	Running tractors economy	25. 1. 2023	18. 1. 2023	1. 2. 2023
6	Plants protection and nutrition	1. 2. 2023	25. 1. 2023	8. 2. 2023
7	Fruit production, orchards	8. 2. 2023	1. 2. 2023	15. 2. 2023
8	Transport machinery in agriculture	15. 2. 2023	8. 2. 2023	22. 2. 2023
9	Vegetables cultivation	22. 2. 2023	15. 2. 2023	1. 3. 2023
10	Seeding machines	1. 3. 2023	22. 2. 2023	8. 3. 2023
11	Artificial fertilizers and application	8. 3. 2023	1. 3. 2023	15. 3. 2023
12	Choosing the tractor	15. 3. 2023	8. 3. 2023	22. 3. 2023
13	Maize cultivation	22. 3. 2023	15. 3. 2023	29. 3. 2023
14	Technology for grass lands utilization	29. 3. 2023	22. 3. 2023	5. 4. 2023
15	Chemical protection of crop stand, crop spraying machinery	5. 4. 2023	29. 3. 2023	12. 4. 2023
16	Handling machinery	12. 4. 2023	5. 4. 2023	19. 4. 2023
17	Haylage	19. 4. 2023	12. 4. 2023	26. 4. 2023
18	Fodder plants - harvest and manipulation	26. 4. 2023	19. 4. 2023	3. 5. 2023
19	Irrigation systems	3. 5. 2023	26. 4. 2023	10. 5. 2023
20	Mulchers	10. 5. 2023	3. 5. 2023	17. 5. 2023
21	Bank products for agrarians	17. 5. 2023	10. 5. 2023	24. 5. 2023
22	Exhibition CDP Oponice, 6. - 7. 6. 2023	24. 5. 2023	17. 5. 2023	31. 5. 2023
23	Poultry and little farm animals husbandry	31. 5. 2023	24. 5. 2023	7. 6. 2023
24	Accurate agriculture, navigation systems	7. 6. 2023	31. 5. 2023	14. 6. 2023
25	Crop and straw harvesting	14. 6. 2023	7. 6. 2023	21. 6. 2023
26	Seed and seeding technologies for oilseed rape	21. 6. 2023	14. 6. 2023	28. 6. 2023
27	Modern tractors – news and trends	28. 6. 2023	21. 6. 2023	6. 7. 2023
28	Winter crops	6. 7. 2023	28. 6. 2023	12. 7. 2023
29	Corn silage	12. 7. 2023	6. 7. 2023	19. 7. 2023
30	Soil preparation for winter crops	19. 7. 2023	12. 7. 2023	26. 7. 2023
31	Combine harvesters	26. 7. 2023	19. 7. 2023	2. 8. 2023
32	Pre-emergence plants protection	2. 8. 2023	26. 7. 2023	9. 8. 2023
33	Exhibition Agrokomplex 2023 Nitra/Agricultural economics	9. 8. 2023	2. 8. 2023	16. 8. 2023
34	Seed storage, cleaners and driers	16. 8. 2023	9. 8. 2023	23. 8. 2023
35	Manure and organic fertilization	23. 8. 2023	16. 8. 2023	30. 8. 2023
36	Corn harvesting for grains	30. 8. 2023	23. 8. 2023	6. 9. 2023
37	Livestock health	6. 9. 2023	30. 8. 2023	13. 9. 2023
38	Ploughs and vertical cultivators	13. 9. 2023	6. 9. 2023	20. 9. 2023
39	Heliantus - harvesting	20. 9. 2023	13. 9. 2023	27. 9. 2023
40	Sheep and goats breeding	27. 9. 2023	20. 9. 2023	4. 10. 2023
41	Tractor accessories	4. 10. 2023	27. 9. 2023	11. 10. 2023
42	Wine production	11. 10. 2023	4. 10. 2023	18. 10. 2023
43	Pork meat production	18. 10. 2023	11. 10. 2023	25. 10. 2023
44	Insurance for agrarians	25. 10. 2023	18. 10. 2023	2. 11. 2023
45	Component buildings and halls in agriculture	2. 11. 2023	25. 10. 2023	8. 11. 2023
46	Farm machine tyres	8. 11. 2023	2. 11. 2023	15. 11. 2023
47	Seeders for spring season	15. 11. 2023	8. 11. 2023	22. 11. 2023
48	Seeds - well established and new varieties	22. 11. 2023	15. 11. 2023	29. 11. 2023
49	Feeding and bedding vehicles	29. 11. 2023	22. 11. 2023	6. 12. 2023
50	Agriculture 4. 0.	6. 12. 2023	29. 11. 2023	13. 12. 2023
51	New trends in livestock breeding	13. 12. 2023	6. 12. 2023	20. 12. 2023



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Separate Professional Annexes



