

RBA RATES 2025



Backcover	18.460 €
Inside Cover	16.160 €
Inside Backcover	13.850 €

1st Right Hand Page	15.580 €
2nd Right Hand Page	15.000 €
Page within 1st Half of Magazine	13.850 €
Page facing...	13.270 €
1st Double Page	23.080 €
2nd Double Page	21.350 €
Double Page	20.200 €
1/2 Page	8.660 €
Single Page *	11.540 €

(*) 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

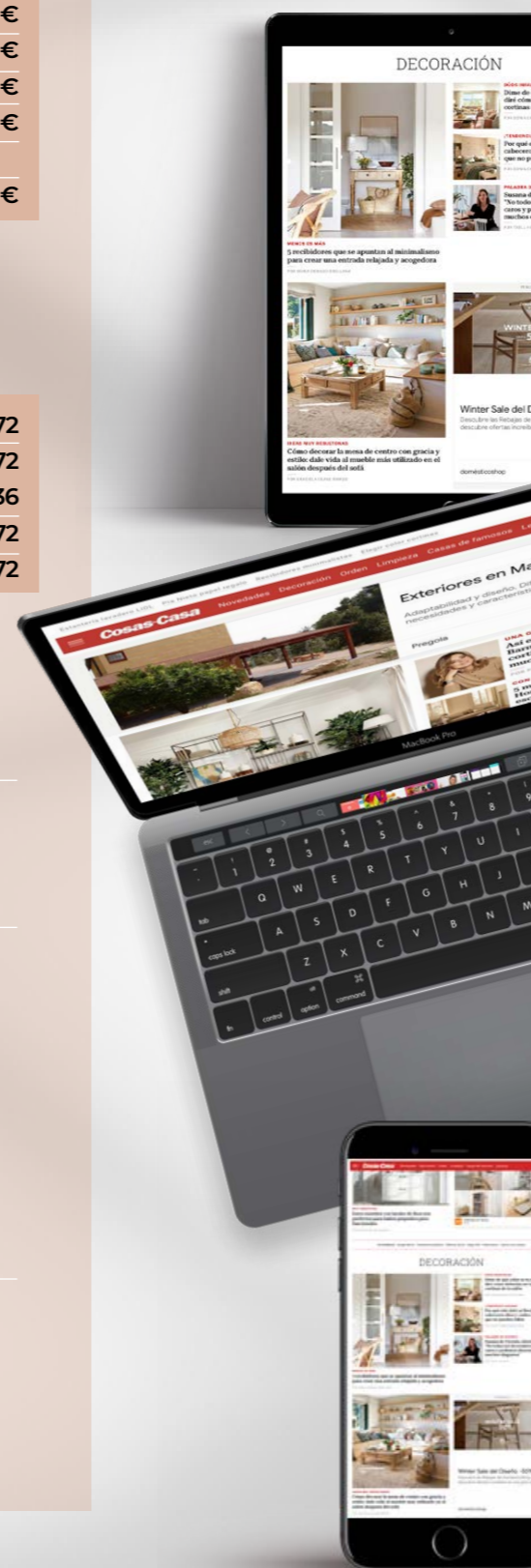
Measurements in millimetres
Important:
For bleed, add 5mm to each indicated size on each side.

Approximate Deadline:
day 6 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 to 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

Site	Device	Sizes	Weight	Fee
Megabanner/Sticky	desktop/tablet/mobile	970x90px/728x90px/320x50px	50 Kb	50 €
MPU	desktop/tablet/mobile	320 x 250px	50 Kb	50 €
Double MPU	desktop/tablet/mobile	300 x 600px	50 Kb	70 €
Billboard/Sticky	desktop/tablet/mobile	970x250px/728x90px/320x100px	50 Kb	70 €
Skin/Sticky	desktop/tablet/mobile	1920x1024px/728x90px/320x100px	150 Kb	80 €
Pre-Roll	desktop/tablet/mobile	16:9	500 Kb	90 €
In-Text	desktop/tablet/mobile	16:9	500 Kb	60 €
Topscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €
Midscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%

SPONSORSHIPS

Brand Day	CPM	Skin/header format + 2 MPU	120 €
Brand Week	CPM	Skin/header format + 2 MPU	84 €
Brand Day Global	CPM	Skin/header format + 2 MPU	50 €
Patrocinio Sección	CPM	Skin/header format + 2 MPU	84 €
Patrocinio Etiqueta	CPM	Skin/header format + 2 MPU	84 €

BRANDED CONTENT

Weekly Branded Content		3.200 €
	Article in Home	1 día
	Article in subhome	7 días
	Display	70.000
	IG Story	1
Branded Content Standar		4.750 €
	Article in Home	2 días
	Article in subhome	10 días
	Display	120.000
	IG Story	1
	Post en Facebook	1
Fortnightly Branded Content		8.000 €
	Article in Home	3 días
	Article in subhome	15 días
	Display	190.000
	IG Story	2
	Post en Facebook	1

OTHERS

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

Check for other publicity options

INSTAGRAM

Social Media Formats: Posts / Reels / Galleries
Competitions
Quiz
Darkpost
Unboxing
Haul
Lives



Price depending on reach
Please contact us for other advertising options