

BEYOND THE ORDINARY

With a circulation of over 230,000 copies, THE RED BULLETIN is one of the most widely distributed magazines in Switzerland and is published eight times a year in both German and French. In German-speaking Switzerland, THE RED BULLETIN is enclosed with the SonntagsZeitung and in French-speaking Switzerland with Le Matin Dimanche. In addition to distribution via subscriptions, the magazine is also distributed to specific target groups in numerous other outlets, at events and via the Red Bull reading circle and playgrounds.



Edition (publisher's indication 2024)

208.000

+ Zusatzauflagen



YouTube subscriptions DACH (January 2025 in mio.)

1,8



Facebook fans (meta January 2025 in mio.)

46





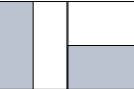

Contacts

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Dates 2025

09.03.25	Publication	The Red Bulletin CH 01/25	Print deadline	06.02.25 (Ads)	06.02.25 (Advertorials)
04.05.25	Publication	The Red Bulletin CH 02/25	Print deadline	03.04.25 (Ads)	03.04.25 (Advertorials)
15.06.25	Publication	The Red Bulletin CH 03/25	Print deadline	15.05.25 (Ads)	15.05.25 (Advertorials)
31.08.25	Publication	The Red Bulletin CH 04/25	Print deadline	31.07.25 (Ads)	31.07.25 (Advertorials)
12.10.25	Publication	The Red Bulletin CH 05/25	Print deadline	11.09.25 (Ads)	11.09.25 (Advertorials)
30.11.25	Publication	The Red Bulletin CH 06/25	Print deadline	30.10.25 (Ads)	30.10.25 (Advertorials)

All prices in CHF				National 235'150	D-CH 146'150	W-CH 89'000
	Double page	460 × 275mm Plus 3 mm bleed on all sides. For motifs crossing the gutter: allow 3 mm image shift in the core section Additionally, allow for a 6 mm gutter allowance between the inside covers (U2/U3) and the core. Advertorial plus design costs*	1000,—	U2 + Page 3 75.950,— 86.950,—	41.750,— 47.850,—	35.910,— 39.950,—
	Single page	202 × 275 mm Plus 3 mm bleed on all sides. For motifs crossing the gutter: allow 3 mm image shift in the core section Additionally, allow for a 6 mm gutter allowance between the inside covers (U2/U3) and the core. Advertorial plus design costs*	500,—	U2 43.950,— 47.950,—	24.190,— 26.390,—	20.750,— 22.650,—
				U3 47.950,—	26.390,—	22.650,—
				U4 52.950,—	29.090,—	25.090,—
	1/2 Page	96×275 mm (vertical) 202×134 mm (horizontal) Plus 3 mm bleed on all sides plus design costs*	300,—	31.990,—	18.390,—	14.390,—
	Must-haves	Designed in the look & feel of The Red Bulletin Incl. design costs		4.500,—		

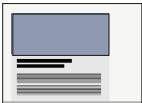
*Not eligible for discount and AE.
Repeat discount: 2 placements 15%, 3 placements 25%, 4 placements 35%, 5 placements 45%.
Advertorials: These are made up of the page price + design costs. Photo costs are charged at cost.
Delivery of print material for advertorials, promotions etc. 3 weeks before the print material deadline.



**Pre-Roll
Video Ad**

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

CPM 10 Sec.	60,-
CPM 15 Sec.	70,-
CPM 20 Sec.	80,-
RedBull YouTube	80,-



**Online-
Advertorials**

On our online platform redbull.com, we showcase incredible stories, outstanding athletic performances, musical highlights, and unique personalities from the world of Red Bull. We offer individual, tailor-made content productions that stand out through powerful visuals and captivating moments – presenting our clients’ products and key messages in an authentic and engaging way.

Price on request

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Edition (publisher's indication 2024)

100.000



YouTube subscriptions (January 2025 in mio.)

21,9



Facebook fans (meta January 2025 in mio.)

46



Contacts

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Dates 2025

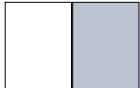
13.02.25	Publication	The Red Bulletin FR 01/25	Print deadline	09.01.25 (Ads)	09.01.25 (Advertorials)
10.04.25	Publication	The Red Bulletin FR 02/25	Print deadline	06.03.25 (Ads)	06.03.25 (Advertorials)
12.06.25	Publication	The Red Bulletin FR 03/25	Print deadline	08.05.25 (Ads)	08.05.25 (Advertorials)
14.08.25	Publication	The Red Bulletin FR 04/25	Print deadline	10.07.25 (Ads)	10.07.25 (Advertorials)
16.10.25	Publication	The Red Bulletin FR 05/25	Print deadline	11.09.25 (Ads)	11.09.25 (Advertorials)
11.12.25	Publication	The Red Bulletin FR 06/25	Print deadline	06.11.25 (Ads)	06.11.25 (Advertorials)

**Double-page**

404 x 275mm
Plus 3 mm bleed on all sides. For images crossing the gutter: allow 3 mm displacement in the binding. Provide a 6 mm gutter allowance between the inside front and back covers (C2/C3) and the core section.