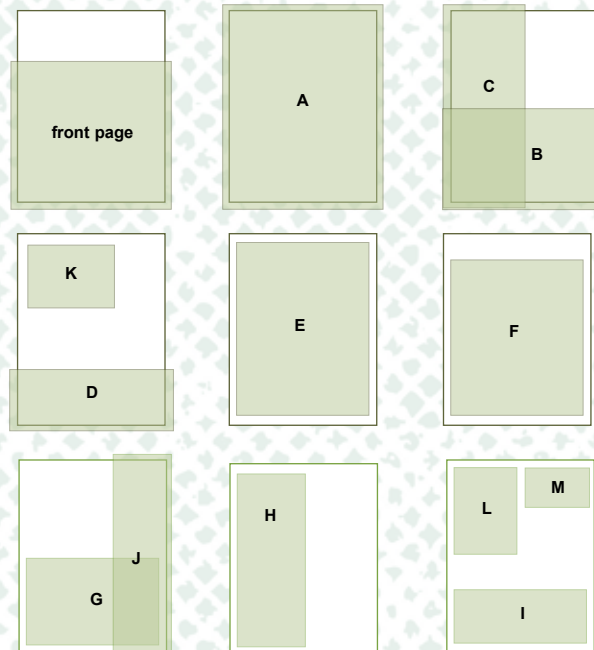
Annexes printed on high quality scratchboard in size A4 provide the actual information and knowledge of most important crop's production, from the choice of seeds, crop management practice, protection, harvesting up to storage.

It includes also the „Agronom“ – chart of registered preparates 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 × H [mm]	Price
	Front page (bleeding)	210 × 235 *	1 219
A	1/1 (bleeding)	210 × 297 *	899
B	1/2 (bleeding)	210 × 148 *	459
C	1/2 (bleeding)	105 × 297 *	459
D	1/3 (bleeding)	210 × 99 *	419
E	1/1 (into composition)	180 × 267	899
F	1/1 (into composition)	180 × 248	899
G	1/2 (into composition)	180 × 122	459
H	1/2 (into composition)	88 × 248	459
I	1/3 (into composition)	180 × 80	419
J	1/3 (bleeding)	72 × 297	419
K	1/4 (into composition)	134 × 80	339
L	1/4 (into composition)	88 × 122	339
M	1/8 (into composition)	88 × 59	189

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



The prices do not include VAT.



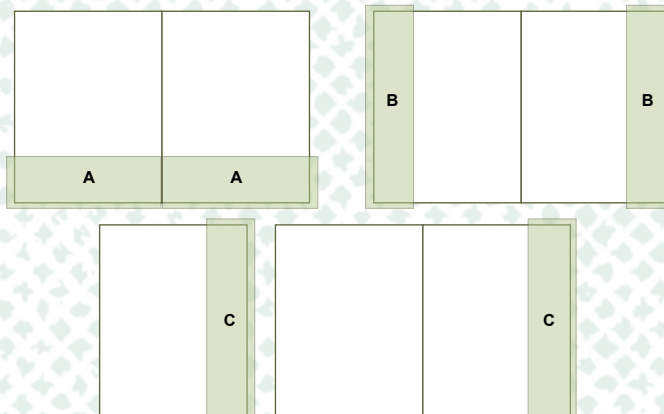
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Special annexes

	Part of page	Size W × H [mm]	Price
A	doublebase (bleeding)	420 × 74 *	419
B	doublerim (bleeding)	2 × (57 × 297) *	419
C	serial (bleeding)	2 × (57 × 297) *	469
	doublebase (into composition)	2 × (180 × 62)	419
	doublerim (into composition)	2 × (50 × 248)	419
	serial (into composition)	2 × (50 × 248)	469

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

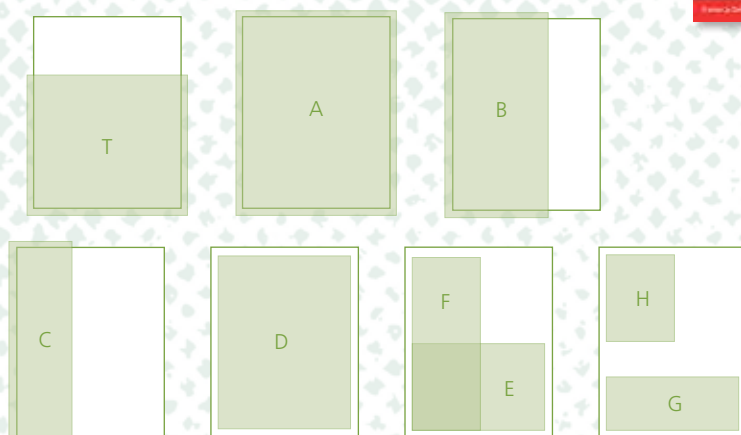


Edition of the special annexes

Repka plus Agronom č. 1 – Oil-Seed Rape Complex Protection	February 2023
Pšenica plus Agronom č. 2 – Wheat Complex Protection	March 2023
Repka plus Agronom č. 3 – Oil-Seed Rape Varieties	end of May 2023
Pšenica plus Agronom č. 4 – Winter Crops Varieties	end of July 2023
Dairy Cows	October 2023
Traktory – Tractors Chart Data	November 2023

SPECIAL ANNEXES – CHART DATA

Addition „TRAKTORY – TRACTORS 2023“ 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

	Part of page	Size W × H [mm]	Price [€]
T	front page (bleeding)	230 × 230 **	1 219
A	1 (bleeding)	230 × 297 *	899
B	2/3 (bleeding)	153 × 297 *	679
C	1/3 (bleeding)	77 × 297 *	419
D	1 (into composition)	200 × 270	899
E	1/2 (into composition)	200 × 135	459
F	1/2 (into composition)	100 × 270	459
G	1/3 (into composition)	200 × 90	419
H	1/4 (into composition)	100 × 135	339

* 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.

