



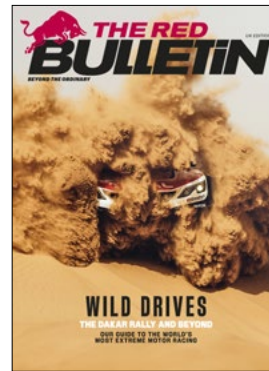
MEDIA KIT 2019 UNITED KINGDOM

June 2019



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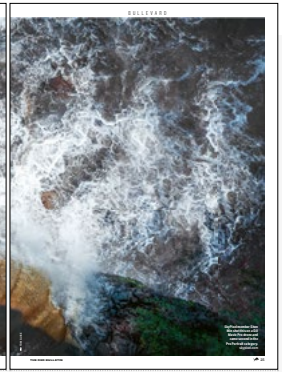


# The Red Bulletin – Beyond the ordinary

An international active lifestyle magazine delivering thrilling, high-quality content from the world of Red Bull and beyond.

Covering sport, action, adventure, music, culture, nightlife and innovation, the focus is on high achievers and adventure seekers, impossible feats and incredible endeavours that inspire, entertain and empower our audience.

The Red Bulletin and its accompanying channels and line extensions offer exclusive access to the high-performance world of Red Bull. Benefit from this compelling environment and 360° solutions.



