

PRICE LIST

2026

edition plan and deadlines



- Print
- E-paper version
- www.rno.sk
- Newsletter
- Facebook RN
- Internet television Rolnicke noviny
- Podcast Rolnicke noviny

rolnícké noviny®

AGRO-obchody



rolnícké noviny



Newsletter





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Professional weekly for slovak agrarians

Managers and the owners of agriculture companies are arget group of Rolnícke 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...

rolnícke noviny		
	Size W × H [mm]	Price [€]
Front page		
A – under the title	83 × 32	329
B – under the title	40 × 32	179
C,D – on the bottom of page	126 × 85	629
Pages inside		
1/1 page	255,5 × 346	1 249
Junior page	169 × 227	929
½ page height	126 × 341	929
½ page width	255,5 × 171	929
1/3 page height	83 × 341	829
1/3 page width	255,5 × 115	829
¼ page height	126 × 171	629
¼ page width	169 × 123	629
1/8 page height	83 × 123	349
1/8 page width	126 × 83	349
1/16 page	83 × 55	189
Exhibition annex	83 × 85	229
1/3 height - doublerim	2 × (83 × 341)	1 129
1/3 width - doublebase	2 × (255,5 × 115)	1 129

What's new –
ADVERTISING PACKAGES
on page 7

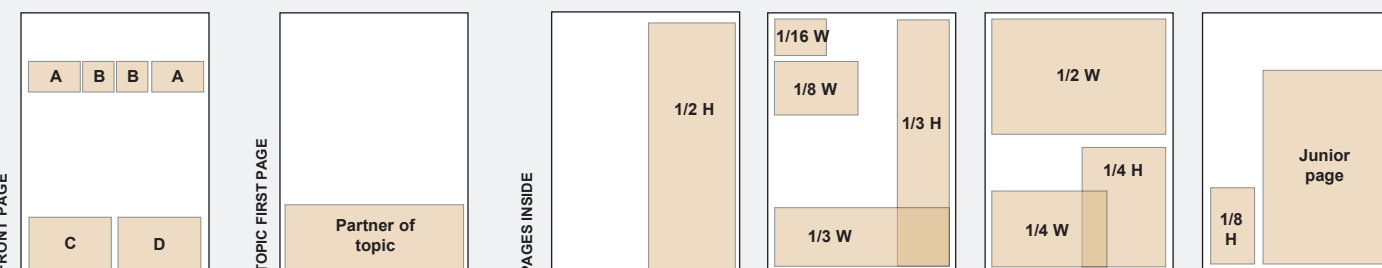
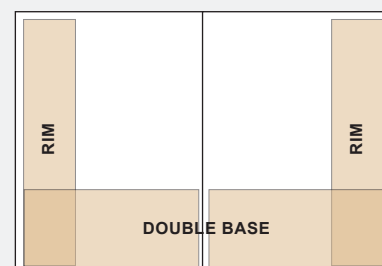
An advertisement for Rolnícke noviny –
NO BLEEDING

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

PR Article - completely supplied by the client - 50% discount from the pricelist
PR Article - prepared by the editor - 30% discount from the pricelist

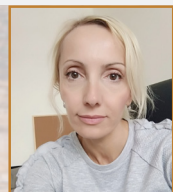
Enclosure prices – blanket price 339,-€ + price of placement / piece				
Weight of enclosure	up to 20 g	up to 50 g	up to 200 g	up to 350 g
Placement of one piece	0,07	0,19	0,39	0,49

The weight resolution of the inserted material is based on the valid postal tariffs.



The prices do not include VAT.

