



MEDIA KIT 2018 AUSTRIA 

May 2018

# Table of Contents

3-4	<u>The Red Bulletin</u>
5	<u>Audience Profile</u>
6-7	<u>Insight</u>
8	<u>Distribution</u>
9	<u>Timings &amp; Global Focus</u>
10-11	<u>Rates: Print</u>
12	<u>The Red Bulletin Innovator</u>
13	<u>Rates: Line Extension</u>
14	<u>360° Solutions</u>
15	<u>Contact</u>



# The Red Bulletin – Beyond the Ordinary

An international active lifestyle magazine delivering thrilling, high-quality content from the world of Red Bull and beyond.

Covering sport, action, music, culture, nightlife and innovation, the focus is on high achievers and adventure seekers, impossible feats and incredible endeavours that inspire, entertain and empower our audience.

The Red Bulletin and its accompanying channels and line extensions offer exclusive access to the high-performance world of Red Bull. Benefit from this compelling environment and 360° solutions.

## Publication frequency

12 Issues per year

## Print run

468,917 Copies per issue



## Bulleward

The magazine's front section launches readers into The Red Bulletin's world of the extraordinary, with an engaging mix of visually driven stories.

Through an accessible format of single and double-page articles, this easy-to-read mix of fascinating content and captivating imagery instantly communicates everything The Red Bulletin is about.



Concept

Concept



Features

Inspiring stories from around the world, with an emphasis on powerful visual storytelling.

Get up close to the most incredible action, adventure, music and culture with breathtaking photo-reportage from across the globe. Through exclusive in-depth interviews, gain unparalleled insight into what motivates high performers and game changers across every field of achievement.



