

## RBA RATES 2024



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

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**

CARACTERISTICS: American Binding



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		
Weekly Branded Content		5.250 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	150.000
	Social networks	Optional
Fortnightly Branded Content		16.000 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	500.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		19.700 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	550.000
	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

INSTAGRAM	BASIC	BASIC WITH EDITING
<b>CREATIVITY</b>		
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
<b>PUBLICATION</b>		
Identification	Specific design (blueprint) + logo	Specific design (blueprint) + logo
Brand is mentioned / tagged	YES	YES
External link (in IG stories)	NO	NO
<b>COM. FORMATS</b>		
	Individual formats	Pack formats
IG Story	YES	YES
IG Feed* (1 month)	NO	YES
<b>PRICE</b>	1.425 €	2.850 €

Please contact us for other custom-made options