

# RBA RATES 2025



Backcover	12.160 €
Inside Cover (simple)	10.640 €
Inside Cover (double)	19.760 €
Inside Backcover	9.120 €

1st Right Hand Page	10.260 €
Right Hand Page 1st Third of Magazine	9.120 €
Page facing...	8.740 €
1st Double Page	15.200 €
Double Page	13.300 €
1/2 Page	5.700 €
1/2 Double Page	10.640 €
1/3 Page	3.800 €

Single Page *	7.600 €
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(\*) 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 30 of each month

### Approximate Publication Date:

day 20 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

### CHARACTERISTICS:

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	1600x1024px/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		4.000 €
	Article in Home	1 día
	Article in subhome	7 días
	Display	70.000
	IG Story	1
Branded Content Standar		5.900 €
	Article in Home	2 días
	Article in subhome	10 días
	Display	120.000
	IG Story	1
	Post en Facebook	1
Fortnightly Branded Content		9.100 €
	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