

BEYOND THE ORDINARY

The Red Bulletin delivers stories about people who achieve the extraordinary, go beyond the norm, test their limits and passionately seek adventure while breaking new ground. A magazine about the world of Red Bull and its many playgrounds.



reach (MA 24 in %)

6.5



Sessions (GA, mtl. Ø 2024)

150,000



Readership (MA 24)

501,000



Print run (ÖAK 1/24)

303,000



Page Impressions (GA, mtl. Ø 2024)

250,000



Podcast Downloads/Episode (Ø after 30 days)

5,000



Facebook Fans (Meta January 2025 in Mio)

46



Youtube Subscriptions GSA (as per January 2025, in millions)

1.8



Dates 2026

10.03.26
07.04.26
09.06.26
11.08.26
08.09.26
24.11.26

Publication Date
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The Red Bulletin AT 1/26
The Red Bulletin AT 2/26
The Red Bulletin AT 3/26
The Red Bulletin AT 4/26
The Red Bulletin AT 5/26
The Red Bulletin AT 6/26

Adcopy Deadline: 09.02.26 (Ads) | 30.01.26 (Advertorials)
Adcopy Deadline: 09.03.26 (Ads) | 27.02.26 (Advertorials)
Adcopy Deadline: 08.05.26 (Ads) | 08.05.26 (Advertorials)
Adcopy Deadline: 13.07.26 (Ads) | 13.07.26 (Advertorials)
Adcopy Deadline: 10.08.26 (Ads) | 10.08.26 (Advertorials)
Adcopy Deadline: 23.10.26 (Ads) | 23.10.26 (Advertorials)

	Double spread	404 x 275 mm Plus 3 mm bleed on all sides; Motifs running across the gutter: 3 mm Displacement in the core, between U2/side 3 and core, allow 6 mm margin allowance.	U2 / Page 3	32,700,-
			Page 4/5 Advertorial plus design costs**	42,200,- 35,300,- 1,000,-
	Single page	202 x 275 mm Plus 3 mm bleed on all sides	U4	18,900,-
			U2 U3 1. righthand page Advertorial plus design costs**	28,600,- 22,000,- 22,000,- 20,500,- 500,-
	1/2 page	96x275 mm (portrait) 202x134 mm (landscape) Plus 3 mm bleed on all sides	Advertorial plus design costs**	11,900.- 300.-
	1/3 page	66 x 275 mm (portrait) 202 x 92 mm (landscape) Plus 3 mm bleed on all sides	Advertorial plus design costs**	7,000.- 300.-
	1/4 page	86.5 x 123.5 mm (box) Plus 3 mm bleed on all sides	Advertorial plus design costs**	6,100.- 300.-
	Must-haves	1/6 page designed in the look & feel of The Red Bulletin	Design costs included	4,700.-

	Enclosure	Minimum format	105 x 148 mm	Total edition up to 20 g (AUT & GSA)	150.-
		Maximum format	190 x 255 mm	Per additional 10 g	20.-
		The larger page must be enclosed.			
	Supplement	Minimum format	140 x 140 mm	Up to 20 g	150.-
		Maximum format	202 x 275 mm	Per additional 10 g	20.-
		Top edge, base, side, fold	+3 mm		
		Placement	curved		
		Total edition per 1.000			
		.			
	Sachets ad-space (from 1/1 page)	Minimum format	40 x 60 mm	Total edition per 1,000	120.-
		Maximum thickness	2 mm		
		Adhesive difference	±10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	Upright in cardboard box		
		Placement	curved		
		Manual gluing on request			
	TOC auf ad-space (from 1/1 page)	Minimum format	40 x 60 mm	Total edition per 1,000	120.-
		Maximum format	162 x 235 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		
		Manual gluing on request			
	Gate-Cover	192 x 275 mm (page 1)			
		192 x 275 mm (page 2)			
		197 x 275 mm (page 3)			
		202 x 275 mm (page 4)			
		On request			

*Plus 3 mm bleed on all sides; motifs running across the gutter: 3 mm displacement in the core, allow 6 mm gutter allowance between U2/U3 and core.

** Not eligible for discount and AE. All prices are shown in euros and are subject to a 5% advertising levy and 20% VAT.

Special/extra print runs and higher grammages on request. **General terms & conditions:** www.network.redbullmediahouse.com/T&C

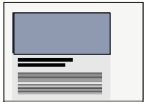
Data delivery: <https://network.redbullmediahouse.com/d/datenanlieferung>



**Pre-Roll
Video Ad**

16:9
min 1,280 x 720 px
max 1,920 x 1,080 px

TKP 80.–



**Native
Advertorial**

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and tailored to your core message. Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence.

6,450.–

Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

Running time: 1 month +

Services:

- The editorial team provides the customer with two topic suggestions to choose from.
- Concept and implementation by Digital Publishing
- SEO optimized article
- Content teaser placed for 1 week on redbull.com/theredbulletin
- Social media activation

Guaranteed services:

- 100,000 Ad Impressions via CoBranded Banner within Red Bull Media House Network
- 40,000 Social media impressions