

RBA

Tabela de Publicidade 2026

Verso de Capa	8.500 €
1ª Página Ímpar	7.950 €
2ª Página Ímpar	7.450 €
1ª Página Dupla	12.250 €
2ª Página Dupla	11.750 €
Verso de Contracapa	7.500 €
Contracapa	12.000 €
Página Par / Ímpar	6.500 €
Página Dupla	9.750 €

TAMANHO (medidas em mm)

Página	175x254
Página Dupla	350x254

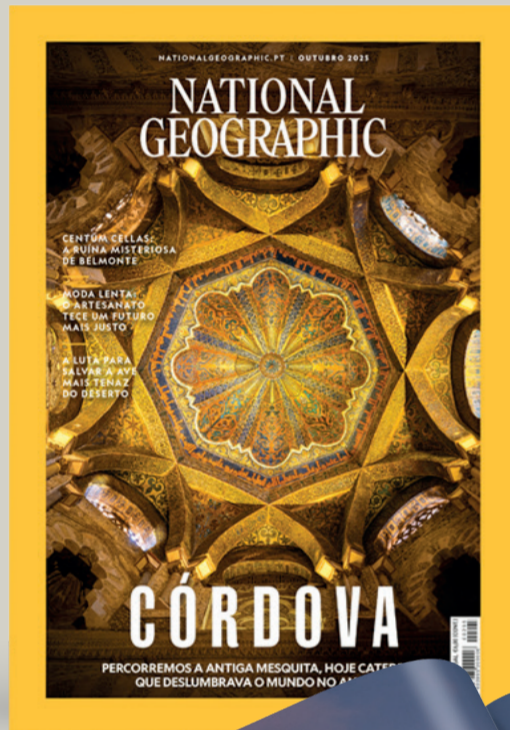
Corte: +5mm de corte para acerto

ENCARTES*

2 Páginas	7.500 €
+2 Páginas	Sob consulta
Saqueta Colada	4.500 €

(* Solto ou colado na lombada

Valores sujeitos a IVA à taxa em vigor



DISPLAY

Site	Device	Sizes	Weight	Fee
Megabanner/Sticky	desktop/tablet/mobile	970x90px/728x90px/320x50px	50 Kb	50 €
Page stealers	desktop/tablet/mobile	320 x 250px	50 Kb	50 €
Robadoble	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	1920x1080px/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 €

Suspensão	+ 10%
Segmentação Geográfica	+ 10%

SPONSORSHIPS

Brand Day	CPM	Skin/leaderboard + 2 MREC	120 €
Brand Week	CPM	Skin/leaderboard + 2 MREC	84 €
Brand Day Global	CPM	Skin/leaderboard + 2 MREC	50 €
Patrocínio Sección	CPM	Skin/leaderboard + 2 MREC	84 €
Patrocínio Etiqueta	CPM	Skin/leaderboard + 2 MREC	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 Guy		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 Plus		9.100 €
	Article in Home	3 días
	Article in subhome	15 días
	Display	190.000
	IG Story	2
	Post en Facebook	1

OTROS

Sponsorship Newsletter	CPM	84 €
Product Placement	CPM	3.000 €

Check for other publicity options

INSTAGRAM

Formats RR.SS: Posts / Reels / Galleries	
Competitions	
Quiz	
Darkpost	
Unboxing	
Haul	
Lives	



Cost depending on scope.

Consult with the sales team for other advertising actions.