Concept



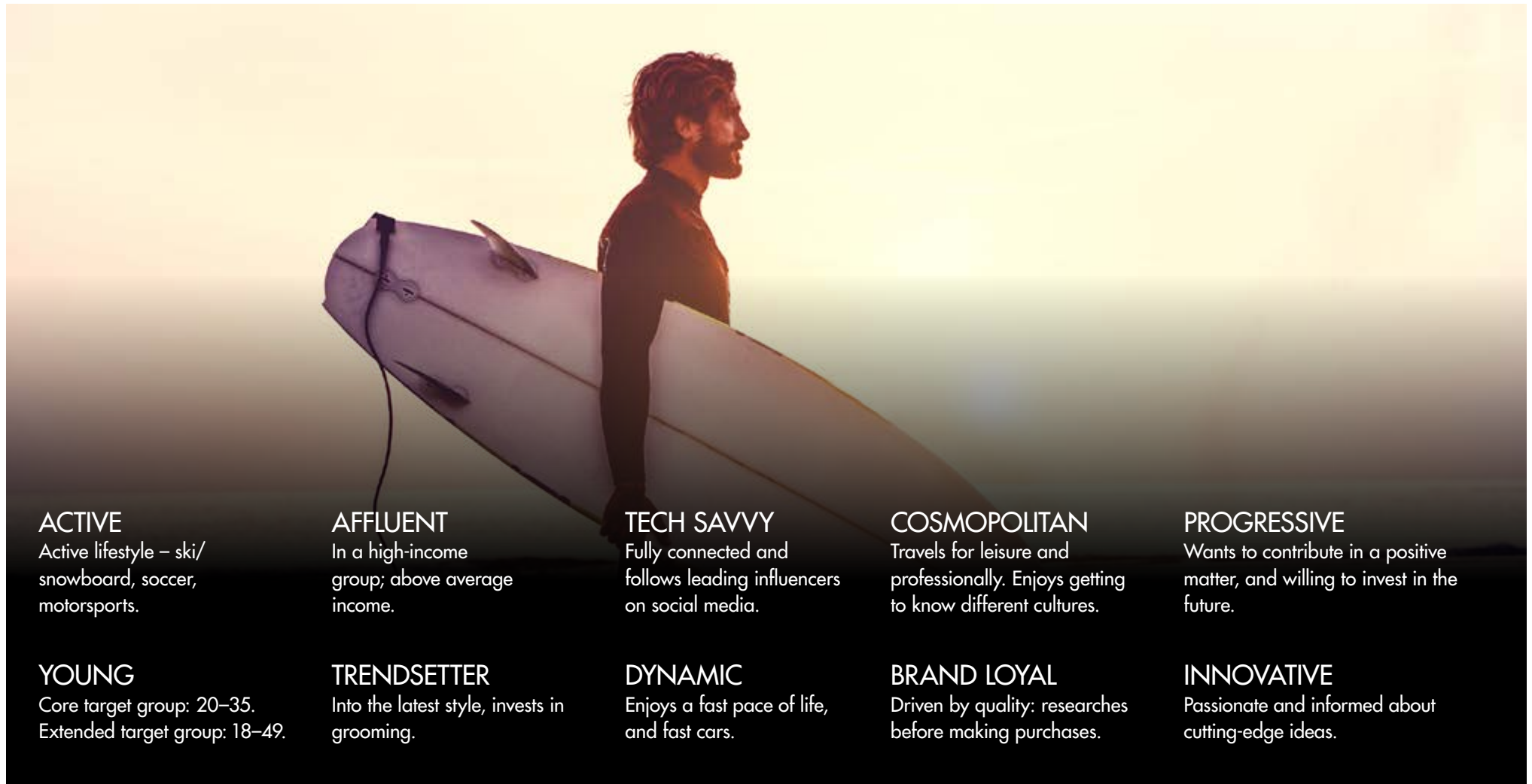
Guide

Putting the reader front and centre — service journalism delivering activities and gear to enhance their lives.

Get it, do it, see it: our readers can experience the The Red Bulletin lifestyle first-hand with recommendations on where to go, where to party, what to buy and more.



# Audience Profile



## ACTIVE

Active lifestyle – ski/snowboard, soccer, motorsports.

## AFFLUENT

In a high-income group; above average income.

## TECH SAVVY

Fully connected and follows leading influencers on social media.

## COSMOPOLITAN

Travels for leisure and professionally. Enjoys getting to know different cultures.

## PROGRESSIVE

Wants to contribute in a positive matter, and willing to invest in the future.

## YOUNG

Core target group: 20–35.  
Extended target group: 18–49.

## TRENDSETTER

Into the latest style, invests in grooming.

## DYNAMIC

Enjoys a fast pace of life, and fast cars.

## BRAND LOYAL

Driven by quality: researches before making purchases.

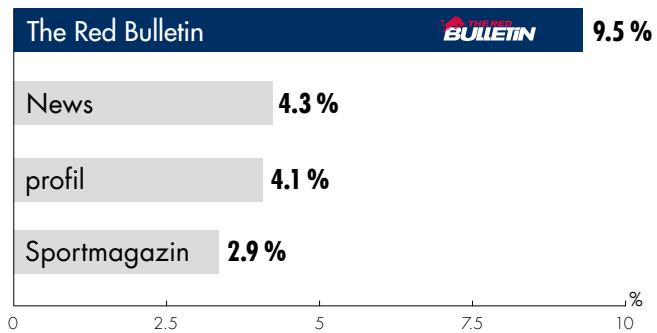
## INNOVATIVE

Passionate and informed about cutting-edge ideas.

# Insight

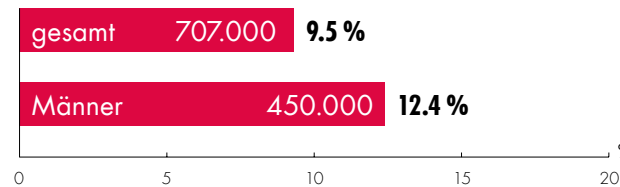
## Remarkable reach\*

With a reach of 9.5% and 707,000 readers, The Red Bulletin has secured pole position compared to other competitors – with a clear margin.



