

## RBA RATES 2025



Backcover	20.530 €
Inside Cover	15.540 €
Inside Backcover	15.250 €

1st Right Hand Page	15.950 €
2nd Right Hand Page	15.520 €
Right Hand Page 1st Third of Magazine	15.100 €
Left Hand Page 1st part of Magazine	14.640 €
1st Double Page	31.090 €
2nd Double Page	29.570 €
Double Page	28.220 €
1/2 Page	9.230 €
1/2 Double Page	18.410 €
1/3 Page	7.055 €

Single Page *	14.110 €
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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 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

### 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	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		6.700 €
	Article in Home	1 día
	Article in subhome	7 días
	Display	200.000
	IG Story	1

Branded Content Standar		9.800 €
	Article in Home	2 días
	Article in subhome	10 días
	Display	300.000
	IG Story	1
	Post en Facebook	1

Fortnightly Branded Content		17.900 €
	Article in Home	3 días
	Article in subhome	15 días
	Display	550.000
	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