

Price List

edition plan and deadlines

2027



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

rolnicke noviny

AGRO-obchody

rno
rolnicke noviny



rolnicke noviny



Newsletter

Professional weekly for slovak agrarians

Managers and the owners of agriculture companies are target group of Roľnícke 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...

	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

ADVERTISING PACKAGES on page 7

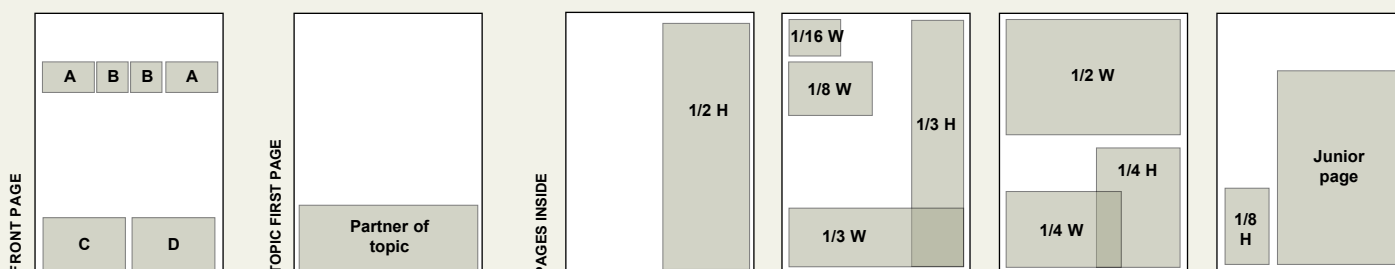
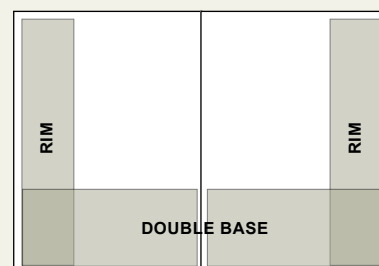
An advertisement for Roľnícke noviny –
NO BLEEDING

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 filming date	Editor's deadline	Advertising deadline	Expedition
			Wednesday	Wednesday	Wednesday	Wednesday
1	Feeding management, animal nutrition			2026-01-02	2026-12-23	2027-01-07
2	Soybeans + other legumes and catch crops			2027-01-07	2026-12-30	2027-01-13
3	Soil preparation in spring, sowing, drought elimination			2027-01-13	2027-01-07	2027-01-20
4	Tractor operation economics	Optimal utilization of tractor performance in practice	2027-01-13	2027-01-20	2027-01-13	2027-01-27
5	Plant protection and nutrition	Current problems in plant protection	2027-01-20	2027-01-27	2027-01-20	2027-02-03
6	Spring crops			2027-02-03	2027-01-27	2027-02-10
7	Transport equipment, large-volume semi-trailers and trailers			2027-02-10	2027-02-03	2027-02-17
8	Industrial fertilizers and their application			2027-02-17	2027-02-10	2027-02-24
9	Seed drills - special and universal			2027-02-24	2027-02-17	2027-03-03
10	Vegetable and potato cultivation	The need for restoration of irrigation infrastructure in the SR	2027-02-24	2027-03-03	2027-02-24	2027-03-10
11	Choosing a tractor			2027-03-10	2027-03-03	2027-03-17
12	Corn and sorghum cultivation	Conditions for registration of new corn varieties	2027-03-10	2027-03-17	2027-03-10	2027-03-24
13	Equipment for the utilization of permanent grasslands			2027-03-24	2027-03-17	2027-03-31
14	Chemical protection of crops, spraying equipment			2027-03-31	2027-03-24	2027-04-07
15	Handling equipment in agriculture			2027-04-07	2027-03-31	2027-04-14
16	Haymaking / Silage making			2027-04-14	2027-04-07	2027-04-21
17	Harvesting, handling and processing of forage			2027-04-21	2027-04-14	2027-04-28
18	Irrigation systems			2027-04-28	2027-04-21	2027-05-05
19	Mulchers			2027-05-05	2027-04-28	2027-05-12
20	Banking products - loans, leasings			2027-05-12	2027-05-05	2027-05-19
21	Economics and perspective of dairy farming in Slovakia	Perspectives of dairy farming in the SR	2027-05-12	2027-05-19	2027-05-12	2027-05-26
22	CDP 2027, Oponice (June 8 - 9, 2027)			2027-05-26	2027-05-19	2027-06-02
23	Systems for precision agriculture			2027-06-02	2027-05-26	2027-06-09
24	Harvesting works and straw collection	Expected yields and commodity prices in the current season	2027-06-02	2027-06-09	2027-06-02	2027-06-16
25	Winter oilseed rape cultivation			2027-06-16	2027-06-09	2027-06-23
26	Modern tractor equipment	Advanced technological elements in tractors	2027-06-16	2027-06-23	2027-06-16	2027-06-30
27	Winter cereals			2027-06-30	2027-06-23	2027-07-07
28	Corn silage and silaging			2027-07-07	2027-06-30	2027-07-14
29	Soil preparation for winter crops			2027-07-14	2027-07-07	2027-07-21
30	Combines			2027-07-21	2027-07-14	2027-07-28
31	Herbicide plant protection			2027-07-28	2027-07-21	2027-08-04
32	Fertilization with manure and organic fertilizers			2027-08-04	2027-07-28	2027-08-11
33	Seed storage, cleaners and dryers, processing lines			2027-08-11	2027-08-04	2027-08-18
34	Agrokomplex 2027			2027-08-18	2027-08-11	2027-08-25
35	Corn harvest			2027-08-25	2027-08-18	2027-09-01
36	Livestock health – production diseases			2027-09-01	2027-08-25	2027-09-08
37	Plows and deep cultivators	The issue of soil compaction	2027-09-01	2027-09-08	2027-09-01	2027-09-15
38	Sunflower cultivation and harvesting			2027-09-15	2027-09-08	2027-09-22
39	Poultry and small livestock breeding			2027-09-22	2027-09-15	2027-09-29
40	Tractor equipment and accessories			2027-09-29	2027-09-22	2027-10-06
41	Fruit growing and viticulture, wine production			2027-10-06	2027-09-29	2027-10-13
42	Pig breeding and pork production	Pig breeding	2027-10-06	2027-10-13	2027-10-06	2027-10-20
43	Insurance for farmers	Insure your production? Which risks are the most important?	2027-10-13	2027-10-20	2027-10-13	2027-10-27
44	Prefabricated halls and buildings for farmers			2027-10-27	2027-10-20	2027-11-03
45	Tires for agricultural machinery			2027-11-03	2027-10-27	2027-11-10
46	Seed drills for the spring season			2027-11-10	2027-11-03	2027-11-17
47	Seeds – proven and new varieties			2027-11-17	2027-11-10	2027-11-24
48	Equipment for livestock production			2027-11-24	2027-11-17	2027-12-01
49	Smart farming			2027-12-01	2027-11-24	2027-12-08
50	New trends in livestock breeding			2027-12-08	2027-12-01	2027-12-15

