

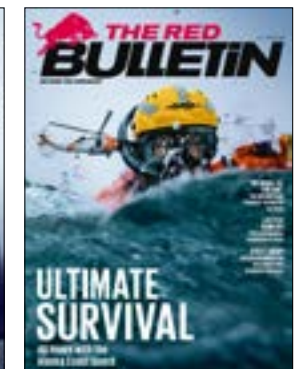


MEDIA KIT 2017 US 

August 2017 – Subject to change

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The Red Bulletin – Beyond the ordinary

The international men’s active lifestyle magazine features breathtaking sports, adventure, culture, music, nightlife, innovation and beyond the ordinary lifestyle stories.

The magazine is divided into three categories “Bullevard”, “Features” and “Guide”; providing our readers with a wide range of global content, while also offering a strong focus on local markets.

Our journalistic approach is based on the idea of visual storytelling that combines unique and exciting stories with top-class, exclusive photography and the best design. Focusing on telling the stories of inspirational people from around the globe and their projects and ideas. Our readers profit from their experiences and concepts in a way they can apply to their own lives.

Apart from publishing the monthly magazine, The Red Bulletin brand also creates content and line extensions, and curates photo exhibitions.

Concept



Bullevard

A lively, diverse start to the magazine, featuring quick-hit stories on life and style beyond the ordinary.

The section relies on strong, single pages that grab the attention of the reader via a clever three-grade guide system (picture/sub-headline/headline) and stories that encourage the reader to go their own way.



Concept



Features

In-depth stories from around the world with emphasis on visual storytelling. Get up close and personal with the most exclusive action, adventure, culture and music stories from all over the globe. Go behind the scenes and get into the hearts and minds of creators and athletes through inspiring interviews and captivating photo stories.



Concept



Guide

Service journalism focusing on the best gear and ideas for day and night. Get it, do it, see it: where to go, where to party, what to buy – and loads more.



Audience profile*



* Source: The Red Bulletin 2015 GfK MRI Doublebase Publisher's Estimate; © DJG Marketing, LLC, November 2015

Reader Study*

Quality

- 93% of readers rated The Red Bulletin as "Excellent/Good"

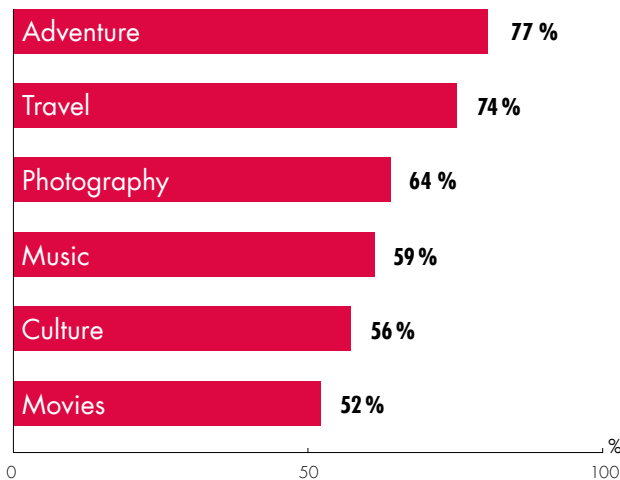
Red Bulletin readers are influencers in social media:

- Facebook – 86% - average of 439 friends
- Twitter – 67% - average of 318 followers
- LinkedIn – 65% - average of 277 connections
- Instagram – 57% - average of 224 followers

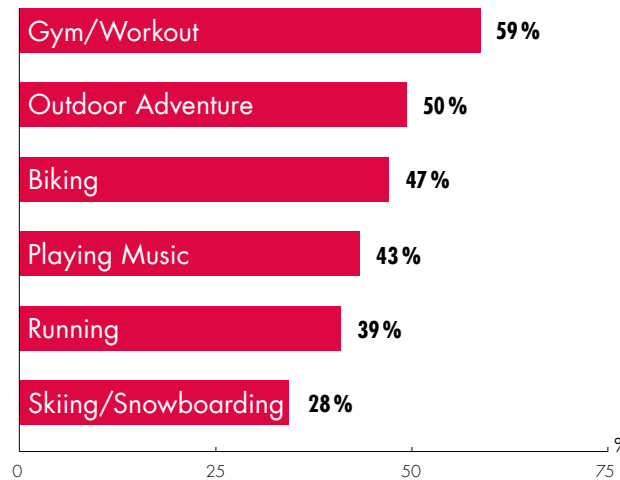
Red Bulletin readers are PASSIONATELY ENGAGED with every issue:

- Loyal Readers with 82% reading at least 3 of the past 4 issues
- Excited about Red Bulletin's Content
- Average time spent with each issue: 51 minutes

