



MEDIA KIT 2018 INTERNATIONAL 

May 2018

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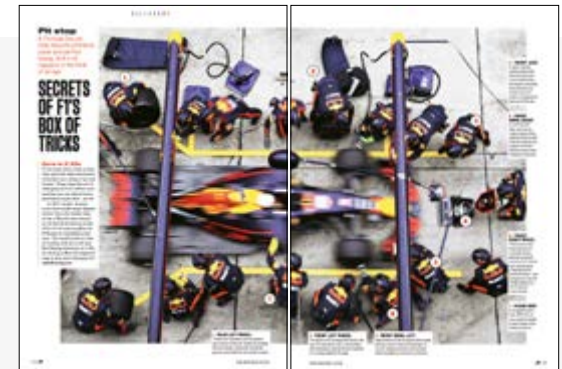
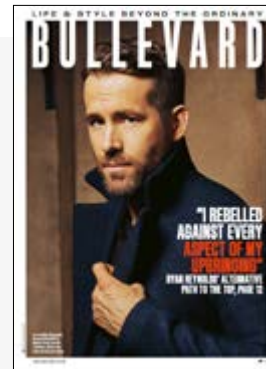
The Red Bulletin – Beyond the ordinary

Delivering the unexpected, the international Active Lifestyle magazine The Red Bulletin tells stories from around the world of Red Bull. Sports, Adventures, Culture, Music, Nightlife, Innovation and Lifestyle - beyond the ordinary.

The focus is on high performers and adventure seekers, opportunists and achievers. Inspiring people with extraordinary ideas that give the The Red Bulletin readers the possibility to profit from these.

The Red Bulletin and its line extensions offer unique opportunities to enter the world of Red Bull. Benefit from the environment and 360° solutions.

Concept



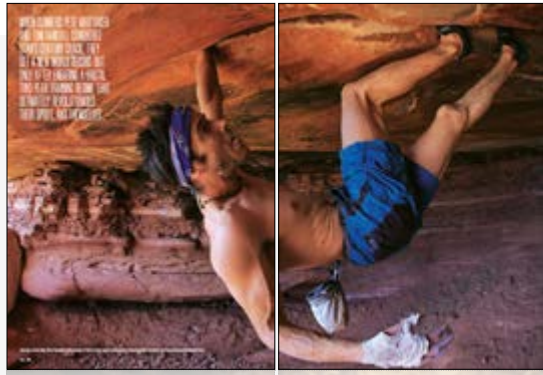
Bullevarde

A lively, diverse start to the magazine, featuring quick-hit stories on life and style beyond the ordinary.

The section relies on strong, single pages that grab the attention of the reader via a clever three-grade guide system (picture/sub-headline/headline) and stories that encourage the reader to go their own way.



Concept



Features

In-depth stories from around the world with emphasis on visual storytelling. Get up close and personal with the most exclusive action, adventure, culture and music stories from all over the globe. Go behind the scenes and get into the hearts and minds of creators and athletes through inspiring interviews and captivating photo stories.



