

Periodical for farmers of the XXI century

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# Агробізнес СЬОГОДНІ

Газета підприємців АПК  
передплатний індекс  
23419

Агробізнес Сьогодні  
Periodical for agribusiness entrepreneurs  
Subscription index 23419



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# Агробізнес СЬОГОДНІ

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\*Ahrobiznes Siodni  
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Periodical for farmers  
of the XXI century

# Your reliable and high-quality communication channel with target audience

Independent and self-supporting periodical aimed at the heads of a firm or business enterprises.

All-embracing periodical means that consumer gets important and relevant analytical information.

The periodical does not only familiarize a reader with advanced technology but it also teaches strategic management in the real Ukrainian market environment.

It is published twice a month and due to addressed mailing the distribution is performed quickly and without returns.

Commercial advertising on the periodical pages is an organic part of its sections content.

# «Ahrobiznes Sohodni» in 2016

**Format:** B4,

cover and inserted pages – fullcolor, glossy,

cover and inserted pages – 170 g/m, block – 70g/m

Printing run of one issue – 13 851 copies

**Frequency:** twice a month

**Conception:** information and analytical periodical

**Main sections:**

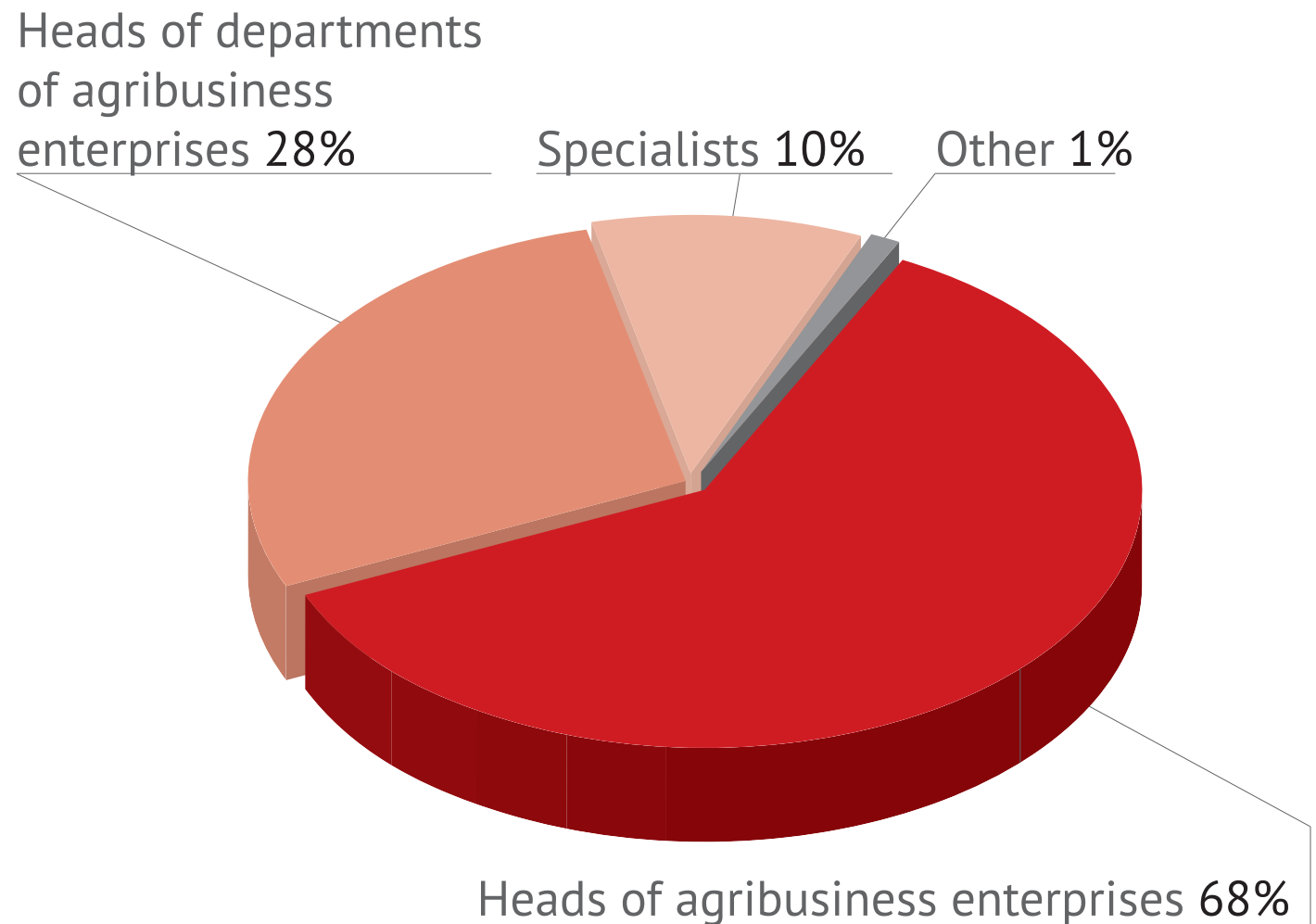
- Events and facts
- Economic hectare
- On a legal terrain
- Agronomy today
- Modern animal farming
- Mechanization of agricultural business
- Expert view