No.	Theme	TV program partnership	Tentative fil- ming date	Editor's deadline	Advertising deadline	Expedition
1+2	Feeding management			2. 1. 2026	31. 12. 2025	7. 1. 2026
3	Spring crops			7. 1. 2026	2. 1. 2026	14. 1. 2026
4	Soil preparation, spring crops seeding, dryness elimination			14. 1. 2026	7. 1. 2026	21. 1. 2026
5	Tractor operation economy	Tractor operation economy	14. 1. 2026	21. 1. 2026	14. 1. 2026	28. 1. 2026
6	Plants protection and nutrition			28. 1. 2026	21. 1. 2026	4. 2. 2026
7	Legumes and catch crops			4. 2. 2026	28. 1. 2026	11. 2. 2026
8	Transport machinery in agriculture			11. 2. 2026	4. 2. 2026	18. 2. 2026
9	Artificial fertilizers and application	Artificial fertilizers and aplication	11. 2. 2026	18. 2. 2026	11. 2. 2026	25. 2. 2026
10	Seeding machines			25. 2. 2026	18. 2. 2026	4. 3. 2026
11	Vegetables and potatoes cultivation	Vegetables and potatoes production trends	25. 2. 2026	4. 3. 2026	25. 2. 2026	11. 3. 2026
12	Choosing the tractor			11. 3. 2026	4. 3. 2026	18. 3. 2026
13	Maize cultivation			18. 3. 2026	11. 3. 2026	25. 3. 2026
14	Technology for grass lands utilization			25. 3. 2026	18. 3. 2026	1. 4. 2026
15	Chemical protection of crop stand, crop spraying machinery	Oil seed rape diseases	25. 3. 2026	1. 4. 2026	25. 3. 2026	8. 4. 2026
16	Handling machinery			8. 4. 2026	1. 4. 2026	15. 4. 2026
17	Haylage			15. 4. 2026	8. 4. 2026	22. 4. 2026
18	Fodder plants - harvest and manipulation			22. 4. 2026	15. 4. 2026	29. 4. 2026
19	Irrigation systems			29. 4. 2026	22. 4. 2026	6. 5. 2026
20	Mulchers			6. 5. 2026	29. 4. 2026	13. 5. 2026
21	Bank products for agrarians			13. 5. 2026	6. 5. 2026	20. 5. 2026
22	Poultry and small livestock farming	Poultry farming-new trends, veterinary risks	13. 5. 2026	20. 5. 2026	13. 5. 2026	27. 5. 2026
23	Exhibition CDP Dolná Krupá, 9.-10.6.2026			27. 5. 2026	20. 5. 2026	3. 6. 2026
24	Accurate agriculture, navigation systems			3. 6. 2026	27. 5. 2026	10. 6. 2026
25	Crop and straw harvesting	Harvest 2026	3. 6. 2026	10. 6. 2026	3. 6. 2026	17. 6. 2026
26	Oil seed rape production			17. 6. 2026	10. 6. 2026	24. 6. 2026
27	Modern tractors – news and trends	Modern tractors	17. 6. 2026	24. 6. 2026	17. 6. 2026	1. 7. 2026
28	Winter crops			1. 7. 2026	24. 6. 2026	8. 7. 2026
29	Corn silage			8. 7. 2026	1. 7. 2026	15. 7. 2026
30	Soil preparation for winter crops			15. 7. 2026	8. 7. 2026	22. 7. 2026
31	Combine harvesters			22. 7. 2026	15. 7. 2026	29. 7. 2026
32	Herbicidal plant protection			29. 7. 2026	22. 7. 2026	5. 8. 2026
33	Manure and organic fertilization	Fertilizers consumption in SR	29. 7. 2026	5. 8. 2026	29. 7. 2026	12. 8. 2026
34	Seed storage, cleaners and driers			12. 8. 2026	5. 8. 2026	19. 8. 2026
35	Exhibition Agrokomplex 2026			19. 8. 2026	12. 8. 2026	26. 8. 2026
36	Corn harvest			26. 8. 2026	19. 8. 2026	2. 9. 2026
37	Livestock health			2. 9. 2026	26. 8. 2026	9. 9. 2026
38	Ploughs and vertical cultivators	Soil compaction issues	2. 9. 2026	9. 9. 2026	2. 9. 2026	16. 9. 2026
39	Heliantus - harvesting			16. 9. 2026	9. 9. 2026	23. 9. 2026
40	Sheep and goat farming			23. 9. 2026	16. 9. 2026	30. 9. 2026
41	Tractor accessories			30. 9. 2026	23. 9. 2026	7. 10. 2026
42	Fruit growing and viticulture, vine production			7. 10. 2026	30. 9. 2026	14. 10. 2026
43	Pork meat production	Pork production	7. 10. 2026	14. 10. 2026	7. 10. 2026	21. 10. 2026
44	Innsurance for agrarians	Insurance risks	14. 10. 2026	21. 10. 2026	14. 10. 2026	28. 10. 2026
45	Component buildings and halls in agriculture			28. 10. 2026	21. 10. 2026	4. 11. 2026
46	Farm machine tyres			4. 11. 2026	28. 10. 2026	11. 11. 2026
47	Seeders for spring season			11. 11. 2026	4. 11. 2026	18. 11. 2026
48	Seeds - well established and new varieties			18. 11. 2026	11. 11. 2026	25. 11. 2026
49	Livestock production technology			25. 11. 2026	18. 11. 2026	2. 12. 2026
50	Agriculture 4.0.			2. 12. 2026	25. 11. 2026	9. 12. 2026
51	New trends in livestock farming			9. 12. 2026	2. 12. 2026	16. 12. 2026



