

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




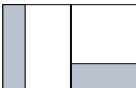
Dates 2025

11.03.25
08.04.25
10.06.25
12.08.25
09.09.25
25.11.25

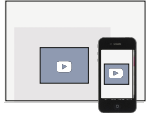
Publication date
Publication date
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Publication date
Publication date

The Red Bulletin AT 1/25
The Red Bulletin AT 2/25
The Red Bulletin AT 3/25
The Red Bulletin AT 4/25
The Red Bulletin AT 5/25
The Red Bulletin AT 6/25

Adcopy deadline 10.02.25 (Ads) | 29.01.25 (Advertorials)
Adcopy deadline 10.03.25 (Ads) | 26.02.25 (Advertorials)
Adcopy deadline 12.05.25 (Ads) | 30.04.25 (Advertorials)
Adcopy deadline 14.07.25 (Ads) | 02.07.25 (Advertorials)
Adcopy deadline 08.08.25 (Ads) | 29.07.25 (Advertorials)
Adcopy deadline 27.10.25 (Ads) | 15.10.25 (Advertorials)

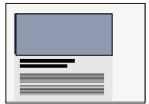
	Double spread	404 x 275 mm Plus 3 mm bleed on all sides; Motifs running across the gutter: 3 mm Displacement in the core, between U2/side 3 and core, allow 6 mm margin allowance.	U2 / Page 3	32,700,-
			Page 4/5 Advertorial plus design costs**	42,200,- 35,300,- 1,000,-
	Single page	202 x 275 mm Plus 3 mm bleed on all sides	U4	18,900,-
			U2	28,600,-
			U3	22,000,-
			1. righthand page	22,000,-
			2. righthand page	20,500,-
			Advertorial plus design costs**	19,700,- 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.		Design costs by Red Bull Media House according to extent of work done	
	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	

**Pre-Roll
Video Ad**

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

TKP 80.–

**Native Story**

You define the communication message, and we present you an implementation idea. The concept and implementation come from the editorial team. This ensures that your contribution fits perfectly into the editorial coverage.

6,450.–

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

**Advertorial**

You supply the text and image material and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.

5,990.–

Services:

- Article for 1 month+
- Placed for 1 week on redbull.com/theredbulletin
- Social media activation
- CoBranding application via UAP formats in the Red Bull Media House network

Guaranteed services: :

- 100,000 Ad Impressions Promotion of the Advertorials via CoBranded Advertising material (UAP)
- 40,000 Social media impressions

"DIE BIOHACKING-PRAXIS"



Podcast Episode

- Presence in a podcast episode (max. 30 sec.)
- Advertising placement pre-roll and post-roll

Advertising message

- recorded as a host read (text provided by the customer)
- recorded as a commercial by one of our speakers¹
- delivered as a finished commercial²

Episode 1,600.–



Podcast Paket (exclusive Sponsorship)

- Bookable from 4 episodes
- Exclusive presenting partner
- ("This podcast is presented to you by..." incl. pre- and post-roll.

Advertising message

- recorded as a host read (text provided by the customer)
- recorded as a commercial by one of our speakers¹
- delivered as a finished commercial²

Podcast package 5,200.–

Note: The text templates must be delivered at least 3 weeks before broadcast.

¹ The speaker is not necessarily the host.

² Format: wav; duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.