

# AGROmechanika

TECHNIKA W GOSPODARSTWIE

MIESIĘCZNIK OGÓLNOPOLSKI

MEDIA KIT 2015



[www.agromechanika.net.pl](http://www.agromechanika.net.pl)



AGROmechanika is the first Polish monthly magazine devoted to professional agricultural technology. It offers thorough, reliable and practical information for future-oriented farmers, contractors and agricultural machinery dealers.

### Topics:

- ▶ reviews of agricultural machinery and tools used in animal breeding
- ▶ up-to-date information about agricultural industry and modern machinery
- ▶ agricultural machinery operating manuals and maintenance guides
- ▶ information about workplace safety in agricultural industry
- ▶ hints and advice for mechanics and service technicians
- ▶ news about construction technologies and renewable energies

### Audience:

- ▶ individual farmers and owners of medium and large agricultural holdings
- ▶ agricultural machinery producers and dealers
- ▶ businessmen cooperating with agricultural industry
- ▶ mechanics, service technicians and other workers of agricultural industry companies
- ▶ lecturers and students of agricultural colleges

### AGROmechanika

- ▶ Frequency: **monthly**
- ▶ Coverage area: **Polish-wide**
- ▶ Circulation: **12 400 copies**
- ▶ Size: **210 x 297 mm**
- ▶ Place of publication: **Warszawa (Warsaw)**

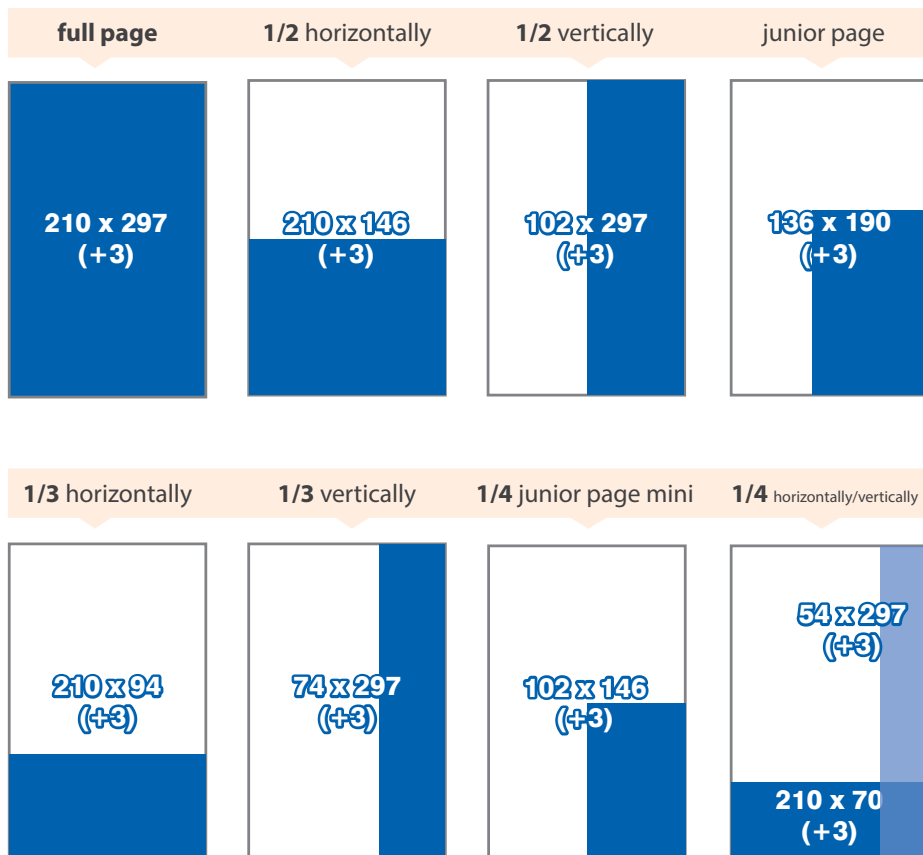
## AGROmechanika publishing dates in 2015

Issue	Booking date	Closing date	Publishing date
1/2015 (January)	15.12.2014	17.12.2014	23.12.2014
2/2015 (February)	12.01.2015	19.01.2015	23.01.2015
3/2015 (March)	12.02.2015	19.02.2015	24.02.2015
4/2015 (April)	12.03.2015	16.03.2015	26.03.2015
5/2015 (May)	10.04.2015	20.04.2015	27.04.2015
6/2015 (June)	11.05.2015	18.05.2015	25.05.2015
7/2015 (July)	12.06.2015	18.06.2015	25.06.2015
8/2015 (August)	10.07.2015	17.07.2015	27.07.2015
9/2015 (September)	13.08.2015	20.08.2015	27.08.2015
10/2015 (October)	10.09.2015	22.09.2015	28.09.2015
11/2015 (November)	12.10.2015	19.10.2015	26.10.2015
12/2015 (December)	12.11.2015	19.11.2015	23.11.2015
1/2016 (January)	10.12.2015	14.12.2015	21.12.2015

Format	Size (mm)	Net price (€)
IV cover page	210 x 297 (+ 3 mm)	1975
II & III cover page	210 x 297 (+ 3 mm)	1850
full page inside magazine	210 x 297 (+ 3 mm)	1650
junior page	136 x 190 (+ 3 mm)	1025
1/2 of page horizontally	210 x 146 (+ 3 mm)	975
1/2 of page vertically	102 x 297 (+ 3 mm)	975
1/3 of page horizontally	210 x 94 (+ 3 mm)	775
1/3 of page vertically	74 x 297 (+ 3 mm)	775
1/4 junior page mini	102 x 146 (+ 3 mm)	490
1/4 of page horizontally	210 x 70 (+ 3 mm)	490
1/4 of page vertically	54 x 297 (+ 3 mm)	490
insert (up to 20 g) additional cost depending on the weight (20–250 g)		1625 400 – 1200

23% VAT is not included in prices.

## Ad placement



### Technical parameters

Acceptable formats: EPS, TIFF, PDF, JPG

Data transmission: digital files, on data carrier (CD disc) or sent by e-mail to:  
o.chachulska@oikos.net.pl or a.swiderska@oikos.net.pl

Format: all elements (including text and graphics) should be placed at least 5 mm from the edge of the advertisement; the trim should have 3 mm

## Adverts on the website

www.agromechanika.net.pl

Format	Weekly	
	Monthly	Yearly
A1 Leaderboard (728 x 90 px)	€ 125	€ 375
A3 Full bottom banner (468 x 60 px)	€ 100	€ 300
B1 Button in the left column (120 x 60 px)	€ 38	€ 113
B2 Button in the left column (120 x 90 px)	€ 50	€ 138
B3 Vertical banner in the left column (120 x 240 px)	€ 63	€ 188
C1 Half size banner in the right column (234 x 60 px)	€ 63	€ 188
C2 Half size banner in the right column (234 x 90 px)	€ 75	€ 200
C4 Pop-up (250 x 250 px)	€ 113	€ 338
D1 Top Full size banner (640 x 480 px)	€ 200	€ 600

Max file size 50 kB



### Discounts:

(if you choose annual agreement)

Number of issues	Discount
3 issues	3%
6 issues	6%
9 issues	9%
12 issues	15%

## Contact us!

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**Publisher**

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