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Separate Professional Annexes



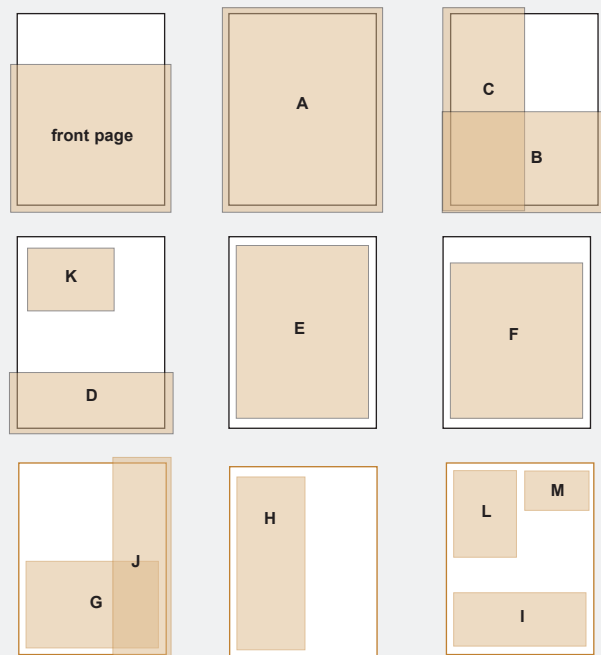
Annexes printed on high quality scratchboard in size A4 provide the actual information and knowledge of most important crop's production, from the choice of seeds, crop management practice, protection, harvesting up to storage.

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.

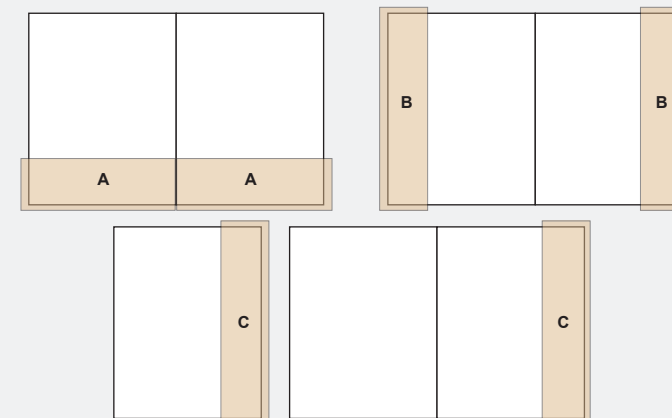
Special Annexes			
	Part of page	Size W × H [mm]	Price
	Front page (bleeding)	210 × 235 *	1 219
A	1/1 (bleeding)	210 × 297 *	899
B	1/2 (bleeding)	210 × 148 *	459
C	1/2 (bleeding)	105 × 297 *	459
D	1/3 (bleeding)	210 × 99 *	419
E	1/1 (into composition)	180 × 267	899
F	1/1 (into composition)	180 × 248	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.



