ADVERTISING CONDITIONS

1. The basis for publishing adverts is an order signed by persons authorised to represent the Ordering Party, or an order submitted electronically or a verbal mercantile agreement which would determine the type of the advert, its size and the schedule. The terms and conditions of payment and prices as well as the discounts are determined by the Publisher on the basis of the valid payment tariff for adverts or the authorisation of order for realisation.

2. The order should contain Ordering Party’s full address, which is essential for invoicing purposes (VAT invoice), together with tax number and, in the case of first order placed with Polskie Wydawnictwo Rolnicze, a document legally verifying Ordering Party’s business activity (e.g., a copy of a duplicat of National Court Registry or National Business Registry Number).

3. The Publisher will inform the Ordering party about any changes introduced to the price tariff two months before the changes are introduced.

4. All the text materials which are not editorial materials, are treated as advertising items and tagged with an “advertisment” heading as well as the name and the logo of the advertiser. In the case of text adverts, the materials must be submitted in the electronic form.

5. Orders for publishing adverts must be submitted according to the schedule published in the current price tariff for adverts.

6. Order withdrawal can be submitted not later than the final date for submitting orders published in the advert price tariff. Withdrawing the order after that date entitles the Commissioned Party to invoice the Ordering Party at an amount of 100% of the agreed price of the advert.

7. Cover reservation is possible only if 30% of the order’s value is covered in advance.

8. The final date for submitting materials and alterations in the content of the adverts is 7 days after the date for submitting adverts. In other cases, the advert can be moved to the following issue.

9. In case of delays, the publisher does not guarantee placing the advert in the chosen place in the magazine. In extreme cases, the publisher does not guarantee to publish the advert at all.

10. In the case of long-term orders, when new materials are not submitted according to the schedule determined in point 10, the Publisher has the right to publish the advert submitted to the Publisher for the previous issue of the magazine.

11. The publisher has the right to refuse to approve of materials unsuitable for copying due to poor quality or unsuitable technical parameters.

12. If the materials submitted for copying are to be returned to the Ordering Party, it ought to be clearly stated in the order.

13. The Publisher has the right to charge fees for preparing printing materials. There exists the possibility to make 3 corrections within the framework of the agreement.

14. Any suggestions concerning placing the adverts next to specific editorial content (this does not apply to advertising blocks), may be taken into consideration only with regard to specific sizes, placing the order within the schedule and if technical possibilities allow for it.

15. ¼ page formats (88x125 mm) in the editorial section of the magazine are combined to form ½ page format.

16. The Publisher does not take responsibility for the content of the published adverts and has the right to decline an advert or an insert if their content or form are not compatible with the profile of the Publisher’s magazine. The materials supplied by the Ordering Party must not violate code of conduct or be an act of unfair competition.

17. The maximum compensation in the case of justified and approved complaint is to publish a correct advert once more.

18. The Publisher does not take responsibility for any errors occurring in the printing process resulting from the errors in the advertising materials submitted by the Ordering Party.

19. Complaints concerning adverts can be made in a written form within 7 days from the date of issuing the advert.

20. Payments for the accomplished commission are done in the form of bank transfer to the following account: Bank Pekao SA 93 1240 6609 1111 0000 4934 1504.

21. Polish companies are invoiced after the advert is published and the payment must be made within 14 days from the date of issuing the invoice. Foreign companies must pay 100% of the price before the advert is published.

22. In the case of delays in payment, the ordering party is charged with 5% interest from the order’s value. The Publisher has the right to withhold the print of adverts after three unpaid bills. The adverts are published again after the payments are made and they are published on principle of prepayment.

23. It is required that all inserts are approved of by the Publisher. Inserts which resemble “Top Agrar Polska” or other publications by PWR, will not be accepted for distribution.

24. The maximum tolerance of colour divergence in offset print, is 95% compatibility.

25. In the case of premature contract termination, penalty payment from the falsely conferred discount, will be charged.

26. Ordering an advert is equivalent to accepting the above terms and conditions.

27. In case of conflict not resolved by means of the above terms and conditions, the laws of civil code are applied.
## Editorial Space Advert Tariff

**The price list in Editorial Part** (prices given in PLN excl. VAT)

<table>
<thead>
<tr>
<th>part of the page</th>
<th>1/1</th>
<th>3/4</th>
<th>2/3</th>
<th>1/2</th>
<th>1/3</th>
<th>1/4</th>
<th>1/6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 colour</td>
<td>7 900</td>
<td>5 900</td>
<td>5 200</td>
<td>4 200</td>
<td>3 100</td>
<td>2 100</td>
<td>1 400</td>
</tr>
<tr>
<td>2-3 colours</td>
<td>9 900</td>
<td>7 500</td>
<td>6 700</td>
<td>5 200</td>
<td>3 400</td>
<td>2 800</td>
<td>1 800</td>
</tr>
<tr>
<td>full colour</td>
<td>13 500</td>
<td>9 900</td>
<td>8 800</td>
<td>7 700</td>
<td>5 600</td>
<td>4 300</td>
<td>2 500</td>
</tr>
</tbody>
</table>

