

# RBA RATES 2024



|                  |          |
|------------------|----------|
| Backcover        | 19.760 € |
| Inside Cover     | 17.290 € |
| Inside Backcover | 14.820 € |

|                                       |          |
|---------------------------------------|----------|
| 1st Right Hand Page                   | 16.670 € |
| 2nd Right Hand Page                   | 16.050 € |
| Right Hand Page 1st Third of Magazine | 14.820 € |
| 1st Double Page                       | 24.700 € |
| 2nd Double Page                       | 22.850 € |
| Right Hand Page 3rd part of Magazine  | 14.200 € |
| Double Page                           | 21.610 € |
| 1/2 Page                              | 9.260 €  |
| 1/3 Page                              | 6.170 €  |

|               |          |
|---------------|----------|
| Single Page * | 12.350 € |
|---------------|----------|

(\* ) The acquisition of this ad space does not include a specific positioning

### SIZES

|                     |         |
|---------------------|---------|
| 1 Page              | 200x272 |
| Double Page         | 400x272 |
| 1/2 Horizontal Page | 200x136 |
| 1/2 Vertical Page   | 100x272 |
| 1/3 Vertical Page   | 66x272  |
| 1/3 Horizontal Page | 200x90  |

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:

Binding: Stapled



### 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 | 7.560 €  |
| Brand Week          | Skin + 2 MPU | 38.640 € |
| Section Sponsorship | Skin + 2 MPU | 84 €     |
| Sponsorship Label   | 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 | 1.000 € | 1.855 € |
|-------|---------|---------|

Please contact us for other custom-made options

[www.rbapubliventas.com](http://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