

	Double spread	404x275mm	U2 / page 3 page 4/5 Design costs for advertorials**	42.200,-
		Plus 3 mm bleed on all sides; motifs running over the gutter: 3 mm displacement in the core, allow 6 mm gutter allowance between U2/U3 and core.		54.400,- 45.500,- 1.000,-

	Single page	202 x 275 mm	U4 U2 U3 1 st right page 2 nd right page Design costs for advertorials**	24.400,-
		Plus 3 mm bleed on all sides		32.500,- 28.400,- 28.400,- 26.400,- 25.400,- 500,-

	1/2 page	96x275 mm (vertical)	Design costs for advertorials**	15.400,-
		202x134 mm (horizontal) Plus 3 mm bleed on all sides		300,-

	Must-haves	1/6 page	incl. design costs	4.700,-
		Designed in The Red Bulletin look & feel.		

	Enclosure	Minimum format	105 x 148 mm	up to 20 g	135,-
		Maximum format	182 x 255 mm	each further 10g (Partial inserition with an enclosure for the geomarketing edition is possible)	20,-
		The longer side must be closed.			
		Total print run per 1,000 pcs.	Design costs for implementation by Red Bull Media House according to expenditure.		

	Supplement	Minimum format	140 x 140 mm	up to 20 g	135,-
		Maximum format	202 x 300 mm	each further 10 g	20,-
		Top edge, base, side, fold	+3 mm		
		Placement	curved		
		Total print run per 1,000pcs.			

	Sachets ad-space (from 1/4 page)	Minimum format	40 x 60 mm	Total print run per 1,000pcs.	110,-
		Maximum strength	2 mm		
		Adhesive difference	±10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	upright in cardboard box		
		Placement	curved		
		Attachment by hand on request.			

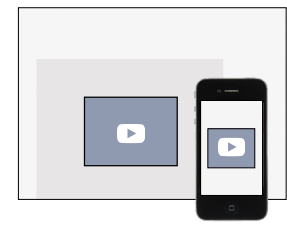
	TOC ad-space (from 1/4 page)	Minimum format	40 x 100 mm	Total print run per 1,000pcs.	110,-
		Maximum format	162 x 235 mm		
		Adhesive difference	±10 mm		
		Delivery	end-cut		
		Placement	curved		
		Manual bonding upon request			

	Gate-Cover	68.400,-

* Plus 3 mm bleed on all sides; motifs running over 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 +5% advertising tax and +20% VAT.

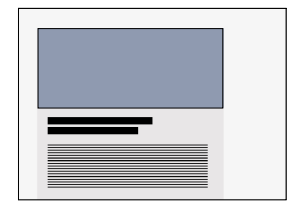
Special/extra print run and higher grammage on request. General terms and conditions and data delivery: theredbulletin.com/media



Pre-Roll Video Ad

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

80,-



Native Story

You define the communication message and we present you with an implementation idea. Concept and implementation come from the editorial team. This ensures that your contribution into the editorial reporting.

6.450,-

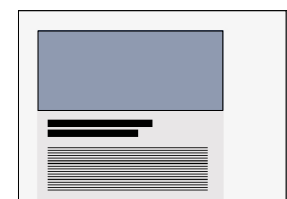
Artikel search engine optimized.
Runs for: 1 month

SERVICES

- The editorial team provides the customer with two topic proposals 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 VALUES AT:

- 100.000 Ad Impressions Advertising of the Native Story via CoBranded advertising media (UAP)
- 40.000 Social Media impressions



Advertorial

You supply 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
- Facebook Posting
- CoBranded advertising using UAP formats on the RBMH network.

GUARANTEED VALUES AT:

- 100,000 Ad Impressions Advertising of the advertorial via co-branded advertising media (UAP)
- 40.000 Social Media impressions

"MEIN ERSTES MAL"



Podcast Episode

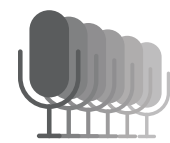
- Presence in a podcast episode (max. 30 sec.)
- Web placement freely selectable: pre-roll or post-roll

Advertising message

- Spoken in as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

Episode

700,-



Podcast Package (exclusive sponsor)

- bookable from 4 episodes
- Exclusive presenting partner („This podcast is presented to you by ...“)
incl. Pre-Roll, Mid-Roll & Post-Roll

Advertising message

- Spoken in as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

Podcast package

4.200,-

"DIE BIOHACKING-PRAXIS"



Podcast Package (exclusive sponsor)

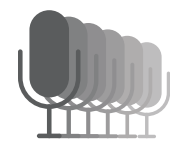
- Presence in a podcast episode (max. 30 sec.)
- Web placement freely selectable: pre-roll or post-roll

Advertising message

- Spoken in as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

Episode

1.000,-



Podcast Paket (exklusiver Sponsor)

- bookable from 4 episodes
- Exclusive presenting partner („This podcast is presented to you by ...“)
incl. Pre-Roll, Mid-Roll & Post-Roll

Advertising message

- Spoken in as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

Podcast package

5.200,-

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

¹ The speaker is not necessarily the host.

² Format: wav; duration: max. 30 sec.

Prices do not include statutory taxes and duties.