# Changes

- Renewed design
- Increased page number of issue-related sections
- Clear structuring and sectioning are implemented according to the requirements for the modern conditions of business dealing
- Print quality meets the newest market trends, paper quality is improved
- Increased proportion of unique articles by leading branch specialists
- [www.agro-business.com.ua](http://www.agro-business.com.ua) website attendance increases every day
- By the number of visitors the website ranks as one of the leading in its area.

# Periodical audience

The core of our audience is 5400 agribusiness enterprises, which labor more than 1000 ha of land



# Studyresults

976 farmers were interrogated during the study in 2015.

Interrogations were conducted in October 2015. The study was conducted in 23 regions (excluding Crimea and Zakarpattia region, Donetsk region, Luhansk region – partially).

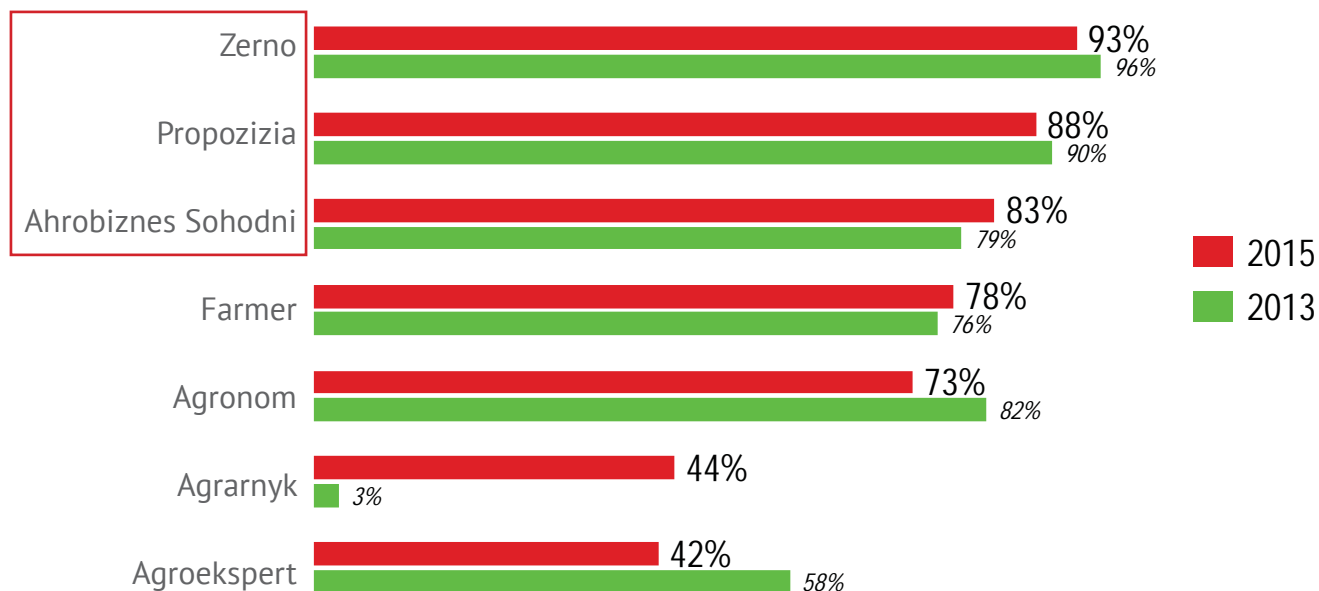
The target audience was farmers, heads of agribusiness enterprises, farm owners.

Interrogation method: telephone interrogation (CATI).

The «**Ahrobiznes Sohodni**» newspaper ranks No. 3 in the category «Periodical knowing». It also boosted its position by «Effective audience» and ranks No. 2 after the «Zerno» magazine.

## Periodical knowing 2013 vs 2015

Data: 2013 N=1 010, 2015 N= 870 multiple choice



In 2013 respondents named 51 printed sources. The Internet was mentioned 41 times (4%).

