

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.



Edition (publisher's indication 2024)

170,000



YouTube subscriptions DACH (January 2025 in mio.)

1.8



Facebook fans (meta January 2025 in mio.)

46



Contacts

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Dates 2025

11.03.25	Publication	The Red Bulletin DE 01/25	Print deadline	06.02.25 (Ads) 29.01.25 (Advertorials)
08.04.25	Publication	The Red Bulletin DE 02/25	Print deadline	06.03.25 (Ads) 26.02.25 (Advertorials)
10.06.25	Publication	The Red Bulletin DE 03/25	Print deadline	08.05.25 (Ads) 30.04.25 (Advertorials)
12.08.25	Publication	The Red Bulletin DE 04/25	Print deadline	10.07.25 (Ads) 02.07.25 (Advertorials)
14.10.25	Publication	The Red Bulletin DE 05/25	Print deadline	11.09.25 (Ads) 03.09.25 (Advertorials)
09.12.25	Publication	The Red Bulletin DE 06/25	Print deadline	06.11.25 (Ads) 29.10.25 (Advertorials)

	Double page	460 × 275 mm	29.000,-
		Plus 3 mm bleed on all sides	37.700,-
		For images spanning across the gutter: add 3 mm displacement. Note: Allow for 6 mm gutter allowance between inside front/back cover (U2/U3) and the core section	34.700,-
		U2 / Page 3 Page 4/5 Advertorial plus design costs**	900,-

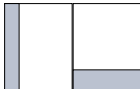
	Single page	202 × 275 mm	16.700,-
		Plus 3mm bleed on all sides	19.400,-
		U2	21.700,-
		U4	18.350,-
		U3	19.200,-
		1. right Page 2. right Page Advertorial plus design costs**	18.350,- 500,-

	1/2 Page	96×275 mm (portrait)	10.800,-
		202×134 mm (landscape)	300,-
		Plus 3 mm bleed on all sides	

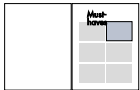
design costs*

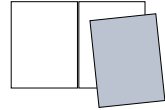
	1/3 Page	66×275 mm (portrait)	7.500,-
		202×92 mm (landscape)	300,-
		Plus 3 mm bleed on all sides	

plus design costs**

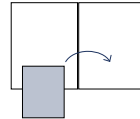
	1/4 Page	50,5×275 mm (portrait)	7.100,-
		202×69 mm (landscape)	300,-
		Plus 3 mm bleed on all sides	

plus design costs**

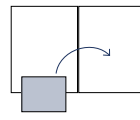
	Must-haves	1/6 Page	3.350,-
		Design and placement are handled by the publisher based on your text and image material.	
		The promotion will be published without a logo.	

	Supplement	Minimum format	105 × 148 mm	on request
		Maximum format	182 × 255 mm	
		The longer side must be closed.		
		Total print run per 1,000 pcs.		

	Insert	Minimum format	140 × 140 mm	up to 20 g for each additional 10 g	150,- 20,-
		Maximum format	202 × 300 mm		
		Head trim, foot trim, side trim, binding edge	+3 mm		
		Placement	Sheet misalignment		
		Total circulation per 1,000 pcs.			

	Sachets on carrier ad (starting from 1/1 page)	Minimum format	60 × 100 mm	Total circulation per 1,000 pcs.	120,-
		Maximum thickness	2 mm		
		Gluing tolerance	±10 mm		
		Sachet format	Rectangular or square (other formats upon request)		
		Delivery	Upright in carton		
		Placement	Sheet misalignment		

Manual gluing available upon request.

	TOC reference on carrier ad (starting from 1/1 page)	Minimum format	60 × 80 mm	Total circulation per 1,000 pcs.	120,-
		Maximum format	125 × 240 mm		
		Gluing tolerance	±10 mm		
		Delivery	Final trimmed		
		Placement	Sheet misalignment		
		Manual gluing available upon request.			

	Gate-Cover	on request			

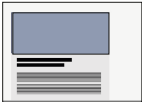


**Pre-Roll
Video Ad**

16:9
mind. 1.280 x 720 px
max 1.920 x 1.080 px

CPM 20 Sec.

80,-



**Online-
Advertorials**

Our online platform redbull.com presents incredible stories, top sporting achievements, musical highlights and special personalities from the world of Red Bull. We offer individual and customised content productions that are characterised by gripping imagery and captivating moments, so that our customers' products and key messages are presented and transported in an authentic way.

Service period: 1 month

7.500,-

