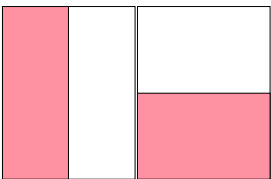


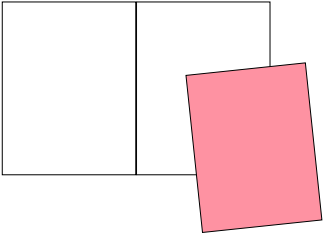
	<b>Double-page</b>	404 x 265 mm		11,600
			Special placement IFC + page 3	15,100
			Special placement pages 4 + 5	13,900
			Advertorial plus design costs <sup>1</sup>	1,000

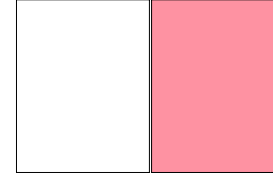
	<b>Full page</b>	202 x 265 mm		6,800
			Special placement BC	8,900
			Special placement 1st right side or IFC	7,500
			Special placement IBC	7,100
	Advertorial plus design costs <sup>1</sup>	500		

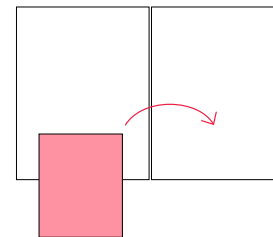
	<b>1/2 page</b>	101 x 265 mm (portrait)	4,800
		202 x 132 mm (landscape)	
		Advertising format can only be booked on request.	

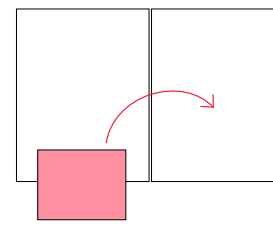
	<b>Culture tip</b>	1/4 page	1,300
		Designed in look and feel of the magazine.	incl. design costs

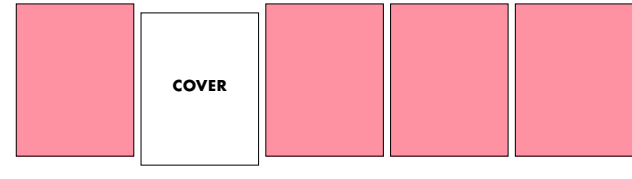
	<b>Fancy</b>	1/2 product recommendation	3,250
		1/4 product recommendation	2,600
		1/6 product recommendation	1,200
		Designed in look and feel of the magazine.	incl. design costs

	<b>Inserts</b>	Minimum format	105 x 148 mm	<b>Print run up to 20 g</b>	150
		Maximum format	192 x 255 mm	<b>For each additional 10 g</b>	20
		The longer side must be closed.		Design costs: if designed by Red Bull Media House, according to expense. <sup>1</sup>	

	<b>Bound inserts</b>	Minimum format	140 x 140 mm	<b>Print run up to 20 g</b>	150
		Maximum format	202 x 265 mm	<b>For each additional 10 g</b>	20
		Head trim	+3 mm	Design costs: if designed by Red Bull Media House, according to expense. <sup>1</sup>	
		Foot, side, cutting edge	+3 mm		
		Placement	Sheet		

	<b>Sachets ad space</b> (from page 1/1)	Minimum format	40 x 60 mm	<b>Print run per 1,000 pieces</b>	120
		Maximum thickness depends on shape and content			
		Glue tolerance	5 - 10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	upright in a box		
		Placement	Sheet		
		Manual gluing on request			

	<b>TOC ad space</b> (from page 1/1)	Minimum format	40 x 60 mm	<b>Print run per 1,000 pieces</b>	120
		Maximum format	162 x 210 mm		
		Glue tolerance	5 - 10 mm		
		Delivery	cut-to-size		
		Placement	Sheet		
Manual gluing on request					

	<b>Gate-Cover</b>	187 x 275 mm (Page 1)	upon request
		187 x 275 mm (Page 2)	
		197 x 275 mm (Page 3)	
		202 x 275 mm (Page 4 – first right-hand page)	

**Advertorials:** consist of page price + design costs. Photo costs are charged according to expenditure. Delivery of print material for advertorials, promotions, etc. always 2 weeks before the printing deadline (except for inserts - deadline on request)

**Postage costs:** For subscription print run, the current postal rate applies. Partial edition +20 % surcharge.

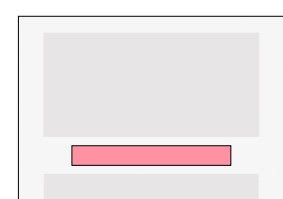
**Special placements:** Surcharge for other preferred placements: 10% of the full-page rate. Surcharges are not discountable.

**GTC:** [redbullmediahouse.com/agb-print](http://redbullmediahouse.com/agb-print)

**Data delivery:** [redbullmediahouse.com/datenanlieferung](http://redbullmediahouse.com/datenanlieferung)

All prices listed are in Euro excluding statutory taxes and duties. <sup>1</sup> Not subject for discount ; no agency commission can be deducted. Information subject to change.

