

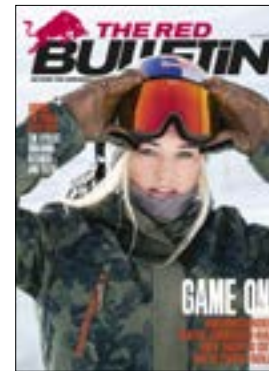


MEDIA KIT 2019 INTERNATIONAL 

May 2019

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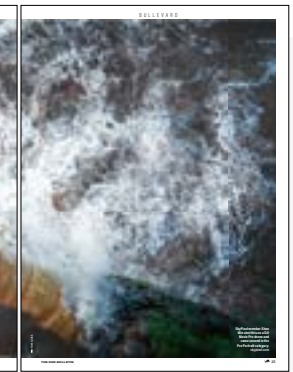


# The Red Bulletin – Beyond the ordinary

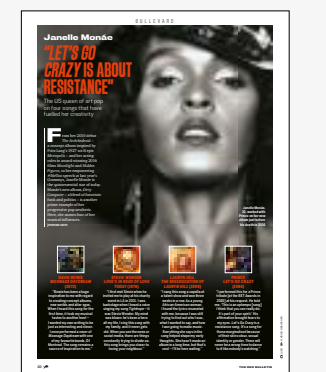
Delivering the unexpected, the international Active Lifestyle magazine The Red Bulletin tells stories from around the world of Red Bull. Sports, Adventures, Culture, Music, Nightlife, Innovation and Lifestyle - beyond the ordinary.

The focus is on high performers and adventure seekers, opportunists and achievers. Inspiring people with extraordinary ideas that give the The Red Bulletin readers the possibility to profit from these.

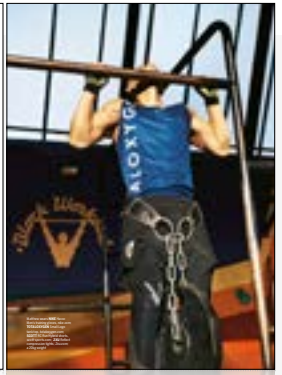
The Red Bulletin and its line extensions offer unique opportunities to enter the world of Red Bull. Benefit from the environment and 360° solutions.



**Up Front**  
The magazine's front section launches readers into The Red Bulletin's world of the extraordinary, with an engaging mix of visually driven stories.



Concept



### Features

Inspiring stories from around the world, with an emphasis on powerful visual storytelling.

Get up close to the most incredible action, adventure, music and culture with breathtaking photo-reportage from across the globe. Through exclusive in-depth interviews, gain unparalleled insight into what motivates high performers and game changers across every field of achievement.



### Guide

Putting the reader front and centre — service journalism delivering activities and gear to enhance their lives.

Get it, do it, see it: our readers can experience The Red Bulletin lifestyle firsthand with recommendations on where to go, where to party, what to buy and more.

Concept



Concept



# Audience profile\*



## YOUNG

18 – 49 years: educated, physically active, sporty, with a zest for life.

## ACTIVE

Active lifestyle ... soccer, skiing/snowboarding, motorsport. Enjoys dining out and clubbing.

## BRAND LOYAL

And brand smart. Driven by quality: researches before making investment purchases.

## COSMOPOLITAN

Travels for leisure and professionally. Enjoys getting to know different cultures.

## PROGRESSIVE

Wants to contribute in a positive matter and willing to invest in the future.

## AFFLUENT

In the high-income ABC1 group

## ON THE MOVE

Enjoys driving and takes pride in their car

## TRENDSETTER

Into the latest style, invests in grooming.

## TECH SAVVY

Fully connected and follows leading influencers on social media

## INNOVATIVE

Passionate and informed about cutting-edge ideas

\* Publishers statement

# Globale Keyfacts

1,75 Million copies per issue\*

2,7 Reader per copy

400.000 Subscriber worldwide

## Distribution Setup




### On-Sale/Subscription

-  In store
-  Subscription
-  Kiosk

### Alternative/Partnerships

-  Carrier
-  High-street stores
-  Universities
-  Airport lounges
-  Geo-targeting
-  Airlines



### Red Bull Channels



-  Red Bull Events
-  Wings Teams
-  SBM – Student Brand Managers



### DIGITAL

-  ePaper
-  Web

## Our Top Markets

 Austria  
 U.K.

