



MEDIA KIT 2019 US 

February 2019

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The Red Bulletin – Beyond the ordinary

The Red Bulletin is the premium active lifestyle brand. Our pages are filled with people pushing limits in the worlds of sport, culture, music, and innovation. Adventure seekers and achievers find extraordinary ideas and inspirational stories on every page of the magazine.

We challenge our audience to live beyond the ordinary.

Concept



Audience profile*



MEDIAN AGE
34.4 yrs

ANY COLLEGE
90%

MEDIAN HHI
\$87,500

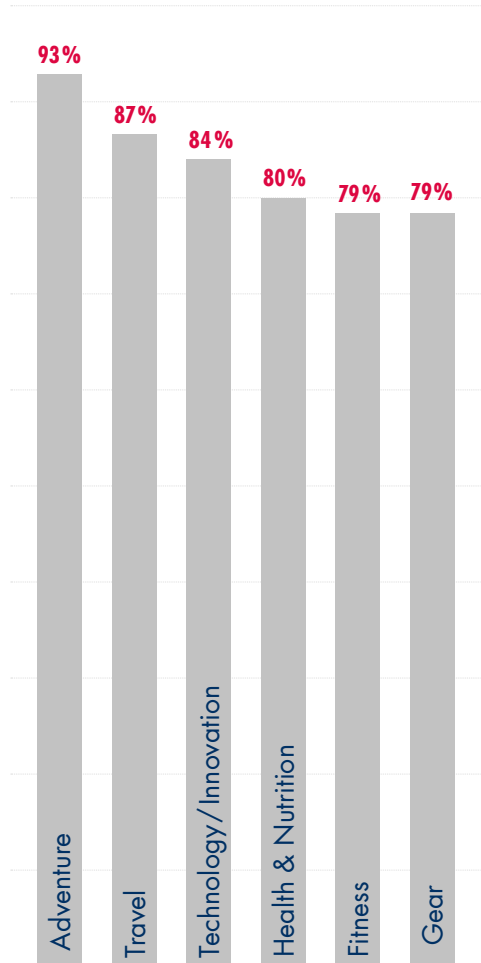
MARRIED
53%

EMPLOYED
82%

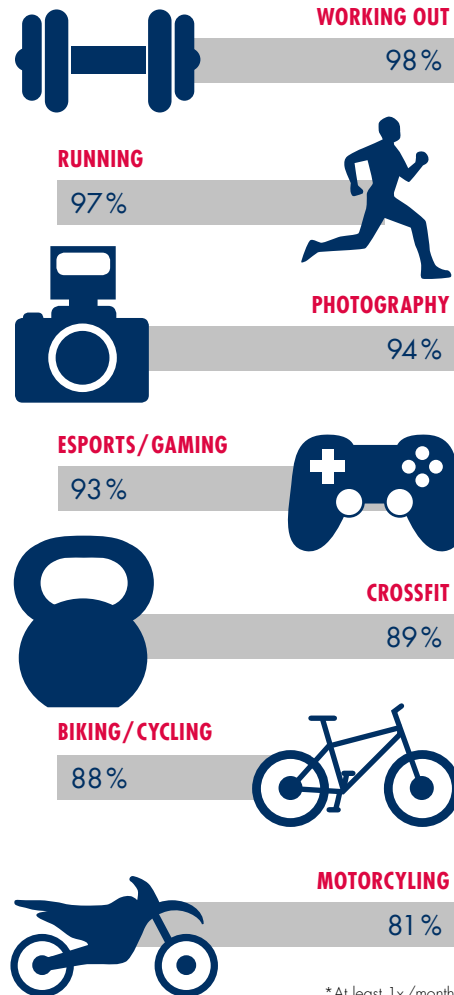
* Source: 2018 MRI Doublebase

Reader Study

Interests



Sports Participation*









2019 Editorial Calendar

JAN / FEB	MARCH	APRIL	
Winter Travel	Fitness	Technology	
MAY	JUNE	JULY / AUG	
Winter Travel	Fitness	Technology	
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Innovation	Social Impact	Hip-Hop	Heroes of the Year

Other Magazines Read



Time with young, engaged people

	Median Age	Average time spent/Issue
	34.4 years old	51 minutes*
	37.7 years old	34 minutes
	37.6 years old	34 minutes
	43.7 years old	35 minutes
	39.7 years old	29 minutes
	41,5 years old	31 minutes



The Red Bulletin ranks #1 in our competitive set for...