The highlighted topics will be produced as a TV program and a Roľnícke noviny podcast.

Separate Professional Annexes

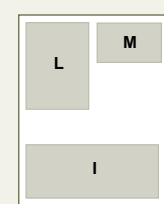
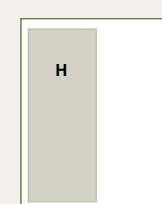
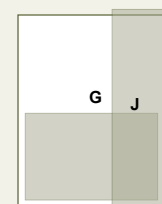
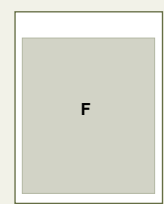
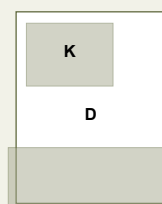
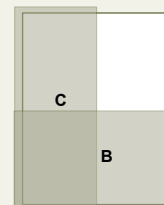
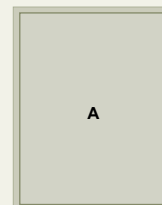
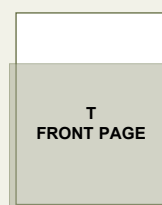
Annexes printed on high quality scratchboard in size A4 provide the actual information and knowledge of most important crop's production, from the choice of seeds, crop management practice, protection, harvesting up to storage.

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



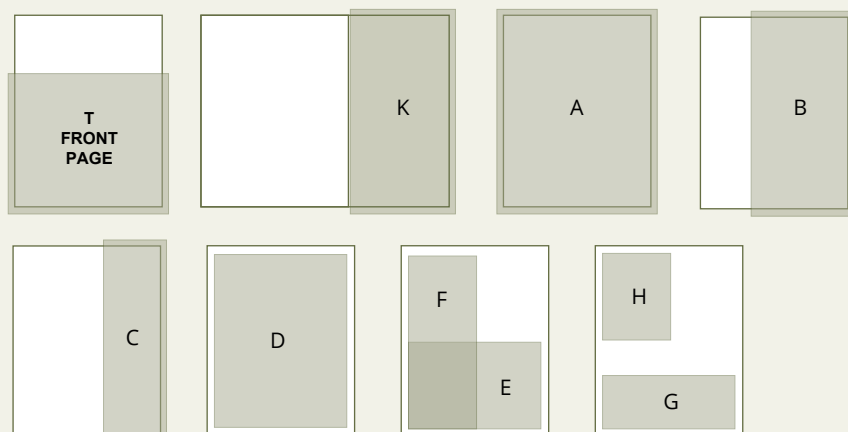
* In case of bleeding (A, B, C, D, J) +5 mm around the advertisement.

