

## 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 2023 in %)

**7,4**



Sessions (GA, mtl. Ø 2023)

**157.000**



Readership (MA 2023)

**566.000**



Print run (ÖAK 2/23)

**345.000**



Page Impressions (GA, mtl. Ø 2023)

**236.000**



Podcast Downloads/Episode (Ø)

**5.200**



Facebook Fans (Mio)

**49**



YouTube Subscriptions (January 2024 in Mio)

**14,2**

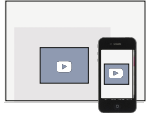


Dates 2024/25

<b>13.02.24</b>	Publication date	<b>The Red Bulletin AT 3/24</b>	Adcopy deadline	<b>15.01.24 (Ads)</b>	<b>03.01.24 (Advertorials)</b>
<b>12.03.24</b>	Publication date	<b>The Red Bulletin AT 4/24</b>	Adcopy deadline	<b>12.02.24 (Ads)</b>	<b>31.01.24 (Advertorials)</b>
<b>09.04.24</b>	Publication date	<b>The Red Bulletin AT 5/24</b>	Adcopy deadline	<b>08.03.24 (Ads)</b>	<b>27.02.24 (Advertorials)</b>
<b>14.05.24</b>	Publication date	<b>The Red Bulletin AT 6/24</b>	Adcopy deadline	<b>08.04.24 (Ads)</b>	<b>27.03.24 (Advertorials)</b>
<b>11.06.24</b>	Publication date	<b>The Red Bulletin AT 7-8/24</b>	Adcopy deadline	<b>07.05.24 (Ads)</b>	<b>25.04.24 (Advertorials)</b>
<b>13.08.24</b>	Publication date	<b>The Red Bulletin AT 9/24</b>	Adcopy deadline	<b>15.07.24 (Ads)</b>	<b>03.07.24 (Advertorials)</b>
<b>10.09.24</b>	Publication date	<b>The Red Bulletin AT 10/24</b>	Adcopy deadline	<b>09.08.24 (Ads)</b>	<b>30.07.24 (Advertorials)</b>
<b>08.10.24</b>	Publication date	<b>The Red Bulletin AT 11/24</b>	Adcopy deadline	<b>09.09.24 (Ads)</b>	<b>28.08.24 (Advertorials)</b>
<b>12.11.24</b>	Publication date	<b>The Red Bulletin AT 12/24</b>	Adcopy deadline	<b>14.10.24 (Ads)</b>	<b>02.10.24 (Advertorials)</b>
<b>10.12.24</b>	Publication date	<b>The Red Bulletin AT 01/25</b>	Adcopy deadline	<b>11.11.24 (Ads)</b>	<b>30.10.24 (Advertorials)</b>

	<b>Double spread</b> 404x275mm <sup>1</sup>	Inside front cover + page 3 Pages 4/5 Design costs for advertorials <sup>2</sup>	42.200,- 54.400,- 45.500,- 1.000,-
	<b>Single page</b> 202x275 mm <sup>1</sup>	Outside back cover Inside front cover Inside back cover 1. righthand page 2. righthand page Design costs for advertorials <sup>2</sup>	24.400,- 36.900,- 28.400,- 28.400,- 26.400,- 25.400,- 500,- <sup>2</sup>
	<b>1/2 page</b> 96x275 mm (portrait) 202x134 mm (landscape)	Design costs for advertorials <sup>2</sup>	15.400,- 300,-
	<b>1/3 page</b> 66x275 mm (portrait) 202x92 mm (landscape)	Design costs for advertorials <sup>2</sup>	9.100,- 300,-
	<b>1/4 page</b> 86,5x123,5 mm	Design costs for advertorials <sup>2</sup>	7.900,- 300,-
	<b>Must-haves</b> 1/6 page designed in the look & feel of The Red Bulletin	Design costs included	4.700,-

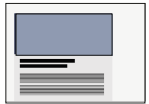
	<b>Enclosure</b>	Minimum format Maximum format The larger page must be enclosed.	105 x 148 mm 190 x 255 mm	Total edition up to 20 g (AT & DACH) Per additional 10 g Design costs by Red Bull Media House according to extent of work done	150,- 20,-
	<b>Supplement</b>	Minimum format Maximum format Top edge, base, side, fold Placement Total edition per 1.000	140 x 140 mm 202 x 275 mm +3 mm curved	Up to 20 g Per additional 10 g	150,- 20,-
	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format Maximum thickness Adhesive difference Sachet shape Delivery Placement Manual gluing on request	40 x 60 mm 2 mm ±10 mm square or rectangular (others upon request) Upright in cardboard box curved	Total edition per 1.000	120,-
	<b>TOC auf ad-space (from 1/1 page)</b>	Minimum format Maximum format Adhesive difference Delivery Placement Manual gluing on request	40 x 60 mm 162 x 235 mm ±10 mm cut-to-size curved	Total edition per 1.000	120,-
	<b>Gate-Cover</b>		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  
mind. 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,-

**Runtime: 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 RBMH 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,-

**Leistungen:**

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

**Guaranteed services:**

- 100.000 Ad Impressions Promotion of the Advertorials via CoBranded Advertising material (UAP)
- 40.000 Social-Media-Impressions

## "INNOVATOR SESSIONS"



### 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 speakers<sup>1</sup>
- delivered as a finished commercial<sup>2</sup>

Episode

1.200,-



### Podcast Paket (excluding Sponsorship)

- Bookable from 4 episodes minimum
- 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 speakers<sup>1</sup>
- delivered as a finished commercial<sup>2</sup>

Podcast-package

4.200,-

## "DIE BIOHACKING-PRAXIS"



### Podcast Episode

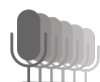
- Presence in a podcast episode (max. 30 sec.)
- Advertising placement pre-roll and post-roll

#### Advertising message

- recorded as a host read (text provided by the customer)
- recorded as a commercial by one of our speakers<sup>1</sup>
- delivered as a finished commercial<sup>2</sup>

Episode

1.600,-



### Podcast Paket (exklusive Sponsor)

- 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 speakers<sup>1</sup>
- delivered as a finished commercial<sup>2</sup>

Podcast-package

5.200,-

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

<sup>1</sup> The speaker is not necessarily the host.

<sup>2</sup> Format: wav; duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.