

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



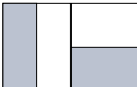
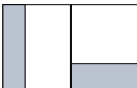
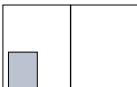
Dates 2025

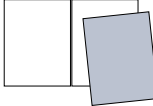
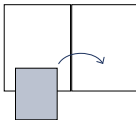
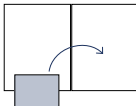
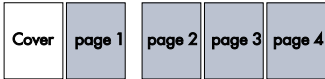
11.03.25  
08.04.25  
10.06.25  
12.08.25  
09.09.25  
25.11.25

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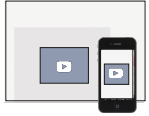
The Red Bulletin AT 1/25  
The Red Bulletin AT 2/25  
The Red Bulletin AT 3/25  
The Red Bulletin AT 4/25  
The Red Bulletin AT 5/25  
The Red Bulletin AT 6/25

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)

|                                                                                    |                      |                                                                                                                                                                                  |                                             |                                 |
|------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------|
|    | <b>Double spread</b> | 404 x 275 mm<br>Plus 3 mm bleed on all sides;<br>Motifs running across the gutter: 3 mm<br>Displacement in the core, between U2/side 3<br>and core, allow 6 mm margin allowance. | U2 / Page 3                                 | 32,700,-                        |
|                                                                                    |                      |                                                                                                                                                                                  | Page 4/5<br>Advertorial plus design costs** | 42,200,-<br>35,300,-<br>1,000,- |
|    | <b>Single page</b>   | 202 x 275 mm<br>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,-<br>500,-               |
|    | <b>1/2 page</b>      | 96x275 mm (portrait)<br>202x134 mm (landscape)<br>Plus 3 mm bleed on all sides                                                                                                   | Advertorial plus design costs**             | 11,900,-                        |
|                                                                                    |                      |                                                                                                                                                                                  |                                             | 300,-                           |
|    | <b>1/3 page</b>      | 66 x 275 mm (portrait)<br>202 x 92 mm (landscape)<br>Plus 3 mm bleed on all sides                                                                                                | Advertorial plus design costs**             | 7,000,-                         |
|                                                                                    |                      |                                                                                                                                                                                  |                                             | 300,-                           |
|  | <b>1/4 page</b>      | 86.5 x 123.5 mm (box)<br>Plus 3 mm bleed on all sides                                                                                                                            | Advertorial plus design costs**             | 6,100,-                         |
|                                                                                    |                      |                                                                                                                                                                                  |                                             | 300,-                           |
|  | <b>Must-haves</b>    | 1/6 page<br>designed in the<br>look & feel of The Red Bulletin                                                                                                                   | Design costs included                       | 4,700,-                         |
|                                                                                    |                      |                                                                                                                                                                                  |                                             |                                 |

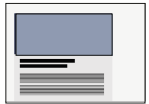
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|---------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------|---------------------------------------------|-----------------------------------------------------------------------|-------|
|    | <b>Enclosure</b>                        | 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 |       |
|                                                                                       |                                         |                                   |                                             |                                                                       |       |
|    | <b>Supplement</b>                       | 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           |                                             |                                                                       |       |
|                                                                                       |                                         |                                   |                                             |                                                                       |       |
|    | <b>Sachets ad-space (from 1/1 page)</b> | 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          |                                             |                                                                       |       |
|                                                                                       |                                         |                                   |                                             |                                                                       |       |
|   | <b>TOC auf ad-space (from 1/1 page)</b> | 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          |                                             |                                                                       |       |
|                                                                                       |                                         |                                   |                                             |                                                                       |       |
|  | <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                                                            |       |
|                                                                                       |                                         |                                   |                                             |                                                                       |       |

\*Plus 3 mm bleed on all sides; motifs running across the gutter: 3 mm displacement in the core, allow 6 mm gutter allowance between U2/U3 and core.  
 \*\* Not eligible for discount and AE. All prices are shown in euros and are subject to a 5% advertising levy and 20% VAT.  
 Special/extra print runs and higher grammages on request. General terms and conditions and data delivery: [theredbulletin.com/media](http://theredbulletin.com/media)

**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](http://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](http://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"



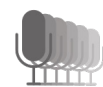
Podcast Episode

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

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 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.