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.

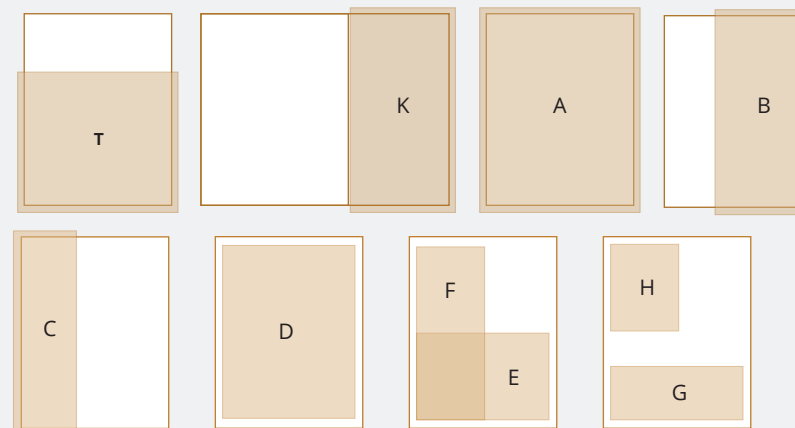


Edition of the special annexes

Repka plus Agronom č. 1 – Oil-Seed Rape Complex Protection	18.2.2026
Pšenica plus Agronom č. 2 – Wheat Complex Protection	18.3.2026
Repka plus Agronom č. 3 – Oil-Seed Rape Varieties	20.5.2026
Pšenica plus Agronom č. 4 – Winter Crops Varieties	15.7.2026
Dairy Cows	14.10.2026
Traktory – Tractors Chart Data	18.11.2026

SPECIAL ANNEXES – CHART DATA

Addition „TRAKTORY – TRACTORS 2026“ 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.



	Part of page	W × H [mm]	Price [€]
T	front page (bleeding)	230 × 230 **	1 219
K	flap (bleeding)	150 × 297 **	799
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, left bleeding 10 mm..

The prices do not include VAT.

Rolnicke noviny Internet television



Bohumil URBÁNIK
Editor-in-chief



Malvína GONDOVÁ
Business, economics and EU editor



Eva NOVÁKOVÁ
Plant production editor



Patricia DOLEŠOVÁ
Animal production editor



Ladislav ZÁVODSKÝ
Agricultural machines editor

TV Rolnicke noviny Promotion Options

Expert discussion

Moderated discussion by the editor of our publishing house with experts and prominent figures on the given issue Video duration: 20 – 30 minutes Partnership option for the show:

- Participation in the discussion
- Introduction – logo with the name of the program
- Logo (10 seconds after 5 minutes) lower right corner

- TV product placement (10 seconds after 5 minutes)
- Projection of the product into the visual backdrop
- Final advertising spot (partner will provide materials)
- Program archive – www.rno.sk
- Link to the partner's website

Price: 250 Eur

Commercial program

A performance by representatives of one company who will present their products, services and news in our studio.

Video duration: 10 – 30 minutes

- Introduction – logo with the name of the program
- Logo (10 seconds after 5 minutes) lower right corner
- TV product placement (10 seconds after 5 minutes)
- Projection of the product into the visual backdrop
- Final advertising spot (partner will provide materials)

- Program archive – www.rno.sk
- Link to the partner's website
- Price: 250 Eur

Price: 250 Eur

The video may contain advertising formats. The price includes a video recording of the program and placement in the program and program archive at www.rno.sk

TV reportage

Attractive report from a professional event or presentation of your company.

Video duration: 10 – 30 minutes

The video may contain advertising formats. The price includes a

video recording, the show will be provided to the company for its own use Placement in the archive of shows and programs www.rno.sk

Price: 250 Eur

All shows are recorded via a professional portal (not YouTube) in a virtual studio with high-quality background music. The TV studio Rolnicke noviny allows the projection of live scenery in the form of photographs, infographics and videos, with the option of downloading the soundtrack.

