



**Parameters of the magazine:** A4 format, full color, 56 pages, fastening – glue, cover - lacquer  
**Schedule of magazine release:** quarterly

**Price list for publication of advertising materials in the magazine "Potato System "**

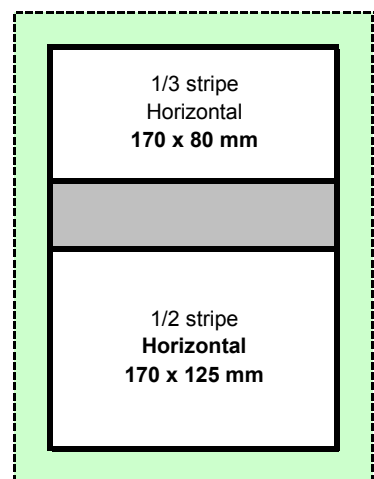
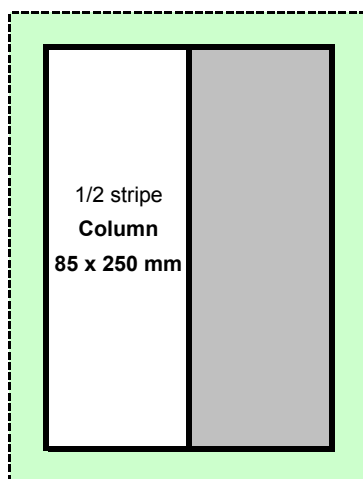
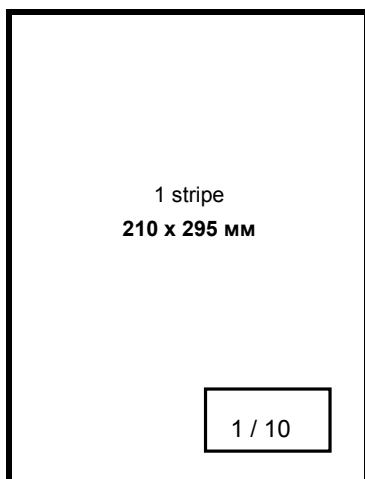
Dear colleagues, we suggest the following forms of collaboration:

**1. Publishing of advertisements in the magazine.**

Placement of advertising module of your company's products.

**PARAMENTS AND COST OF FRACTIONAL ADVERTISEMENT**

First two-page opening (the second cover and the first page)	2 stripes	420 мм x 297 мм	95 000 rub.
Last two-page opening (third cover and last page)	2 stripes	420 мм x 297 мм	85 000 rub.
Two-page opening (any pages between 20th and 50th pages)	2 stripes	420 мм x 297 мм	70 000 rub.
Cover, 2d page	1 stripe	210 мм x 295 мм	55 000 rub.
Cover, 3d page	1 stripe	210 мм x 295 мм	55 000 rub.
Cover, 4th page	1 stripe	210 мм x 295 мм	60 000 rub.
Any odd (right -hand) page of the magazine, 20 - 50 pages.	1 stripe	210 мм x 295 мм	50 000 rub.
Any even (left-hand) page of the magazine, 20 - 50 pages	1 stripe	210 мм x 295 мм	45 000 rub.
Column (any page at the discretion of the editors)	1/2 stripe	85 мм x 250 мм	25 000 rub.
Horizontal (any page at the discretion of the editors)	1/2 stripe	170 мм x 125 мм	25 000 rub.
Horizontal	1/3 stripe	170 мм x 80 мм	20 000 rub.



**2. "Bulletin board".**

Publishing of advertisements and brand-name \ logo.

**PARAMENTS AND COSR OF ADVERTISEMENTS (TEXT DECLARATIONS)**

1 ADVERTISEMENT	1/10 stripe	80 x 45 мм	3 000 rub.
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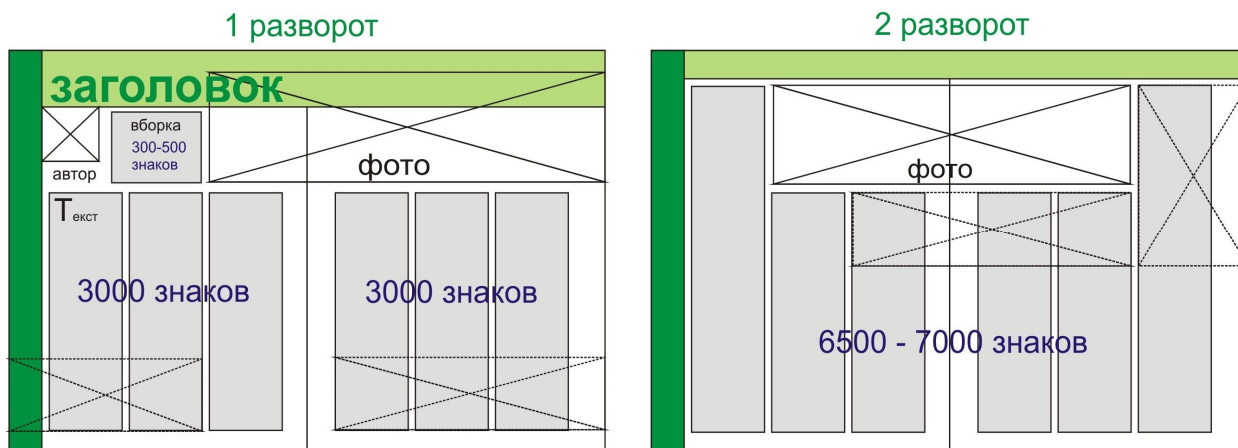
### 3. Publication of analytical materials.

Article (series of articles) about the characteristics of your products, containing comments from the experts of the agricultural enterprises, information about the process and the results of scientific research and so on. The content and size of the material are determined on an individual basis, the authors of the material can be both experts of your company and the editorial staff.

The format of the material eliminates the direct advertising, since the main function of the article is to familiarize readers with the technology of using your products.

**PARAMETRS AND COST OF ARTICLES PUBLICATION**

1 stripe	up to 3 000 signs	25 000 rub.
2 stripes	up to 6 000 signs	46 000 rub.
3 stripes	up to 9 500 signs	66 000 rub.
4 stripes	up to 13 000 signs	84 000 rub.



- Quantity of signs is without spaces and without additional illustrations



possible placement of additional illustrations

#### Discount system for regular advertisers:

When placing advertisements in two issues in succession, the publication of the second issue is with the discount - 5%. When signing the contract for two publications, the discount applies to the full amount of the contract.

When placing advertisements in three issues in succession, the publication of the third issue is with the discount - 7%. When signing the contract for three publications, the discount applies to the full amount of the contract.

When placing advertisements in three issues in succession, the publication of the fourth issue is with the discount - 10%. When signing the contract for four publications, the discount applies to the full amount of the contract.

All advertisers can get up to 50 copies of magazine editions free of charge.

A person to contact:

Maria Lopovok

Interpreter

phone number/fax: +7 (831) 245-95-06 / 07 / 08 / 09

email: [LopovokMS@agrotradesystem.ru](mailto:LopovokMS@agrotradesystem.ru)

8:00 a.m.- 5:00 p.m. (UTC +3:00)

Best Regards,  
magazine "Potato system"  
[www.potatosystem.ru](http://www.potatosystem.ru)