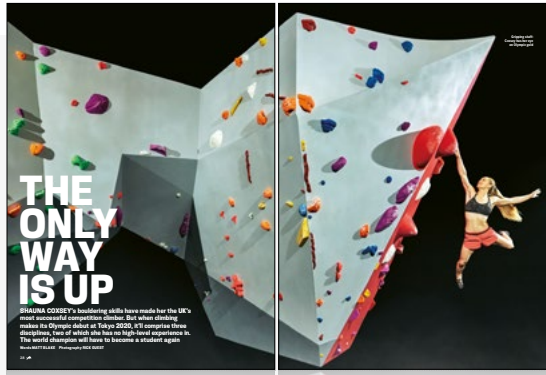
## Up Front

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



# The Red Bulletin Target Group

## UK - Current audience

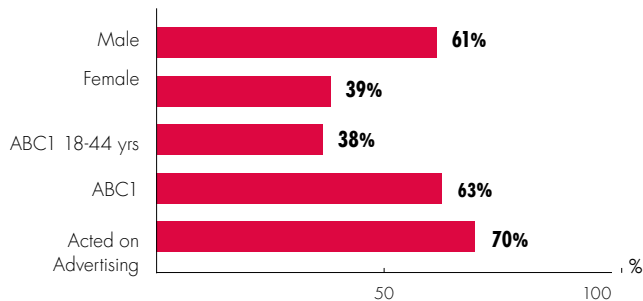


### Commuter

Evening Standard distribution

#### Median Age 39

Time poor, Shop on commuter, Sport obsessed



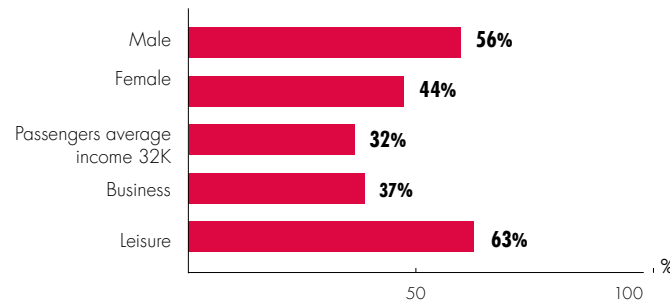
Perspective Research, ESI, 2017



### Traveller

Airport distribution

Global Traveller, Influencers



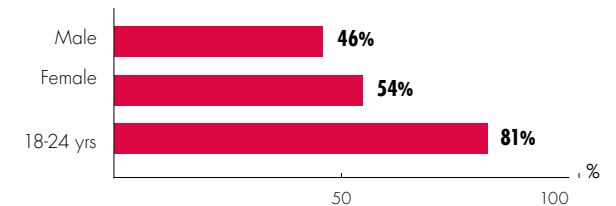
Global Media Hub Research, 2018



### Gen Z

University, Gym, Red Bull distribution

Active social life, Passion for fitness, Tech savvy, Social influencers



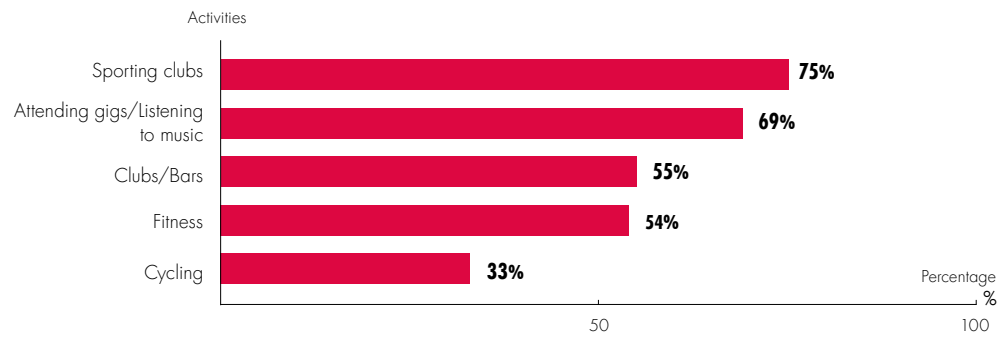
Global Media Hub Research, 2018

# Insight\*

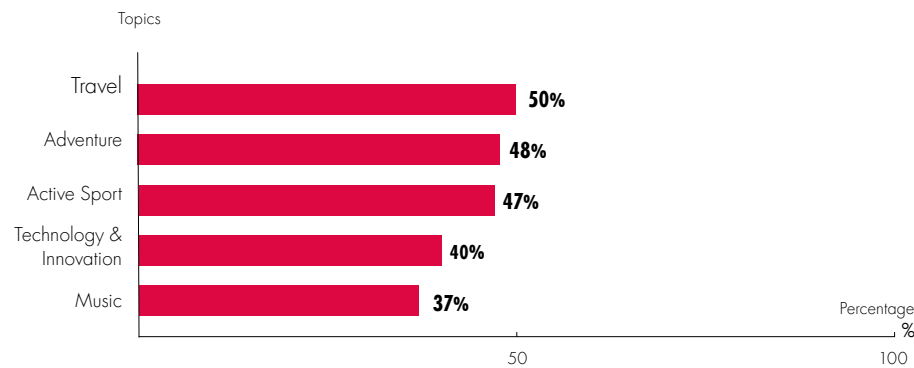
35% of our readers read a single copy for between 31 & 60 minutes

33% of our readers share a copy with at least one other person

## What readers engage in several times a week or more:



## What topics readers consider very interesting:



\*Marketagent, May 16



# Distribution

160,000 Monthly print run

65,000 Main distribution with The Evening Standard

95,000 Alternative distribution\*

## Distribution points\*

- London Train & Underground stations
- UK major airports: business lounges, gates, media walls
- Gyms (Virgin Active, Fitness First, Pure Gym)
- Eurostar/Eurotunnel
- Retail (Blacks, Snow & Rock, Cycle Surgery, Powerleague)
- Red Bull Network
- Universities
- Media agencies & corporate locations



# Timings & global focus 2019\*

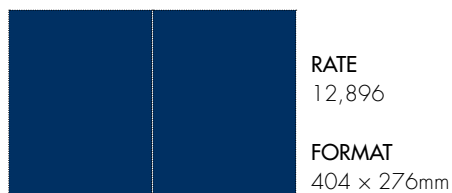
Issue	Special	Official release date	Ad Copy Deadline
February	Fitness	08.01.2019	03.12.2018
March	Travel/Adventure	12.02.2019	14.01.2019
April	Mountain Bike	12.03.2019	11.02.2019
May	Outdoor Gear	09.04.2019	13.03.2019
June	Natures Gym	14.05.2019	15.04.2019
Summer	Bike	11.06.2019	13.05.2019
September	Outdoor Urbanites	13.08.2019	15.07.2019
October	Travel/Adventure	10.09.2019	12.08.2019
November	Watches	08.10.2019	09.09.2019
Winter	Winter Gear	12.11.2019	14.10.2019

\* Subject to change

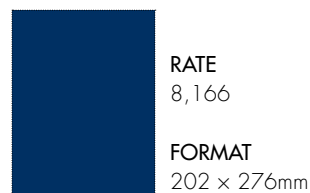
# Rates: ads

Print (incl. e-paper)