Opening spread
Pages 4/5
Advertorial,
design costs not included**

32 300€
29 829€
1 000€

**Single-page**

202 x 275 mm
Plus 3 mm bleed on all sides. For cross-spread designs: allow for 3 mm image shift in the binding. Provide a 6 mm gutter allowance between the inside front/back covers (C2/C3) and the binding.

C4
C2
C3
First right-hand page
Second right-hand page
Advertorial,
design costs not included**

14 600€
20 200€
18 200€
17 000€
16 600€
16 600€
500€

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Edition (publisher's indication 2024)

300.000



YouTube subscriptions (January 2025 in mio.)

21,9



Facebook fans (meta January 2025 in mio.)

46



Contacts

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Dates 2025

04.03.25	Publication	The Red Bulletin UK 01/25	Print deadline	03.02.25 (Ads) 03.02.25 (Advertorials)
08.03.25	Publication	Bookazine Culture Clash	Print deadline	TBC
08.04.25	Publication	The Red Bulletin UK 02/25	Print deadline	06.03.25 (Ads) 06.03.25 (Advertorials)
01.06.25	Publication	Bookazine UK Surf	Print deadline	TBC
10.06.25	Publication	The Red Bulletin UK 03/25	Print deadline	08.05.25 (Ads) 08.05.25 (Advertorials)
01.08.25	Publication	Bookazine Adventure	Print deadline	TBC
12.08.25	Publication	The Red Bulletin UK 04/25	Print deadline	10.07.25 (Ads) 10.07.25 (Advertorials)
14.10.25	Publication	The Red Bulletin UK 05/25	Print deadline	11.09.25 (Ads) 11.09.25 (Advertorials)
09.12.25	Publication	The Red Bulletin UK 06/25	Print deadline	06.11.25 (Ads) 06.11.25 (Advertorials)

All figures rounded.

Last updated: May 2025

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**Covers**

IFC DPS	404 × 275 mm	£ 26,500,-
IBC	202 × 275 mm	£ 14,950,-
OBC	202 × 275 mm	£ 16,530,-

**Pages**

DPS Advertorial	404 × 275 mm	£ 27,825,-
DPS	404 × 275 mm	£ 22,050,-
SP Advertorial	202 × 275 mm	£ 18,375,-
SP	202 × 275 mm	£ 14,175,-



**Online-
Advertorials**

Branded content article	£8,750
Interactive content hub (Ceros)	£POA

Social media activities are created and written by the editorial team

Last update March 2025

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Edition (publisher's indication 2024)

250.000



YouTube subscriptions (January 2025 in mio.)

21,9



Facebook fans (meta January 2025 in mio.)

46



Contacts

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Dates 2025

04.03.25	Publication	The Red Bulletin US 01/25	Print deadline	21.01.25 (Ads)	21.01.25 (Advertorials)
06.05.25	Publication	The Red Bulletin US 02/25	Print deadline	25.03.25 (Ads)	25.03.25 (Advertorials)
05.08.25	Publication	The Red Bulletin US 03/25	Print deadline	24.05.25 (Ads)	24.05.25 (Advertorials)
04.11.25	Publication	The Red Bulletin US 04/25	Print deadline	23.09.25 (Ads)	23.09.25 (Advertorials)

All figures rounded.

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**Double-page**

8 × 10.875*

IFC (Inside front cover)/page 3

* Plus ADDITIONAL 0.15" bleed on EACH side. Formats given are in [width x height].

\$53,200

\$58,000

**Single-page**

8 × 10.875*

IBC (Inside Back Cover)

OBC (Outside Back Cover)

* Plus ADDITIONAL 0.15" bleed on EACH side. Formats given are in [width x height].

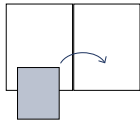
\$28,400

\$32,200

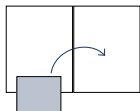
\$32,200

**Leaflets
(Special Unit)**

\$62/1,000

**Sample/Sachet
(Special Unit)**
+ Single-page

\$56/1,000

**Tip-On-Card
(Special Unit)**
+ Single-page

\$63/1,000

All prices listed in gross, USD.
Specifications & general terms: theredbulletin.com/media
**Custom printing options available upon request.

Last update March 2025