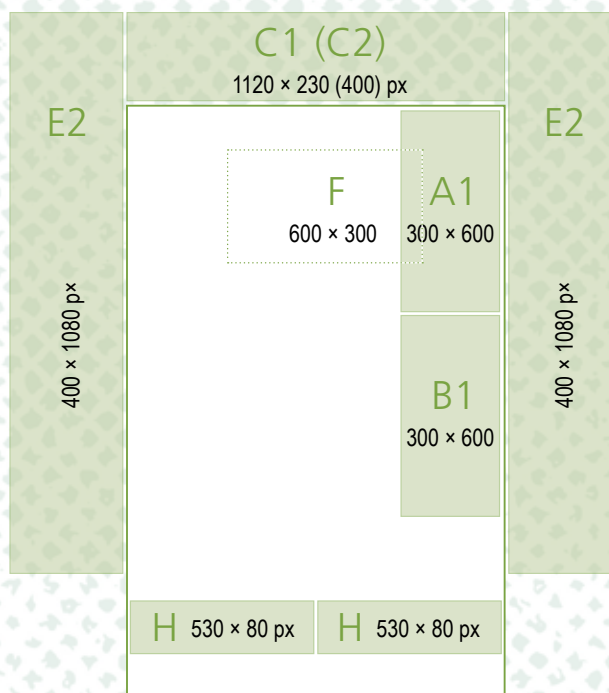
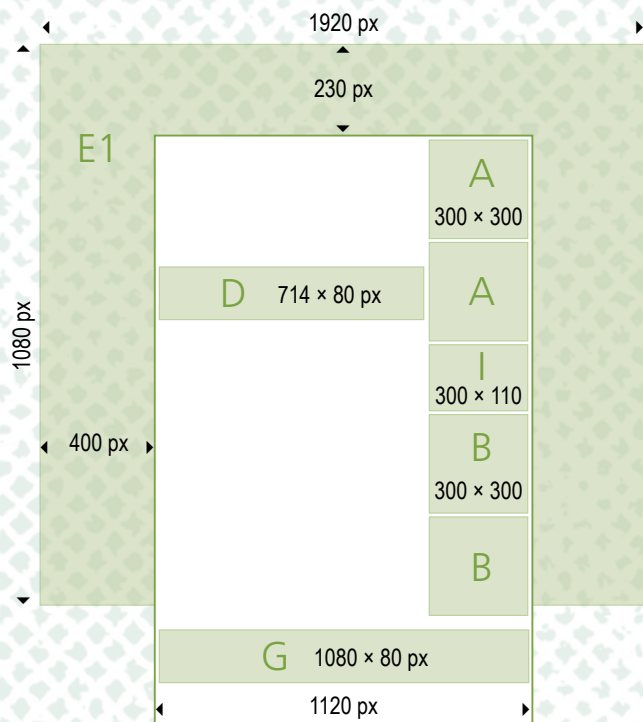
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Introduce your company on website Rolnícké noviny



Banner A – on homepage and subpages

- 300 × 300 px, **219 €/week**

Banner B – on homepage and subpages

- 300 × 300 px, **149 €/week**

Banner C1 – on homepage and subpages

- 1120 × 230 px, **319 €/week**

Banner D – on homepage only

- 714 × 80 px, **139 €/week**

Wallpaper E1 – on homepage and subpages, not displayed on mobile devices

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

Only side parts – E2 – on homepage and subpages, not displayed on mobile devices

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

Banner F – LIGHTBOX – every new loaded homepage

- pop-up banner 600 × 300 px, **249 €/week**

Banner G – on homepage only

- 1080 × 80 px, **119 €/week**

Banner H – on homepage only

- 530 × 80 px, **99 €/week**

Banner I – on homepage and subpages

- 300 × 110 px, **109 €/week**

• PR article – 199 €/week

• PR video – 199 €/week

• PR article + video – 299 €/week

• Keyword with banner – 799 €/year

Banner A1 – on homepage and subpages

- 300 × 600 px (2 × A), **399 €/week**

Banner B1 – on homepage and subpages

- 300 × 600 px (2 × B), **249 €/week**

Banner C2 – on homepage and subpages

- 1120 × 400 px, **419 €/week**

RESPONSIVE
DESIGN

FULL SIZE BANNERS
ON MOBILE DEVICES

* In case of keyword all of the client's articles will visible on www.rno.sk, with banner 714 × 80 px and 530 × 80 px.

Newsletter **PP** *roľnícke noviny*[®]

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 × 100 px or 564 × 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...)