

RBA Rates 2026



| | |
|-----------------------|----------|
| 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 € |
|---------------|---------|

(*) 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 | 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 € |
| Global Brand Day | CPM | Skin/header format + 2 MPU | 50 € |
| Section Sponsorship | CPM | Skin/header format + 2 MPU | 84 € |
| Tag Sponsorship | CPM | Skin/header format + 2 MPU | 84 € |

BRANDED CONTENT

| | | |
|-----------------------------|---------------|----------|
| Weekly Branded Content | | 5.200 € |
| | Home | 1 day |
| | Subhome | 7 days |
| | Display | 150.000 |
| | IG Story | 1 |
| Standar Branded Content | | 8.000 € |
| | Home | 2 days |
| | Subhome | 10 days |
| | Display | 250.000 |
| | IG Story | 1 |
| | Facebook Post | 1 |
| Fortnightly Branded Content | | 12.800 € |
| | Home | 3 days |
| | Subhome | 15 days |
| | Display | 500.000 |
| | IG Story | 2 |
| | Facebook Post | 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

Contest

Quiz

Darkpost

Unboxing

Haul

Lives



Price depending on reach

Please contact us for other advertising options