For production, it is necessary to deliver all advertising elements that will be part of the program.

TV Rolnicke noviny Podcast



TV PROGRAM PARTNERSHIP

- Your company logo placed at the beginning and end of the show
- Audio recording with a link to the Partner of the show in the Podcast
- Audio recording of the show available via SPOTIFY

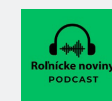
- Trailer in Rolnicke noviny with the Partner of the show logo
- and QR code
- Placement in the TV rno archive with unlimited time validity

Price: 250 Eur

What's new in 2026

1. Comprehensive cooperation:

Printed version Rolnicke noviny + E- paper version Rolnicke noviny + WEB + FACEBOOK



Follow on website TV Rolnicke noviny



Paid advertisement in printed Rolnicke noviny
+
in E-paper version
+
free article (in size of advertisement) in printed and E-paper version

NEW
free article web posting
+
free article FB posting

2. On-line cooperation:

High traffic on the publishing house's agricultural websites and social networks as a potential for disseminating information among the professional agricultural public

On-line version 1

1x

commercial article on
www.rno.sk

+

1x Facebook post (700
-1000 characters)

199 Eur
per Month

On-line version 2

2x

commercial article on
www.rno.sk

+

2x Facebook post (700
-1000 characters)

349 Eur
per Month

On-line version 3

3x

commercial article on
www.rno.sk

+

3x Facebook post (700
-1000 characters)

499 Eur
per Month

On-line version 4

4x

commercial article on
www.rno.sk

+

4x Facebook post (700
-1000 characters)

599 Eur
per Month

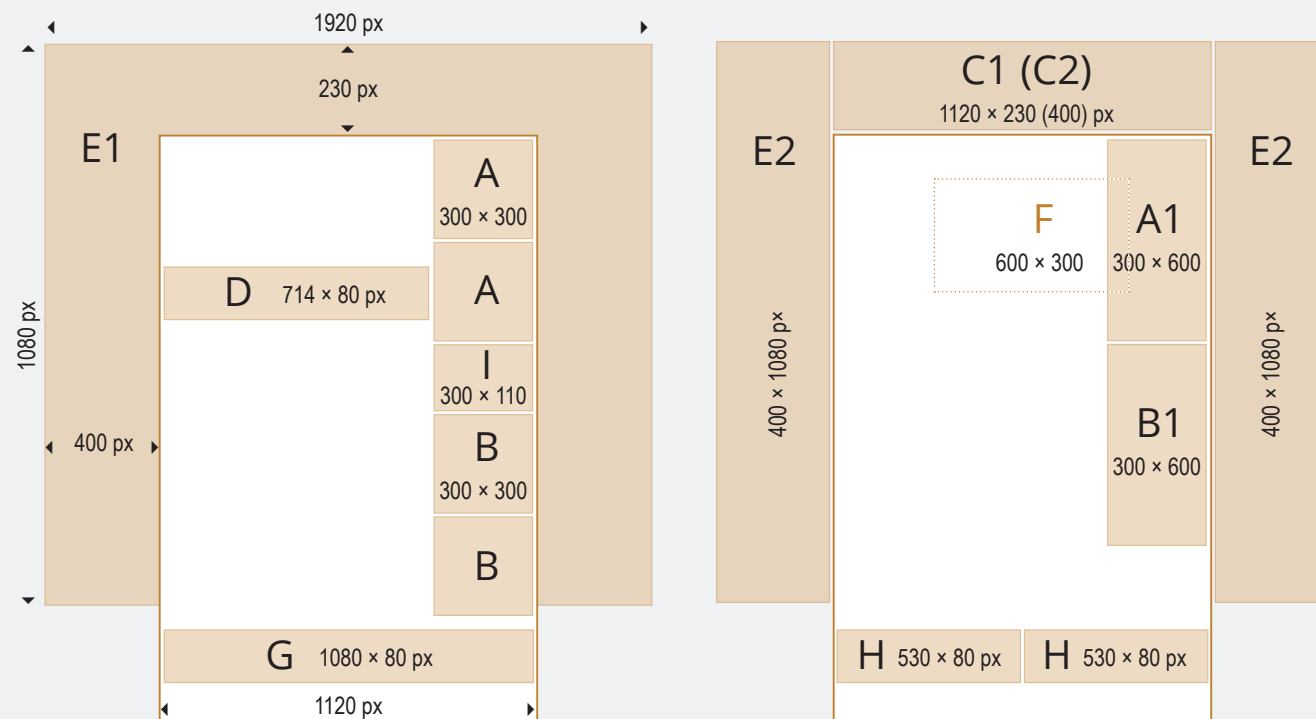
The commercial article is processed based on the materials provided by the advertiser or materials processed by our editor. In the case of materials, including photo documentation, processed by our editor up to 3,000 characters, an additional processing fee of EUR 30 will be charged in addition to the price for publishing the article, and in the case of a trip for the purpose of processing the article by our editor, an additional travel fee of EUR 0.60/km will be charged.



