

RBA RATES 2024



Backcover	29.880 €
Inside Backcover	20.170 €

First Third of Magazine	
1st Right Hand Page	22.410 €
2nd Right Hand Page	21.660 €
3rd Right Hand Page	20.920 €
Right Hand Page	20.170 €
Page facing...	20.170 €
Left Hand Page	18.040 €
1st Double Page	44.820 €
2nd Double Page	41.830 €
3rd Double Page	38.840 €
Double Page	29.880 €
1/2 Page	20.920 €

3er Bloque	
Double Page	26.150 €
Single Page *	17.180 €

TAMAÑOS

1 Page	175x254
Double Page	350x254
1/2 Horizontal Page	175x127
1/2 Double Page	350x127

Measurements in milimetres
Important:
For bleed, add 5mm to each indicated size on each side.

Approximate Deadline:
day 1 of each month
Approximate Publication Date:
day 23 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
AUDIENCIA/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	5.880 €
Brand Week	Skin + 2 MPU	42.000 €
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

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	1.425 €	2.850 €
-------	---------	---------

Please contact us for other custom-made options

www.rbapubliventas.com

MADRID López de Hoyos, 141 - 28002 Madrid • Tel. 91 510 66 00
BARCELONA Avda. Diagonal, 189 - 08018 Barcelona • Tel. 93 415 23 22