 Germany  
 USA

 Switzerland  
 France

 Mexico

Quelle: \* Publisher's imprint

# Timings & global focus 2019

Issue	Focus*	Date of publication	Ad copy deadline
January	Wintertourism	11.12.2018	12.11.2018
February	Cars	08.01.2019	06.12.2018
March	Active Style Fashion	12.02.2019	15.01.2019
April	Motorbikes	12.03.2019	12.02.2019
May	Running/Endurance/Wearables	09.04.2019	08.03.2019
June	Home Entertainment/Electronics	14.05.2019	16.04.2019
July	Outdoor Gear & Watersports	11.06.2019	14.05.2019
August	Cooking & Nutrition	09.07.2019	11.06.2019
September	Active Style Fashion	13.08.2019	16.07.2019
October	Must-haves	10.09.2019	15.08.2019
November	Watches - Performance Gear	08.10.2019	10.09.2019
December	Gadgets & Gear	12.11.2019	15.10.2019
January 2020	Wintertourism	10.12.2019	12.11.2019

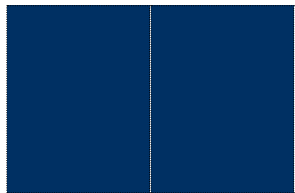
## Exceptions to the above Timetable

- TRB-DE: no February and September issues / 10x per year
- TRB-US & CH: no February and August issues / 10x per year
- TRB-MX: no February and May issues / 10x per year
- TRB-FR: no January issue / 11x per year
- TRB-UK: no January and August issues / 10x per year

\* Subject to change

# Formats ads

## Print (incl. e-paper)



### Double-page

**FORMAT**

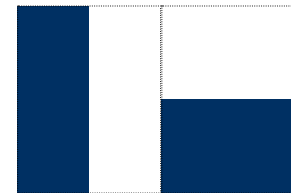
404 × 276 mm, 15.4 × 10.4 inch



### Single-page

**FORMAT**

202 × 276 mm, 7.7 × 10.4 inch



### 1/2 page

**FORMAT**

Portrait: 96 × 276 mm, 3.7 × 10.4 inch  
Landscape: 202 × 134 mm, 7.7 × 5.1 inch

Format	AT	DE	CH – DE	CH – FR	FR	MX	US	UK
Double-page ads	42.200.–	28.970.–	52.800.–	52.650.–	35.500.–	13.665.–	69.474.–	14.655.–
Single-page ads	24.400.–	16.700.–	29.670.–	29.580.–	20.900.–	7.168.–	40.875.–	9.280.–
1/2 page ads	15.400.–	10.825.–	16.900.–	16.800.–	13.600.–	4.420.–	26.573.–	6.059.–
IFC (Inside front cover)/3	54.400.–	37.680.–	55.900.–	55.800.–	46.150.–	15.995.–	90.517.–	19.643.–
IBC (Inside back cover)	28.400.–	18.350.–	34.100.–	34.000.–	23.000.–	8.065.–	45.000.–	10.061.–
OBC (Outside back cover)	32.500.–	21.700.–	35.600.–	35.500.–	27.150.–	9.409.–	53.190.–	12.499.–
Page 4 & 5	45.500.–	34.740.–	48.780.–	48.680.–	42.600.–	8.289.–	90.517.–	16.909.–
1. right hand page	26.400.–	19.225.–	27.430.–	27.350.–	24.000.–	7.841.–	48.650.–	11.092.–
2. right hand page	25.400.–	18.350.–	27.430.–	27.350.–	23.000.–	7.841.–	46.500.–	10.603.–

### Country discounts

2 countries	10%
3 countries	15%
4 countries	20%
5 countries	25%
6 countries	40%

All prices are in euros excl. VAT

All other advertising formats available on request  
Terms & conditions and technical details: <http://b2b.redbulletin.com>

# Contact

## Red Bull Media House

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Gerhard Riedler  
Head of International Sales  
[gerhard.riedler@redbull.com](mailto:gerhard.riedler@redbull.com)

Peter Strutz  
Head of Media Sales International  
Mobil: +43/664/88 68 49 12  
[peter.strutz@redbull.com](mailto:peter.strutz@redbull.com)

Alfred Vrej Minassian  
Head of Asset Sales  
+43-664-8837-9722  
[alfred.minassian@redbull.com](mailto:alfred.minassian@redbull.com)

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### Austria

Stefanie Krallinger  
Sales Manager  
Mobil: +43/664/26 50 985  
[stefanie.krallinger@redbull.com](mailto:stefanie.krallinger@redbull.com)

Manuela Brandstätter  
Sales Support Specialist Print  
Mobil: +43/664/88 37 97 42  
[manuela.brandstaetter@redbull.com](mailto:manuela.brandstaetter@redbull.com)

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### Germany

Thomas Keihl  
Head of Media Sales Key Accounts  
Mobil: +49/172/81 80 550  
[thomas.keihl@redbull.com](mailto:thomas.keihl@redbull.com)

### Switzerland

Marcel Bannwart  
Commercial & Brand Partnership Manager  
+41-78-661-17-27  
[marcel.bannwart@redbull.com](mailto:marcel.bannwart@redbull.com)

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### USA

Todd Peters  
Partnership Development  
+1+917-744-1645  
[todd.peters@redbull.com](mailto:todd.peters@redbull.com)

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### UK

Mark Bishop  
Sales Manager  
+44-77-200-885-88  
[mark.bishop@redbull.com](mailto:mark.bishop@redbull.com)

### France

Yoann Aubry  
Partnership Manager  
+33-140-135-791  
[yoann.aubry@redbull.com](mailto:yoann.aubry@redbull.com)

### Mexico

Humberto Amaya Bernard  
Sales Manager  
+55-5357-7026  
[humberto.amayabernard@redbull.com](mailto:humberto.amayabernard@redbull.com)

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