Concept

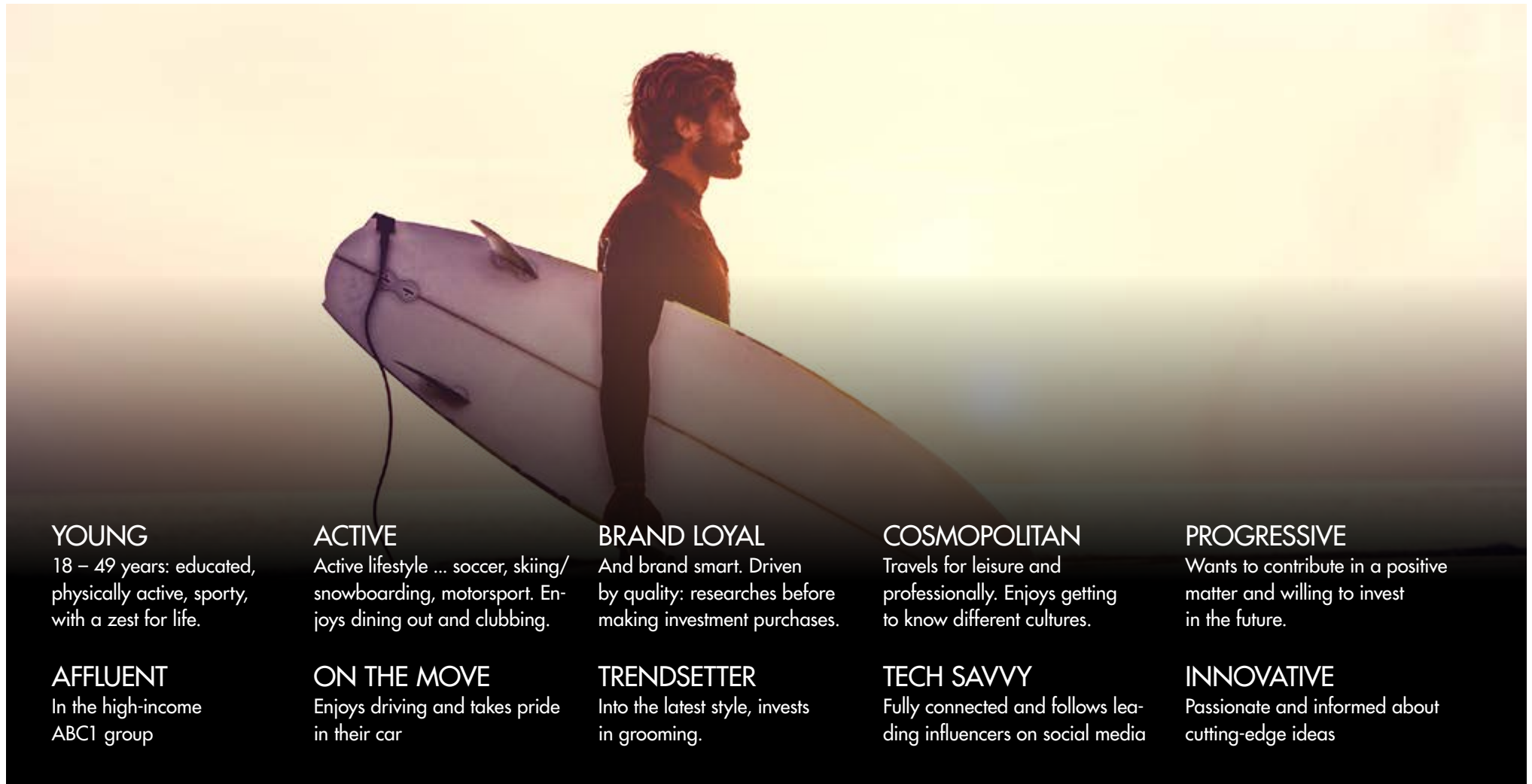


Guide

Service journalism focusing on the best gear and ideas for day and night. Get it, do it, see it: where to go, where to party, what to buy – and loads more.



Audience profile*



YOUNG

18 – 49 years: educated, physically active, sporty, with a zest for life.

ACTIVE

Active lifestyle ... soccer, skiing/snowboarding, motorsport. Enjoys dining out and clubbing.

BRAND LOYAL

And brand smart. Driven by quality: researches before making investment purchases.

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.

AFFLUENT

In the high-income ABC1 group

ON THE MOVE

Enjoys driving and takes pride in their car

TRENDSETTER

Into the latest style, invests in grooming.

TECH SAVVY

Fully connected and follows leading influencers on social media

INNOVATIVE

Passionate and informed about cutting-edge ideas

* Publishers statement

Distribution



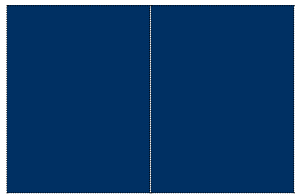
Timings & global focus 2018*

Issue	Focus	Date of publication	Ad copy deadline
January	Winter "Tourism"	12.12.2017	13.11.2017
February	Cars	09.01.2018	11.12.2017
March	Active Style Fashion	13.02.2018	16.01.2018
April	Motor Bikes	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 2018	Winter "Tourism"	11.12.2018	12.11.2018

* Subject to change

Formats ads

Print (incl. e-paper)