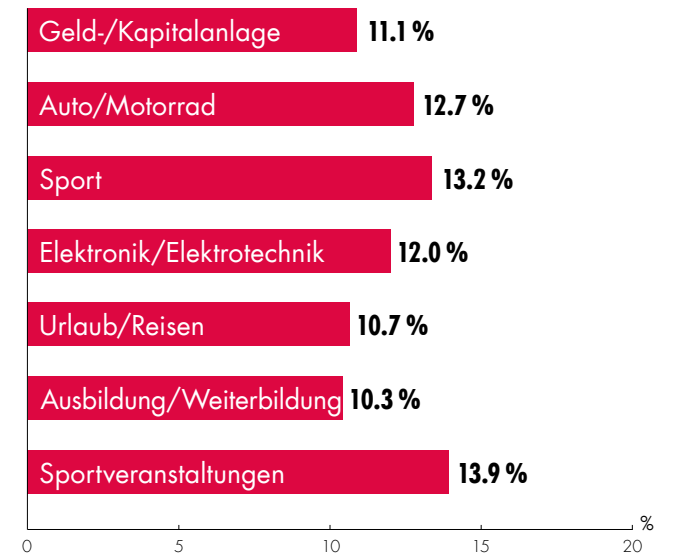
## Male\*

The Red Bulletin has a reach of 12.4% with men and 450,000 male readers per issue.



## Interests\*\*

The Red Bulletin has above average reach rates in the major interest areas.



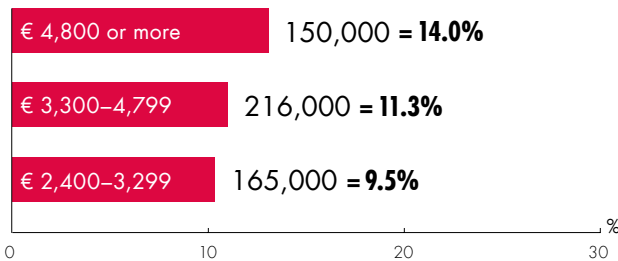
Sources: \* Media-Analyse 2017, coverage and structural data. Fluctuation range The Red Bulletin +/- 0.5%.

Further details [www.media-analyse.at/Signifikanz](http://www.media-analyse.at/Signifikanz)

# Insight

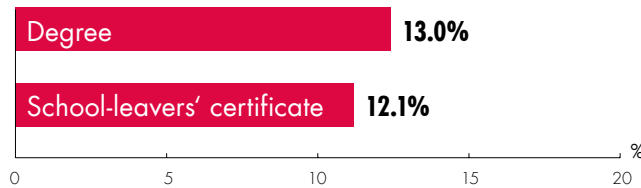
## Income\*

14.0% of all readers have a monthly net household income of 4,800 Euros or more.



## Educated\*

25.1% of readers have achieved higher education, which also reflects their strong purchasing power.



## Trendsetters

The Red Bulletin convinces with a coverage of 15.9% in the A-group.



Sources: \* Media-Analyse 2017, coverage and structural data; \*\* Media-Analyse 2017, coverage and structural data.

Fluctuation range The Red Bulletin +/- 0.5%. Further details [www.media-analyse.at/Signifikanz](http://www.media-analyse.at/Signifikanz)

# Distribution

700,000 Readers – equals 9.5%\*

460,500 Print run Austria\*\*

457,303 Distributed circulation Austria\*\*

## Carriers



### RED BULL CHANNELS

- Red Bull Events
- Wings Teams
- SBM – Student Brand Managers

### ON-SALE/SUBSCRIPTION

- In store
- Kiosk
- Subscription

### ALTERNATIVE/PARTNERSHIPS

- Geo-targeting
- Hotels & Bars
- Carrier
- Universities
- Travel lounges

### DIGITAL

- Web
- ePaper
- Social

\* MA 2017. \*\*ÖAK 2<sup>nd</sup> half 2017.



## Timings & Global Focus 2018 The Red Bulletin\*

Issue	Special	Official release date	Ad copy deadline
January	Winter "Tourism"	12.12.2017	13.11.2017
February	Vienna Auto Show	09.01.2018	11.12.2017
March	Active Style Fashion	13.02.2018	16.01.2018
April	Motorbikes	13.03.2018	13.02.2018
May	Running / Endurance / Wearables	10.04.2018	12.03.2018
June	Home Entertainment / Electronics	08.05.2018	10.04.2018
July	Outdoor Gear & Watersports	12.06.2018	15.05.2018
August	Cooking & Nutrition	10.07.2018	12.06.2018
September	Active Style Fashion	14.08.2018	17.07.2018
October	Must-haves	11.09.2018	16.08.2018
November	Watches – Performance Gear	09.10.2018	11.09.2018
December	Gadgets & Gear	13.11.2018	16.10.2018
January 2019	Winter "Tourism"	11.12.2018	12.11.2018