Edition of the special annexes	
Repka plus <i>Agronom</i> č. 1 – Oil-Seed Rape Complex Protection	24. 2. 2027
Pšenica plus <i>Agronom</i> č. 2 – Wheat Complex Protection	24. 3. 2027
Repka plus <i>Agronom</i> č. 3 – Oil-Seed Rape Varieties	19. 5. 2027
Pšenica plus <i>Agronom</i> č. 4 – Winter Crops Varieties	14. 7. 2027
Dairy Cows	13. 10. 2027
Traktory – Tractors Chart Data	17. 11. 2027

The prices do not include VAT.

Special annexes – chart data

Addition „TRAKTORY – TRACTORS 2027“ 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.



Ceny sú uvádzané bez DPH.

	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

* Pri inzercii na spadávku (T, K, A, B, C) pridajte dookola spad +5 mm, texty neumiestňujte príliš blízko k orezu.

** Pri inzercii T nemusí byť spadávka na hornej hrane, ľavú spadávku zväčšiť na 10 mm, grafika prechádza aj na chrbát.

Newsletter

rolnicke noviny

PP
PROFI PRESS...

**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).

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



Advertising Packages 2027

1. Comprehensive cooperation:

Printed version Rolnicke noviny + E- paper (electronic))version Rolnicke noviny + WEB + FACEBOOK



WWW.RNO.SK				
AVERAGE WEBSITE TRAFFIC 2026				
	visitors	views	average visit duration	action per visitor
monthly	14 000	19 000	1,3 min	1,4
weekly	3 500	4 400	1 min	1,4
Rolnicke noviny 9 500 followers				

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

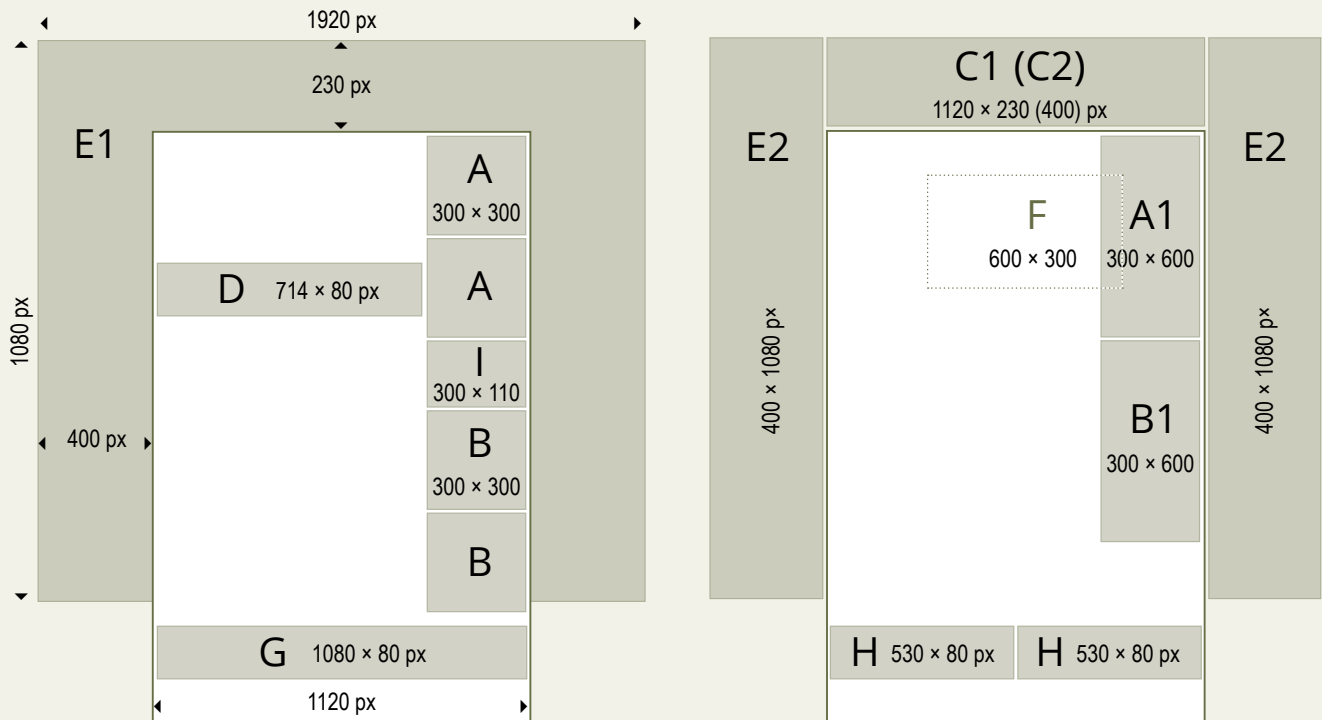
BONUS
free article web posting
 +
free Facebook post

