



MEDIA KIT 2019 INTERNATIONAL 

June 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.



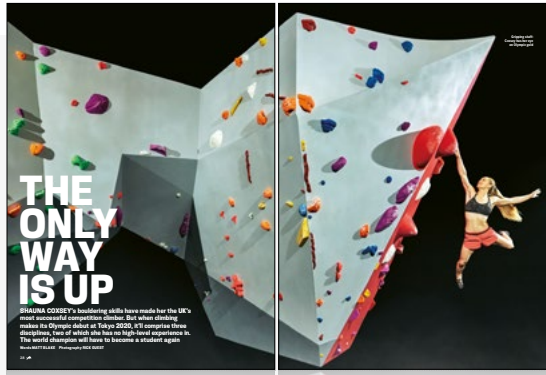
Up Front

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

Through an accessible format of single and double-page articles, this easy-to-read mix of fascinating content and captivating imagery instantly communicates everything The Red Bulletin is about.



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

 Germany

 Switzerland

 Mexico

 U.K.

 USA

 France

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	03.12.2018
March	Active Style Fashion	12.02.2019	14.01.2019
April	Motorbikes	12.03.2019	11.02.2019
May	Running/Endurance/Wearables	09.04.2019	13.03.2019
June	Home Entertainment/Electronics	14.05.2019	15.04.2019
July	Outdoor Gear & Watersports	11.06.2019	13.05.2019
August	Cooking & Nutrition	09.07.2019	07.06.2019
September	Active Style Fashion	13.08.2019	15.07.2019
October	Must-haves	10.09.2019	12.08.2019
November	Watches - Performance Gear	08.10.2019	09.09.2019
December	Gadgets & Gear	12.11.2019	14.10.2019
January 2020	Wintertourism	10.12.2019	11.11.2019

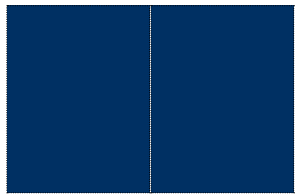
Exceptions to the above Timetable

- 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

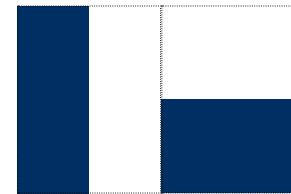
404 × 276 mm, 15.4 × 10.4 inch



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>

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