## The Red Bulletin Innovator\*

Issue	Special	Official release date	Ad copy deadline
# 1	Social Innovation & Pioneers Festival	13.04.2018	12.03.2018
# 2	Information & Technology	17.08.2018	17.07.2018
# 3 (tbd)	Mobility	16.11.2018	16.10.2018

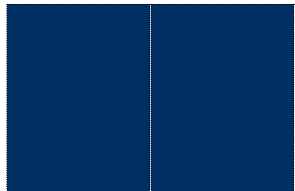
\*Subject to change.

Please contact us anytime for further information.

# Rates: Print

## Print (incl. e-paper)

### Double page



**RATE**  
42,200,-

**FORMAT**  
404 × 276 mm

### Single page



**RATE**  
24,400,-

**FORMAT**  
202 × 276 mm

### 1/2 page



**RATE**  
15,400,-

**FORMAT**  
96 × 276 mm (portrait)  
202 × 134 mm (landscape)

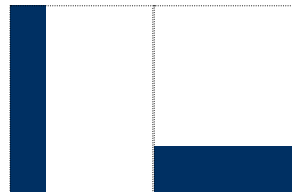
### 1/3 page



**RATE**  
11,500,-

**FORMAT**  
202 × 92 mm

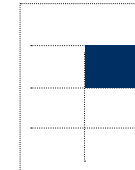
### 1/4 page



**RATE**  
9,500,-

**FORMAT**  
50,5 × 276 mm (portrait)  
202 × 69 mm (landscape)

### Must-have



"Must-haves" page features new products, services, events and promotions. The publisher handles layout and placement based on your text and images. Promotions are printed without logos.

**RATE**  
4,500,-

### Special positioning

U4	32,500,-
U2 / page 3	54,400,-
U2	28,400,-
U3	28,400,-
Page 4/5	45,500,-
1 <sup>st</sup> right-hand page	26,400,-
2 <sup>nd</sup> right-hand page	25,400,-

### Design costs

Double page	900,-
Single page	500,-
Other formats	300,-

Photo costs are charged in addition.

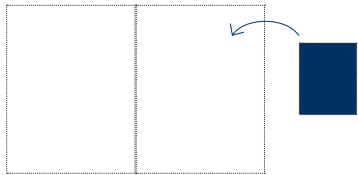
All prices are in Euros excl. +5% advertising tax and + 20% VAT.

Terms & conditions and technical details: [theredbulletin.com/media](http://theredbulletin.com/media)

# Rates: Print

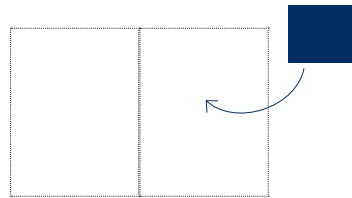
## Print

### Pocket on carrier page



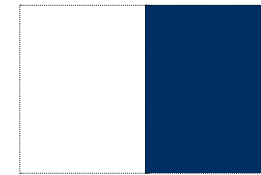
**RATE**  
80,-/thousand + carrier page

### TOC on carrier ad



**RATE**  
80,-/thousand + carrier page

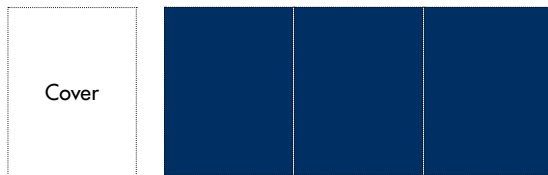
### Bound inserts



**RATE**  
120,-/thousand

Weight	Total edition	Partial edition
up to 20g	€ 120,-/1.000 pcs	€ 140,-/1.000 pcs
up to 30g	€ 135,-/1.000 pcs	€ 155,-/1.000 pcs
up to 40g	€ 150,-/1.000 pcs	€ 170,-/1.000 pcs
up to 50g	€ 165,-/1.000 pcs	€ 185,-/1.000 pcs

### Gatefold cover



**RATE**  
68,400,-

Limited editions or additional print runs as well as higher grammage upon request.