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	On-line version 2	On-line version 3	On-line version 4
1x commercial article on www.rno.sk + 1× Facebook post	2x commercial article on www.rno.sk + 2× Facebook post	3x commercial article on www.rno.sk + 3× Facebook post	4x commercial article on www.rno.sk + 4× Facebook post
199 Eur per Month	349 Eur per Month	499 Eur per Month	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, 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.



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**

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**

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 video – 199 €/week

• PR article + video – 299 €/week

• Keyword with banner – 799 €/year

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 × 80 px and 530 × 80 px.

Price list FACEBOOK Roľnícke noviny

Currently more than 9500 followers!

Promotion options:

1. FB Advertisement / 1 week / pinned to Stories/Highlights / 199 €
2. FB STORIES / series of 4–5 images / 1 product or service / 59 €
/ pinned to Stories/Highlights / 1 week / 199 €
3. FB REELS / 1 video / 59 €
/ pinned to Stories/Highlights / 1 week / 199 €



ADVERTISING SPECIFICATIONS for the Roľnícke noviny Facebook page:

FORMAT:

9:16 / vertical portrait format

(Optimized for mobile devices, ensuring a full display without black bars at the edges of the screen)

ROZLIŠENIE:

Recommended: 1 080 x 1 920 px

Minimum: 600 x 1 067 px

VIDEO DURATION:

STORIES: max. 15 sec

REELS: max 60 sec / ideally 15 – 30 sec)

File technical specifications:

IMAGE FILES:

- Format: JPG, PNG
- Max. size: 30 MB
- Quality: highest possible

VIDEO files:

- Format: MP4, MOV
- Codec: H.264 (odporúčany)
- Max. size: 4 GB



Important guidelines for CONTENT CREATION:

Safe zone: Avoid placing text and logos in the top and bottom 250 px, where they may be obscured by app UI elements. **Visual quality:** Use clear, high-contrast, high-resolution visuals for optimal readability on mobile devices. **Ad text:** Although Facebook no longer enforces the 20% text rule, less text typically results in better ad performance and engagement.

Adhering to these specifications ensures that your advertising appears professional and is technically optimized, achieving the greatest possible impact on your target audience. This format is ideal for dynamic, fast-paced, and engaging communication on social media..



Advertising manager

Roľnícke noviny

Ing. Petra Poláková

Mobil: +421 903 555 538

petra.polakova@profilpress.sk



Advertising manager

Roľnícke noviny

Bc. Alena Štefeková

Mobil: +421 903 616 641

alena.stefekova@profilpress.sk

AGRICULTURE EXHIBITION
www.dnipola.sk
Celoslovenské dni poľa
Oponice, 8. – 9. 6. 2027

Celoslovenské
dni poľa
poľnohospodárska výstava

AGRO-OBCHODY - ADVERTISING AT FAVORABLE PRICES



1/32 page
40 × 45 mm
13,- €

- picture
- brief description
- price

1/16 page
83 × 57 mm
59,- €

- logo
- picture
- contacts

1/8 page
126 × 85 mm
99,- €

- logo
- picture
- text
- contacts

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

Interesting discounts.

Information: Petra Poláková, tel.: +421 903 555 538, e-mail: petra.polakova@profipress.sk

Contacts

Address: Profi Press SK, s. r. o., Dlhá 25, Nitra 1, 949 01, Slovakia, www.rno.sk

Advertising manager

Roľnícke noviny

Ing. Petra Poláková
mobile phone: +421 903 555 538
e-mail: petra.polakova@profipress.sk

Advertising manager

Roľnícke noviny

Bc. Alena Štefeková
mobile phone: +421 903 616 641
e-mail: alena.stefekova@profipress.sk

Invoicing

Lubica Potocká
mobile phone: +421 948 800 100
lubica.potocka@profipress.sk

Subscription

Pavla Čechová
Tel.: +420 602 196 088
e-mail: predplatne@profipress.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, Spot (Pantone) colors 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.