

RBA Rates 2026



Backcover	20.690 €
Inside Cover	15.710 €
Inside Backcover	15.540 €

1st Right Hand Page	15.710 €
2nd Right Hand Page	15.420 €
Single Page 1st Half	14.870 €
1st Double Page	31.240 €
2nd Double Page	29.870 €
Double Page	28.900 €
1/2 Page	9.380 €
1/2 Double Page	18.770 €
1/3 Page	8.690 €
1/4 Page	7.410 €

Single Page *	14.450 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	225x297
Double Page	450x297
1/2 Horizontal Page	225x149
1/2 Vertical Page	113x297
1/3 Vertical Page	75x297

Measurements in millimetres

Important:

For bleed, add 5mm to each indicated size on each side.

Publication date: wednesdays

Deadline: 15 days before the publication on the news stand

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: Binding: Stapled



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		6.700 €
	Home	1 day
	Subhome	7 days
	Display	200.000
	IG Story	1
Standar Branded Content		10.500 €
	Home	2 days
	Subhome	10 days
	Display	400.000
	IG Story	1
	Facebook Post	1
Fortnightly Branded Content		17.500 €
	Home	3 days
	Subhome	15 days
	Display	800.000
	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

MADRID C/ Méndez Álvaro, 56 - 28045 Madrid • Tel. 91 510 66 00

BARCELONA Avda. Diagonal, 189 - 08018 Barcelona • Tel. 93 415 23 22