- Active Sports done in the past 12 months
- Marathon / Triathlon (training & events) in the past 12 months
- Jogging/Running in the last 12 months
- 15+ active sports – 1x per month
- Downhill Skiing participation in the last 12 months
- Mountain Biking participation in the last 12 months
- Spent any amount on ski clothing in the past 12 months
- Went downhill skiing in the past year
- Employed
- HHI over \$100

Distribution US

425,000 Monthly print run ratebase

1,700,000 Total audience

400,000 Subscribers*

\$ 4.99 Cover price

4 Readers per copy



Magazine Distribution Setup

ON-SALE/SUBSCRIPTION

- Subscription
- In store
- Kiosk

ALTERNATIVE/PARTNERSHIPS

- Universities
- Airport lounges
- Geo-targeting
- Airlines

RED BULL CHANNELS

- Red Bull Events
- Wings Teams
- Student Brand Managers

DIGITAL

- Podcast
- E-Paper
- Social
- Web

Red Bulletin International



UK



US



France



Mexico



Austria



Germany



Switzerland

* Red Bulletin International

Timings & gear guide 2019*

Issue	Cover	Gear	Date of publication	Ad copy deadline	Space reservation due date
January/February	Winter Travel	Winter "Tourism"	12/11/2018	11/12/2018	11/10/2017
March	Music Festivals	Active Style Fashion	02/19/2019	01/15/2019	12/11/2017
April	Survival	Motor Bikes	03/19/2019	02/12/2019	01/16/2018
May	Summer Travel	Running/Endurance/Wearables	04/16/2019	03/08/2019	02/13/2018
June	Adventure	Home Entertainment/Electronics	05/21/2019	04/16/2019	03/12/2018
July / August	Sports Science/Fitness	Outdoor Gear & Watersports	06/18/2019	05/14/2019	04/10/2018
September	Tech/Innovation	Active Style Fashion	08/20/2019	07/16/2019	06/12/2018
October	Social Impact	Must Haves	09/17/2019	08/15/2019	07/17/2018
November	High Performance	Watches - Performance Gear	10/15/2019	09/10/2018	08/16/2018
December	Best of 2018/Year in Review	Gadgets, Gear & Gaming	11/19/2019	10/15/2019	09/11/2018
January/February 2019		Winter "Tourism"	01/21/2020	11/12/2019	10/16/2018

* Subject to change

Rates

Print (incl. e-paper)


Double-page



RATE
\$ 80,600

FORMAT
16 x 10.875*

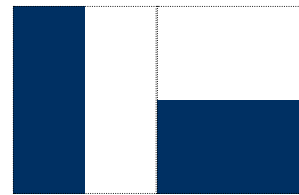
Single-page



RATE
\$ 47,418

FORMAT
8 x 10.875*

1/2 page



RATE
\$ 30,828

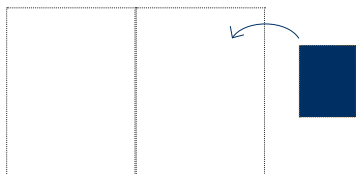
FORMAT
3.875 x 10.875 (portrait)*
8 x 5.375 (landscape)*

Special positioning

IFC (Inside front cover)/3	\$ 105,000
IBC (Inside back cover)	\$ 52,200
OBC (Outside back cover)	\$ 61,700

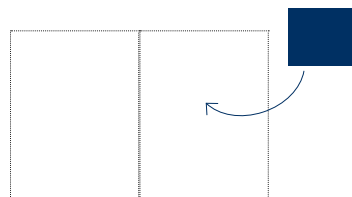
Rates special unit

Sample / Sachet



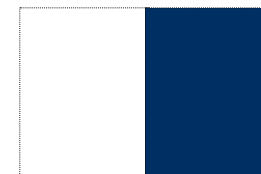
RATE
\$ 56/1,000 + page

Tip-On Card



RATE
\$ 63/1,000 + page

Leaflets



RATE
\$ 62/1,000

All prices listed in gross.
*plus ADDITIONAL 0.15" bleed on EACH side! Formats given are in [width x height].

Terms & conditions: <http://b2b.redbulletin.com>
Technical details and data delivery: <http://www.redbullmediahouse.com/network/the-red-bulletin-us>

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