Double-page

FORMAT

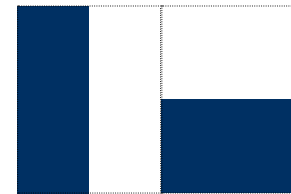
404 × 276 mm, 15.4 × 10.4 inch



Single-page

FORMAT

202 × 276 mm, 7.7 × 10.4 inch



1/2 page

FORMAT

Portrait: 96 × 276 mm, 3.7 × 10.4 inch
Landscape: 202 × 134 mm, 7.7 × 5.1 inch

Format	AT	DE	CH – DE	CH – FR	FR	MX	US	UK
Double-page ads	42.200.–	29.000.–	48.700.–	48.570.–	35.500.–	13.100.–	71.900.–	14.400.–
Single-page ads	24.400.–	16.700.–	27.380.–	27.300.–	20.900.–	6.800.–	42.300.–	8.500.–
1/2 page ads	15.400.–	10.830.–	15.590.–	15.500.–	13.600.–	4.400.–	27.500.–	5.500.–
IFC (Inside front cover)/3	54.400.–	37.700.–	51.600.–	51.500.–	46.150.–	16.100.–	93.500.–	18.700.–
IBC (Inside back cover)	28.400.–	18.350.–	31.500.–	31.400.–	23.000.–	7.500.–	46.500.–	9.300.–
OBC (Outside back cover)	32.500.–	21.700.–	32.850.–	32.750.–	27.150.–	8.900.–	55.000.–	11.000.–
Page 4 & 5	45.500.–	34.740.–	48.780.–	48.680.–	42.600.–	15.700.–	86.300.–	17.300.–
1. right hand page	26.400.–	19.230.–	27.430.–	27.350.–	24.000.–	7.900.–	48.650.–	9.750.–
2. right hand page	25.400.–	18.340.–	27.430.–	27.350.–	23.000.–	7.500.–	46.500.–	9.300.–

Double-page

2 countries	10%
3 countries	15%
4 countries	20%
5 countries	25%
6 countries	40%

Advertorials design cost

Double page	900.–
Single page	500.–
formats	300.–

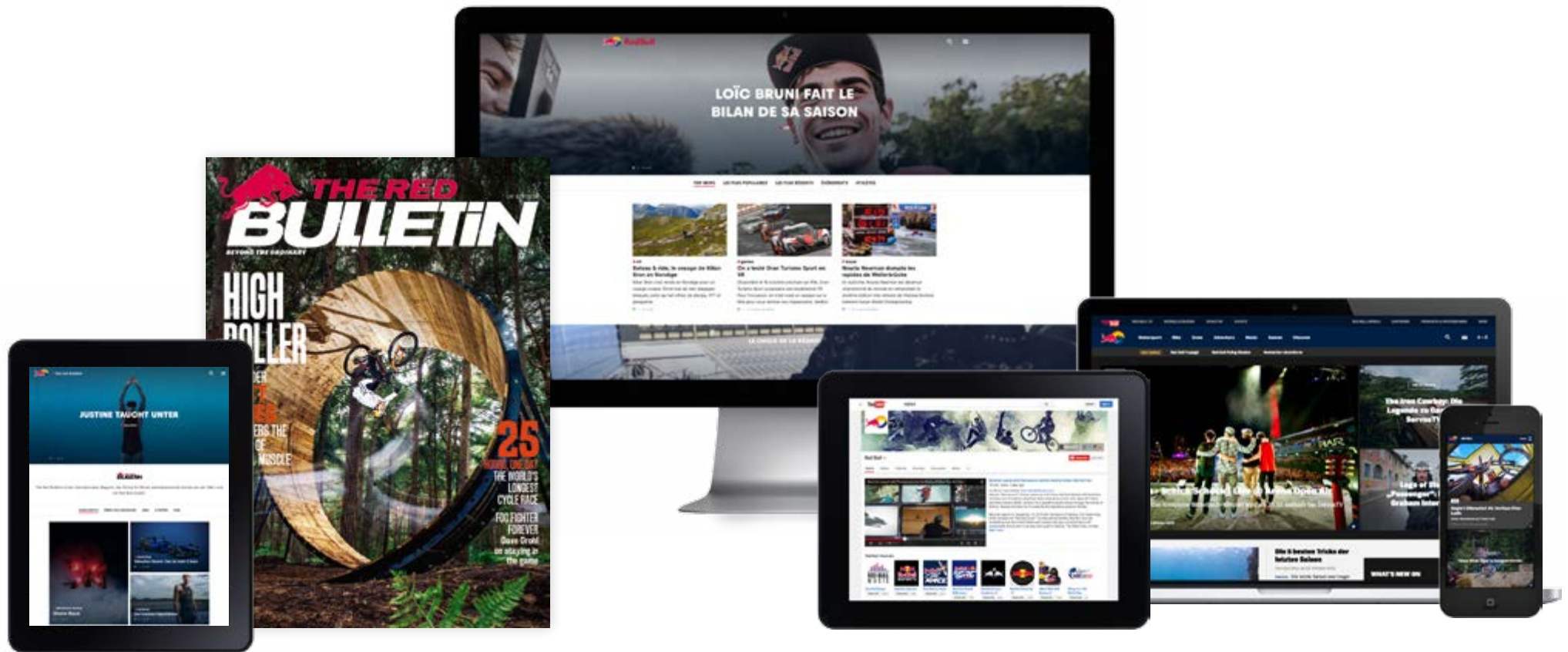
Photo costs are charged in addition

All prices are in euros excl. VAT

All other advertising formats available on request
Terms & conditions and technical details: <http://b2b.redbulletin.com>

The Red Bull mediaworld

Please contact us to find out more about our Red Bull Media House channels.



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