

RBA

Rates 2026



Backcover	24.820 €
Inside Backcover	16.790 €

1st Right Hand Page	19.670 €
2nd Right Hand Page	18.941 €
3rd Right Hand Page	18.213 €
4th Right Hand Page	17.484 €
Right Hand Page 1st Third of Magazine	16.756 €
Left Hand Page 1st part of Magazine	16.050 €
1st Double Page	36.430 €
2nd Double Page	35.060 €
3rd Double Page	33.570 €
4th Double Page	32.630 €

Double Page 1st part of Magazine	32.040 €
Left Hand Page facing Summary	18.210 €
Left Hand Page opening specific editorial section	16.740 €
Double Page	29.140 €
1/2 Page	10.660 €
1/2 Double Page	21.850 €
1/3 Page	8.290 €
Single Page *	14.570 €

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

BRANDED CONTENT

Weekly Branded Content		6.700 €
	Home	1 day
	Subhome	7 days
	Display	350.000
	IG Story	1
Standar Branded Content		10.500 €
	Home	2 days
	Subhome	10 days
	Display	550.000
	IG Story	1
	Facebook Post	1
Fortnightly Branded Content		17.900 €
	Home	3 days
	Subhome	15 days
	Display	1.000.000
	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

www.rbabrands.com

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