**Advertising in Block Tariff** (prices given in PLN excl. VAT)

<table>
<thead>
<tr>
<th>part of the page</th>
<th>1/1</th>
<th>3/4</th>
<th>2/3</th>
<th>1/2</th>
<th>1/3</th>
<th>1/4</th>
<th>1/6</th>
<th>1/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 colour</td>
<td>5 800</td>
<td>4 500</td>
<td>3 900</td>
<td>3 200</td>
<td>2 400</td>
<td>1 600</td>
<td>1 000</td>
<td>950</td>
</tr>
<tr>
<td>2-3 colours</td>
<td>7 500</td>
<td>5 700</td>
<td>5 100</td>
<td>4 200</td>
<td>2 600</td>
<td>2 200</td>
<td>1 400</td>
<td>1 100</td>
</tr>
<tr>
<td>full colour</td>
<td>9 950</td>
<td>7 500</td>
<td>6 700</td>
<td>5 800</td>
<td>4 200</td>
<td>3 300</td>
<td>1 900</td>
<td>1 250</td>
</tr>
</tbody>
</table>

**Box Advertisements Formats (mm)**

| FORMAT | 190 x 270 | 180 x 190 | 180 x 168 | 88 x 255 | 180 x 82 | 88 x 125 | 88 x 60 | 180 x 38 | 180 x 133 | 180 x 207 | 180 x 297 | 135 x 297 | 133 x 207 | 133 x 255 | 133 x 297 | 133 x 300 | 133 x 355 | 133 x 500 |
|--------|-----------|-----------|-----------|----------|--------|----------|--------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|

**Pitched Advertisements Formats (mm)**

<table>
<thead>
<tr>
<th>1/1</th>
<th>3/4</th>
<th>2/3</th>
<th>1/2</th>
<th>junior</th>
<th>1/3</th>
<th>1/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>210 x 297 + 5 mm bleed</td>
<td>150 x 297 + 5 mm bleed</td>
<td>135 x 297 + 5 mm bleed</td>
<td>104 x 297 + 5 mm bleed</td>
<td>133 x 207 + 5 mm bleed</td>
<td>73 x 297 + 5 mm bleed</td>
<td>57 x 297 + 5 mm bleed</td>
</tr>
<tr>
<td>210 x 208 + 5 mm bleed</td>
<td>210 x 186 + 5 mm bleed</td>
<td>210 x 143 + 5 mm bleed</td>
<td>210 x 100 + 5 mm bleed</td>
<td>210 x 78 + 5 mm bleed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Schedule and Technical Specifications

**The Schedule**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of Issue</th>
<th>Deadline for Accepting Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2020 December/January</td>
<td>03.12.2019</td>
<td>12.11.2019</td>
</tr>
<tr>
<td>2/2020 February/March</td>
<td>04.02.2020</td>
<td>22.01.2020</td>
</tr>
<tr>
<td>3/2020 April/May</td>
<td>07.04.2020</td>
<td>24.03.2020</td>
</tr>
<tr>
<td>4/2020 June/July</td>
<td>09.06.2020</td>
<td>22.05.2020</td>
</tr>
<tr>
<td>5/2020 August/September</td>
<td>11.08.2020</td>
<td>24.07.2020</td>
</tr>
<tr>
<td>1/2021 December/January</td>
<td>08.12.2020</td>
<td>22.11.2020</td>
</tr>
</tbody>
</table>

**Technical Parameters**

- **Circulation**: 30,000 copies on average
- **Format**: A4 – 210 x 297 mm
- **Release Frequency**: bimonthly
- **Maximum Size of Inserts**: 200 x 290 mm
- **Print and Cover**: offset, perfect binding

Adverts ought to be submitted in the form of pdf, eps, tif files. Resolution 300 dpi. Fonts transformed into “curved lines”. Full page ads – pdf.

Graphic works ought to be prepared in ICC profile, where TIL is not more than 300%, except for the ads printed on the covers for which TIL cannot exceed 320%. Colours: CMYK, Grayscale.

Materials should be sent to the following e-mail addresses: reklama@profitechnika.pl or j.pawlak@profitechnika.pl

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**Blanka Słoma** – Department Director
b.slama@pwr.agro.pl, tel. +48 61 886 29 24

**Dr Jacek Pawlak** – profi project coordinator
tel. +48 61 886 29 17, j.pawlak@profitechnika.pl

**Mateusz Garcez** – Advertising specialist
tel. +48 61 869 06 52, m.garcez@profitechnika.pl

**Agata Chojnacka-Królak** – Internet advertising
tel. +48 61 868 29 26, a.chojnacka@pwr.agro.pl

**Jola Gorzelańczyk** – Graphic designer, tel. +48 61 869 06 84

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**The Family of Profi**

![Circulation](https://via.placeholder.com/150)

**Germany**
germany

**66 544**

**Lithuania**
lithuania

**5 000**

**Latvia**
latvia

**4 000**

**Estonia**
estonia

**5 200**

**Russia**
russia

**8 000**

**Turkey**
turkey

**10 000**

**Hungary**
hungary

**8 000**

**Greece**
greece

**12 000**

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See also:

- top agrar
- TPR
- Tatra Przędzalnia Rolnicza
- Elita
- sad
- Wiom
- POD DZIEŚNIN
- PIECZARKI
- traktorpool.pl