

RBA RATES 2024



Backcover	29.700 €
Inside Cover (simple)	22.300 €
Inside Cover (double)	32.500 €
Inside Backcover	20.580 €

1st Right Hand Page	23.150 €
Right Hand Page 1st Third of Magazine	20.580 €
Page facing....	19.720 €
1st Double Page	31.200 €
Double Page	30.010 €
1/2 Page	12.860 €
1/2 Double Page	24.010 €
1/3 Page	8.580 €

Single Page *	17.150 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	206x272
Double Page	412x272
1/2 Horizontal Page	206x136
1/2 Vertical Page	103x272
1/3 Vertical Page	68x272

Measurements in milimetres

Important:

For bleed, add 5mm to each indicated size on each side.

Approximate Deadline:

day 15 of each month

Approximate Publication Date:

day 28 of each month

CONTRACTING:

- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need be determined and irrevocable and no cancellation will be accepted after the deadline.
- 3- VAT and the cost of producing the originals have to be paid by the advertiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CHARACTERISTICS:

American Binding

INSTAGRAM

BASIC

BASIC WITH EDITING

CREATIVITY

The brand provides finished product	YES	YES
The brand's material is edited for a new product	NO	YES
RBA produces new material	NO	NO

PUBLICATION

Identification	Specific design (blueprint) + logo	Specific design (blueprint) + logo
Brand is mentioned / tagged	YES	YES
External link (in IG stories)	NO	NO

COM. FORMATS

Individual formats

Pack formats

IG Story	YES	YES
IG Feed* (1 month)	NO	YES

PRICE	1.000 €	1.855 €
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Please contact us for other custom-made options

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	5.880 €
Brand Week	Skin + 2 MPU	18.480 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Weekly Branded Content		3.400 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	70.000
	Social networks	Optional
Fortnightly Branded Content		6.650 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	190.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		9.450 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	250.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options