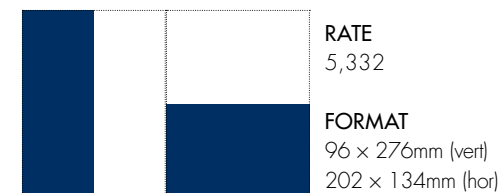
## Double-page



## Single-page



## 1/2 page



## Advertorial

DPS advertorial	18,950
WVP advertorial	12,550

## Special positioning

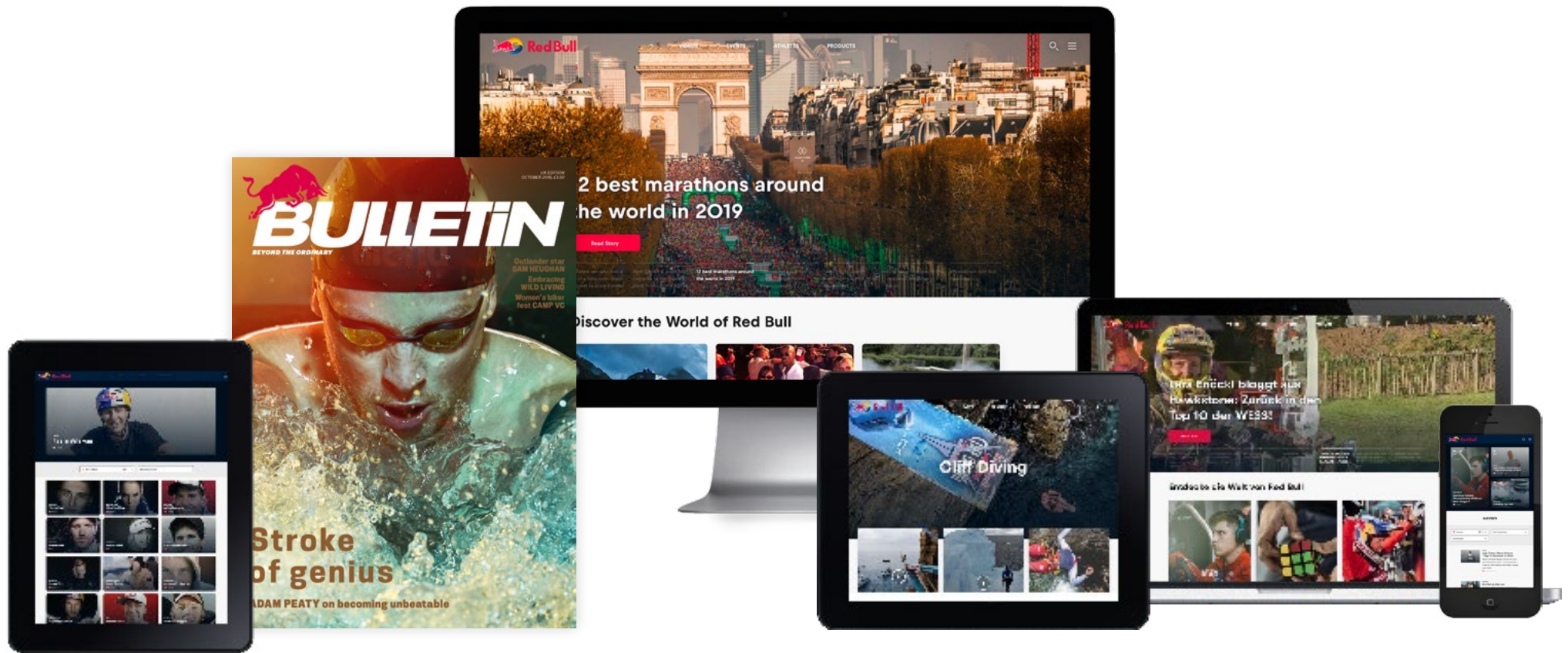
IFC (Inside front cover)	8,854
IBC (Inside back cover)	8,854
OBC (Outside back cover)	10,999
Page 4/5	14,880
1 <sup>st</sup> right-hand page	9,761
2 <sup>nd</sup> right-hand page	9,331

## Discount

4 ads	10% discount
6 ads	15% discount
12 ads	25% discount

# The World of Red Bull Media

Please contact us to find out more about our Red Bull Media House channels



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# Contact

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