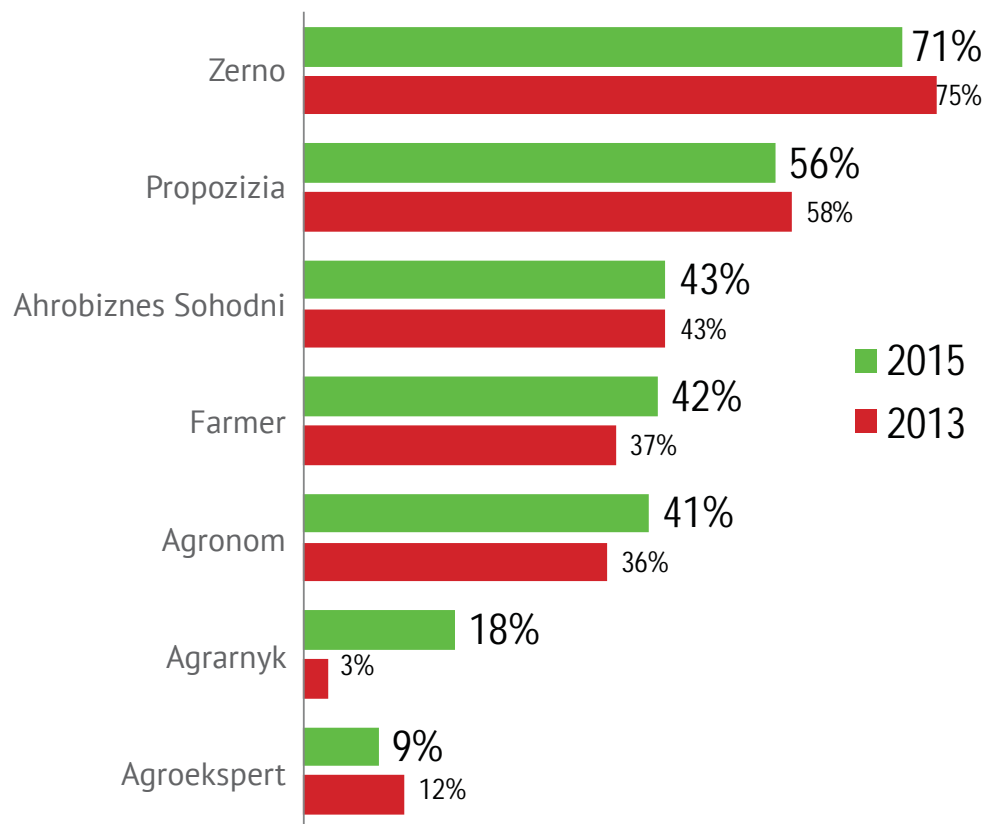
In 2015 respondents named 54 printed sources. The Internet was mentioned by 76 (9%) respondents.

# Knowing and reading periodicals

The majority of respondents, who mention agricultural periodicals, read these magazines

## Periodical reading 2013 vs 2015

Data: 2013 N= 1 010, 2 015 N= 870 multiple choice



Reading/ Knowing	2013	2015
Zerno	0.79	0.76
Propozitia	0.65	0.63
Agronom	0.52	0.59
Ahrobiznes Sohodni	0.47	0.50
Farmer	0.47	0.53
Agrarnyk	1	0.40
Agroekspert	0.21	0.22



# Effective audience

«Ahrobiznes Sohodni» newspaper is well known and often read.  
It is considered to be one of the main information sources.

Effective audience index is audience, which considers this source as a main information source, and readership ratio multiplied by the printing run (calculated as at 1000).

Periodical name	Number of readers	Number of respondents who consider this periodical to be the main information source	Readership per year, printing run	Index
1	2	3	4	5 = ((3/2)*4)/1 000
Zerno	615	235	211 200 (17 600*12)	80.70
Ahrobiznes Sohodni	364	60	304 700 (13 850*22)	50.23
Proposizija	488	145	144 660 (12 055*12)	42.98
Farmer	356	52	120 000 (10 000*12)	17.53
Agronom	378	116	66 000 (11 000*6)	20.25
Agroekspert	78	5	91 200 (7 600*12)	5.85

# Popularity

Periodical popularity geography (№05 and №06, March 2015)	
Region	Number of copies sold (including prepaid)
Kyiv and Kyiv region	687
Vinnitsa	611
Dnipropetrovsk	557
Donetsk	210
Zhytomir	550
Zhaporizhia	508
Ivano-Frankivsk	211
Kirovohrad	570
Luhansk	105
Volyn	250
Lviv	526
Mykolaiv	520
Odessa	619
Poltava	526
Rivne	250
Sumy	500
Ternopil	550
Zakarpattia	176
Kharkiv	510
Kherson	548
Khmelnyskyi	416
Cherkasy	555
Chernihiv	586
Chernivtsi	191
<b>Total</b>	<b>9 558</b>

\* nearly 4000 copies were distributed by the printing house  
(editorial paid in advance, field days, authors)