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Introduce your company on website and facebook Rolnícke noviny



Banner A – on homepage and subpages

- 300 x 300 px, **219 €/week**

Banner B – on homepage and subpages

- 300 x 300 px, **149 €/week**

Banner C1 – on homepage and subpages

- 1120 x 230 px, **319 €/week**

Banner D – on homepage only

- 714 x 80 px, **139 €/week**

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

- 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 – on homepage and subpages, not displayed on mobile devices

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

Banner F – LIGHTBOX – every new loaded homepage

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

Banner G – on homepage only

- 1080 x 80 px, **119 €/week**

Banner H – on homepage only

- 530 x 80 px, **99 €/week**

Banner I – on homepage and subpages

- 300 x 110 px, **109 €/week**

- PR video – 199 €/week

- PR article + video – 299 €/week

- Keyword with banner – 799 €/year

Banner A1 – on homepage and subpages

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

Banner B1 – on homepage and subpages

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

Banner C2 – on homepage and subpages

- 1120 x 400 px, **419 €/week**

ROTATION OF MULTIPLE
BANNERS IN ONE POSITION
(EXCEPT E1,E2 AND F)

WWW.RNO.SK / FACEBOOK
CONNECTION

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 x 80 px and 530 x 80 px.

AGRO-OBCHODY - ADVERTISING AT FAVORABLE PRICES



1/32 page
40 x 45 mm
13,- €

- picture
- brief description
- price

1/16 page
83 x 57 mm
59,- €

- logo
- picture
- contacts

1/8 page
126 x 85 mm
99,- €

- logo
- picture
- text
- contacts

Offer crop or livestock products, machinery, spare parts services, auction announcements or job.

Interesting discounts.

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AGRICULTURE EXHIBITION
www.dnipola.sk
Celoslovenské dni poľa
 Dolná Krupá, 9. – 10. 6. 2026

Celoslovenské
dni poľa
 poľnohospodárska výstava

**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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e-mail: predplatne@profiexpress.sk

Technical requirements

Requirements of materials:

bitmaps (.jpg, .bmp, .tiff, .psd...) –
min. 300 DPI, CMYK, press quality, suitable for InDesign
curves (.ai, .eps, .pdf)
text – text editor files (.txt, .rtf, .doc...)

Warning

• The advertiser guarantees that the document (ai, eps, pdf) will not contain invisible characters and that the attributes will be

correctly defined.

• If advertisements in pdf and eps formats do not have the appropriate parameters, the document will be converted to a bitmap with a resolution of 300 dpi, which may cause illegibility of small fonts and color changes.
• The publisher is not responsible for these changes and the advertiser is responsible for any complaints.

• We are not responsible for errors caused by poor readability of the text or other hidden errors in the delivered documents.
• The editorial office reserves the right to edit published texts in accordance with the Slovak Spelling Rules and valid professional terminology.
• The editorial office is not responsible for the content, factual and linguistic correctness of advertisements.