

THE RED BULLETIN - BEYOND THE ORDINARY



BEYOND THE ORDINARY

Delivering the unexpected, the international active lifestyle magazine The Red Bulletin tells stories from around the world of Red Bull. Sports, Adventures, Culture, Music, Nightlife, Innovation and Lifestyle - beyond the ordinary.



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ISSUE	AT PUBLICATION DATE	DE PUBLICATION DATE	CH PUBLICATION DATE	UK PUBLICATION DATE	US PUBLICATION DATE	FR PUBLICATION DATE	AD DEADLINE
February	14.02.2023			14.02.2023	21.02.2023	16.02.2023	12.01.2023
March	14.03.2023	14.03.2023	12.03.2023	14.03.2023	21.03.2023	16.03.2023	09.02.2023
April	11.04.2023	11.04.2023		11.04.2023		13.04.2023	09.03.2023
May	09.05.2023		07.05.2023	09.05.2023	16.05.2023	11.05.2023	05.04.2023
June	13.06.2023	13.06.2023	11.06.2023	13.06.2023		22.06.2023	10.05.2023
July				11.07.2023	18.07.2023		07.06.2023
August	14.08.2023	15.08.2023				17.08.2023	13.07.2023
September	12.09.2023		10.09.2023	12.09.2023		14.09.2023	09.08.2023
October	10.10.2023	10.10.2023		10.10.2023	10.10.2023	12.10.2023	07.09.2023
November	14.11.2023		12.11.2023	14.11.2023		23.11.2023	12.10.2023
December	12.12.2023	12.12.2023	10.12.2023	12.12.2023			09.11.2023

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	AT	DE	CH	UK	US	FR
						
ISSUES PER YEAR	10 x The Red Bulletin 2 x Innovator	6 x The Red Bulletin	6 x The Red Bulletin 2 INNOVATOR	10 x The Red Bulletin	8 x The Red Bulletin	10 x The Red Bulletin
PRINT RUN	344,821 (ÖAK)	200,000	235,150	155,000	350,000	65,000
DISTRIBUTION	Carrier (SN, DerStandard, Kleine Zeitung), geo, airport, subscription, alternative & events	Carrier (FAS & LVZ), airport, subscription, alternative & events	Carrier (le Matin Dimanche & SonntagsZeitung), subscription, alternative & events	ES Standard network, airport & subscription	Subscription & events	Carrier & kiosk (SoPress), subscription, alternative & events
1/1 page 2/1 page OBC (C4) IFC (C2) Opening spread	€ 24.400,- € 42.200,- € 32.500,- € 28.400,- € 54.400,- All other forms of advertising can be found HERE .	€ 16.700,- € 29.000,- € 21.700,- € 19.400,- € 37.700,- All other forms of advertising can be found HERE .	CHF 43.950,- (€ 41.970,-) CHF 75.950,- (€ 72.480,-) CHF 52.950,- (€ 50.340,-) CHF 47.950,- (€ 45.760,-) CHF 86.950,- (€ 82.980,-) All other forms of advertising can be found HERE .	£ 10.750,- (€ 12.870,-) £ 16.800,- (€ 19.330,-) £ 12.550,- (€ 14.440,-) £ 11.975,- (€ 13.780,-) £ 17.650,- (€ 20.310,-) All other forms of advertising can be found HERE .	\$ 47.418,- (€ 39.250,-) \$ 80.600,- (€ 73.550,-) \$ 61.700,- (€ 56.300,-) - \$ 105.000,- (€ 95.810,-) All other forms of advertising can be found HERE .	€ 14.600,- € 29.829,- € 20.200,- € 18.200,- € 32.300,- All other forms of advertising can be found HERE .
READERSHIP	7% (MA)	290,000 (AWA)	752,000 (Total le Matin Dimanche & Sonntags Zeitung)	230,250	1,700,000	360,000