**Terms & conditions and technical details:** [theredbulletin.com/media](http://theredbulletin.com/media)

# The Red Bulletin Innovator

The magazine for those changing our world

The Red Bulletin Innovator is targeted at everyone who wants to understand how the world of tomorrow will work, and learn more about the people creating it. The magazine profiles inspiring personalities and tells the story of their success and failures. The spotlight isn't only on the idea, but also on the person and their vision. What drives them, who gives them wings, and where do they get their inspiration? The interview features in The Red Bulletin Innovator go deeper and beyond the comfort zone.

## Publication frequency

3 Issues per year

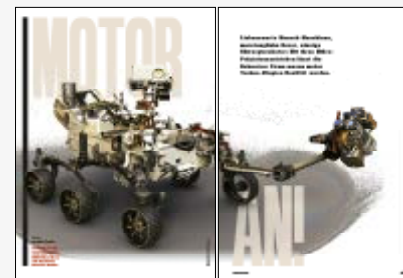
1. April 2018
2. August 2018
3. November 2018

## Print run

40,000 Copies per issue

## Distribution

Alternative distribution incl. Red Bull Network at universities and to opinion leaders, event distribution, partners



Audience

## Reader

between 20–49 years old

## Progressive

Invests in the future and loves to influence it

## Business-oriented

An expert in his field, always finds new ways to make money, workaholic, travels frequently

## Visionary

Full of ideas, creative and motivated, wants to make the world a better place

## Affinity for start-ups

Interested in new trends and mind-sets, has his own start-up

## Entrepreneurial thinking

Takes initiative, goal-oriented, diplomatic, knows the current state of the market, an expert in his field

## Thirst for knowledge

Recent graduate that wants to take on the world

# Rates: The Red Bulletin Innovator

Print (incl. ePaper)

## Double page



**RATE**  
12,200,-

**FORMAT**  
404 × 276 mm

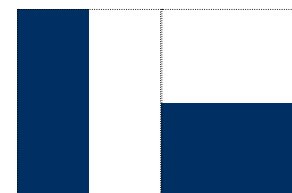
## Single page



**RATE**  
7,400,-

**FORMAT**  
202 × 276 mm

## 1/2 page



**RATE**  
4,400,-

**FORMAT**  
96 × 276 mm (portrait)  
202 × 134 mm (landscape)

## Special placements

U4	9,400,-
U2 / page 3	15,400,-

## Design costs

Double page	900,-
Single page	500,-
Other formats	300,-
Photo costs are charged in addition.	

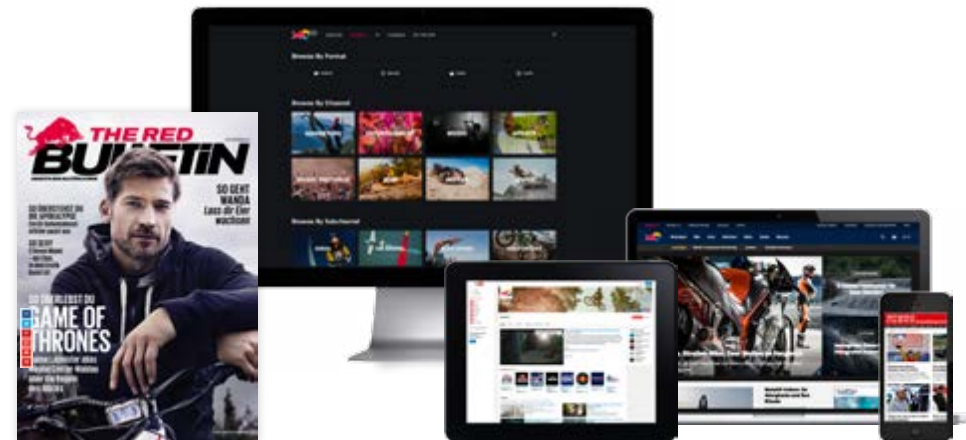
# 360° Solutions

Integration of our customers into the full value chain!

Individual communication solutions, targeted at your needs!



## Network



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