# Frequency in 2016

<b>Nº</b>	<b>Month</b>	<b>DEAD LINE</b>	<b>Press</b>	<b>Publication</b>
<b>1-2</b>	January	12.01	15.01	19.01
<b>3</b>	February	22.01	26.01	29.01
<b>4</b>	February	05.02	09.02	12.02
<b>5</b>	March	19.02	23.02	26.02
<b>6</b>	March	04.03	11.03	15.03
<b>7</b>	April	25.03	29.03	01.04
<b>8</b>	April	08.04	12.04	15.04
<b>9</b>	May	22.04	26.04	29.04
<b>10</b>	May	13.05	17.05	20.05
<b>11</b>	June	27.05	31.05	03.06
<b>12</b>	June	10.06	14.06	17.06
<b>13</b>	July	24.06	29.06	01.07
<b>14</b>	July	05.07	07.07	12.07
<b>15-16</b>	August	12.08	16.08	19.08
<b>17</b>	September	26.08	30.08	02.09
<b>18</b>	September	09.09	13.09	16.09
<b>19</b>	October	23.09	27.09	30.09
<b>20</b>	October	07.10	11.10	14.10
<b>21</b>	November	28.10	01.11	04.11
<b>22</b>	November	11.11	15.11	18.11
<b>23</b>	December	25.11	29.11	02.12
<b>24</b>	December	09.12	13.12	16.12

# «Ahrobiznes Sohodni» advertising costs for the year 2016

## Premium layout (170 g/m paper)

	Size, mm	Cost,UAH
B4 page part		
1	240 x 334	25000
1/2	240 x 167	13000
Center spread	480 x 334	49000
Cover page 4	240 x 334	40000
Cover page 2	240 x 334	35000
Cover page 3	240 x 334	28000
Second cover, first right page	240 x 334	34500
Second cover, second page (before Contents)	240 x 334	29000
custom layout: 1/6 on the front cover –		13000

## Inner pages (70 g/m paper)

	Size, mm	Cost,UAH
B4 page part		
1	240 x 334	18000
1/2	240 x 167	9100
1/3	240 x 110	6200
1/4	121,5 x 167	4700
1/6	121 x 94	3200
1/8	105 x 72,5	2400
1/16	72,5 x 54	1400
custom layout: 1) 1/6 on the Contents page –		4200;
2) 24x2 cm page –		2000

### Discounts\*

a) volume discounts: 2 submissions – 20%; 3-5 submissions – 30%; 6 submissions and more – 40%;

b) for advertising agencies – additional 15%, c) national producer – 48%

\*discounts do not apply to custom layouts;

discounts for a national producer do not apply to advertising agencies

# Sizes of advertisement layouts of the «Ahrobiznes Sohodni» periodical

Area	Trim size	Initial size
1/1 (on bleed)	240 x 334 MM	250 x 344 MM
1/1 (inside a block)	217 x 298 MM	–
1/2 (vertical)	121,5 x 334 MM	126,5 x 344 MM
1/2 (horizontal) (inside a block)	240 x 163 MM	245 x 168 MM
	217 x 146 MM	–
1/3 (vertical)	85 x 334 MM	90 x 344 MM
1/3 (horizontal)	240 x 110 MM	250 x 115 MM
1/4 (on bleed)	121,5 x 163 MM	126,5 x 168 MM
1/4 (inside a block)	106,5 x 146,5 MM	–

## Ready layouts are supplied by the Customer and can be designed with the following software:

**Adobe InDesign** (for Windows) INDD. Before sending the layout you should make a Package with types and images.

Color model – CMYK only.

**Adobe PDF** (for Windows). Used images should have resolution not less than 300 pixel/inch. Color model – CMYK only. In preparation of the PDF you should transform all image objects into curve lines. Do not use SPOT color, if it is not set by the order.

**Adobe Illustrator** (for Windows) EPS. All text objects should be transformed into curved lines (use the type menu command – create outlines). Images should have embedded type (embedded in a file). Color model – CMYK only. The Overprint feature in light objects should be set to off.

**Adobe Photoshop** (for Windows) TIF, EPS. PSD files are also admissible (text layers created by Type tool in Photoshop should be rasterized with the layer menu command – type/render layer). The file should have resolution not less than 300 pixel/inch. Color model – CMYK only. File names should contain only Latin letters

## Requirements for objects contained in a layout:

Important elements (e.g. text, logo etc.) should be placed at a distance not less than 5-6 mm from a trim margin. Preparing a «Page on bleed» layout, take into consideration a joint type: glued or stapled. You should leave a space for important elements on the right or left somewhat bigger than minimal (approximately 12-15 mm). Text and vector objects colored in 100% black should have the «Overprint» attribute.

All layouts should be accompanied by a printed copy signed by the Customer at a scale of 1:1 made from a layout final file; the file name should be indicated on the layout.