

RBA RATES 2022



Backcover	24.820 €
Inside Backcover	16.790 €
1st Right Hand Page	19.670 €
2nd Right Hand Page	18.941 €
3rd Right Hand Page	18.213 €
4th Right Hand Page	17.484 €
Right Hand Page 1st Third of Magazine	16.756 €
Left Hand Page 1st part of Magazine	16.050 €
1st Double Page	36.430 €
2nd Double Page	35.060 €
3rd Double Page	33.570 €
4th Double Page	32.630 €

Double Page 1st part of Magazine	32.040 €
Left Hand Page facing Summary	18.210 €
Left Hand Page opening specific editorial section	16.740 €
Double Page	29.140 €
1/2 Page	10.660 €
1/2 Double Page	21.850 €
1/3 Page	8.290 €
Single Page *	14.570 €

(*) 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 millimetres
Important:
For bleed, add 5mm to each indicated size on each side.

Approximate Deadline:
day 24 of each month
Approximate Publication Date:
day 18 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

www.rbapubliventas.com

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BARCELONA Avda. Diagonal, 189 - 08018 Barcelona • Tel. 93 415 23 22



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	11.760 €
Brand Week	Skin + 2 MPU	84.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.500 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	250.000
Monthly Branded Content		11.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		14.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	500.000
	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