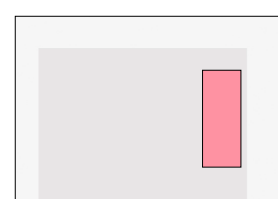
## CLASSIC DISPLAY



### Leaderboard

728 x 90 px  
Desktop  
ROS TKP

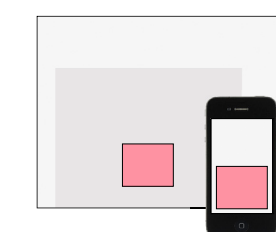
€ 30



### Skyscraper

160 x 600 px  
Desktop  
ROS TKP

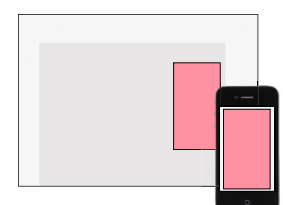
€ 30



### MPU

300 x 250 px  
Desktop/Mobile  
ROS TKP

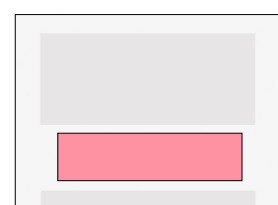
€ 30



### Halfpage Ad

300 x 600 px  
Desktop/Mobile  
ROS TKP

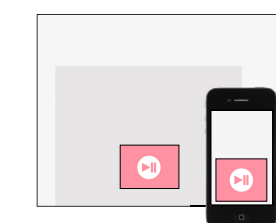
€ 50



### Billboard

970 x 250 px  
Desktop  
ROS TKP

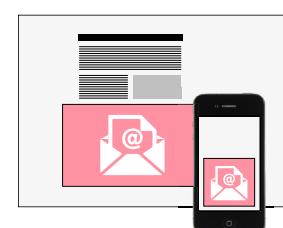
€ 50



### Outstream

16:9  
mind. 1.280 x 720 px  
max. 1.920 x 1.080 px  
TKP 10-25 sec

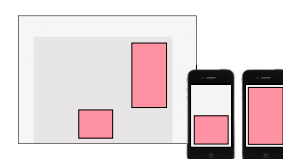
€ 50



### Newsletter (coming soon)

- monthly dispatch
- Integration options MPU (300 x 250 px) or Content-Teaser (image-text-combination)

€ 1,450



### Reach Start Page Package

The advertising form in a class of its own: Billboard and Half Page Ad as well as individual background colour let the start page of buehne-magazin.com appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. On the move, your message will receive the greatest possible attention through two successive advertising contacts.

€9,900

- Billboard and Half Page Ad / MPU
  - Inking of the page (background image on request)
- Runtime: 1 week for fixed placement of advertising according to agreement and coloring  
Total runtime: 4 weeks

#### Guaranteed performance values for RBMH DACH:

- 200.000 Ad Impressions within 4 weeks

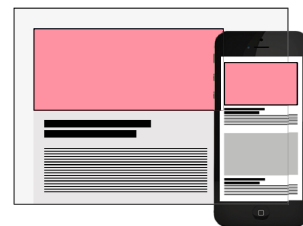
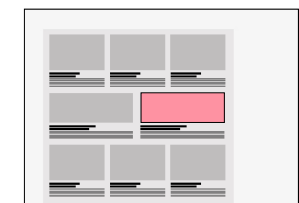
Social media activities are implemented by the editorial team.

10% surcharge pro filter and frequency capping, further ad tools upon request.

All prices in Euro and do not include statutory taxes and charges. Technical specifications: <https://redbullmediahouse.com/specs>

All information on general terms and conditions and data delivery for the online portal at: <https://redbullmediahouse.com/agb-digital>

## CONTENT & SOCIAL MEDIA FORMATS



### Advertorial

You deliver text and images, and we'll design your advertorial in the look and feel of the website.

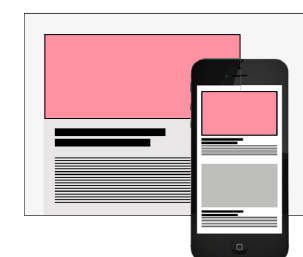
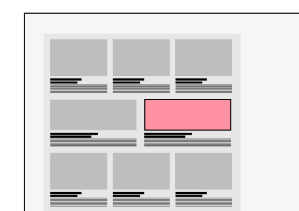
We also offer video integration as an option.

Runtime: 1 month+

#### Services:

- Promotion of the post with the content teaser
- Social media activation

€ 1,450



### Native Story

You define the marketing message and we'll present you with an implementation idea. The editorial team will then develop a concept and realise it. This ensures your advertisement fits perfectly into the editorial style.

Runtime: 1 month+

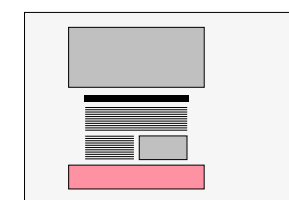
#### Services:

- SEO optimized article
- Placed in editorially appropriate environment
- Social media posting

price upon request



## COMPETITION



The exclusive competition on [buehne-magazin.com](http://buehne-magazin.com)

- You choose the prize
- prepared and placed in the form of an advertorial (product presentation & direct link)

Runtime: 1 month+

#### Services:

- Promotion of the post with the content teaser
- Social media activation
- 1 x integration of the article teaser in the newsletter

€ 1,450  
incl. design costs