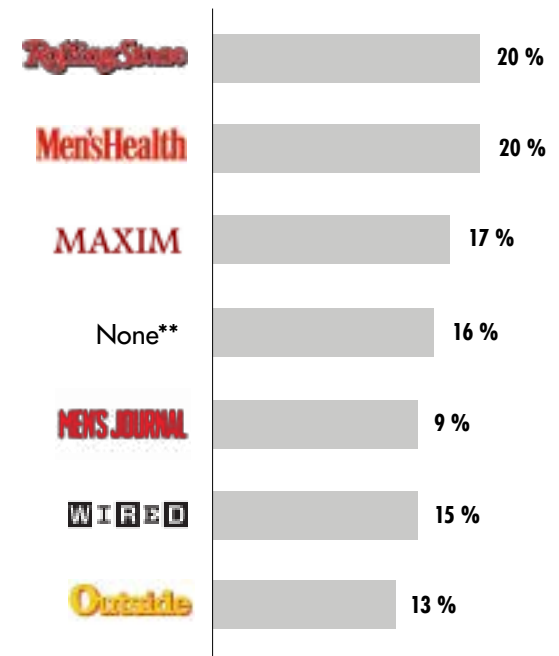
Red Bulletin readers have a diverse range of interests and passion points:



Red Bulletin readers are active and participate in:




Magazine Duplication:



*Source: Reader Study 2014; 5125 respondents ** 16% of Readers don't read another magazine

Time with young, engaged men

| | Median Age | Average time spent/Issue |
|--|----------------|--------------------------|
|  THE RED BULLETIN | 34.6 years old | 51 minutes* |
| MAXIM | 34.9 years old | 34 minutes |
| <i>Riding Swan</i> | 34.6 years old | 34 minutes |
| Men's Health | 40.4 years old | 35 minutes |
| <i>Esquire</i> | 42.9 years old | 37 minutes |
| MEK'S JOURNAL | 43.6 years old | 29 minutes |
| Men's Fitness | 37.3 years old | 40 minutes |
| WIRED | 39.1 years old | 40 minutes |
| Outside | 41.5 years old | 31 minutes |



Source: 2015 GfK MRI Doublebase; The Red Bulletin Publisher's defined prototype
 * 2014 The Red Bulletin Reader Study

Distribution US

550,000 Monthly print run ratebase

2,200,000 Total audience

560,000 Subscribers*

\$ 4.99 Cover price

4 Readers per copy



Distribution Setup

ON-SALE/SUBSCRIPTION

- Subscription
- In store
- Kiosk

ALTERNATIVE/PARTNERSHIPS

- Universities
- Airport lounges
- Geo-targeting
- Airlines

RED BULL CHANNELS

- Red Bull Events
- Wings Teams
- Student Brand Managers

DIGITAL

- Podcast
- E-Paper
- Social
- Web

Our Key Markets



UK



US



France



Mexico



Austria



Germany



Switzerland

* 533 K Print/ 27 K Digital

Timings & gear guide 2017*

| Issue | Cover | Gear | Date of publication | Ad copy deadline | Space reservation due date |
|----------------|------------------|-----------------------------|---------------------|------------------|----------------------------|
| January | Winter Travel | Winter Gear | 12/13/2016 | 11/15/2016 | 11/11/2016 |
| February/March | Music | Tech & Wearables | 02/14/2017 | 01/17/2017 | 01/13/2017 |
| April | Survival | Active Style Fashion | 03/14/2017 | 02/14/2017 | 02/10/2017 |
| May | Festivals | Watches | 04/11/2017 | 03/14/2017 | 03/10/2017 |
| June | Summer Travel | Summer Travel | 05/09/2017 | 04/11/2017 | 04/07/2017 |
| July / August | High Performance | Outdoor Gear | 06/13/2017 | 05/16/2017 | 05/12/2017 |
| September | Films | Indoor & Home-entertainment | 08/08/2017 | 07/11/2017 | 07/07/2017 |
| October | Tech & Gaming | Active Style | 09/12/2017 | 08/16/2017 | 08/11/2017 |
| November | Innovation | Watches | 10/10/2017 | 09/12/2017 | 09/08/2017 |
| December | Best of 2017 | Christmas Special | 11/14/2017 | 10/17/2017 | 10/13/2017 |
| January 2018 | Winter Travel | Winter | 12/12/2017 | 11/14/2017 | 11/10/2017 |

* Subject to change

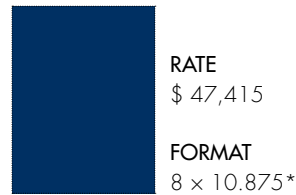
Rates ads

Print (incl. e-paper)

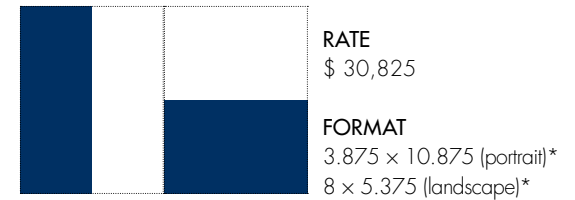
Double-page



Single-page



1/2 page



Special positioning

| | |
|----------------------------|------------|
| IFC (Inside front cover)/3 | \$ 105,000 |
| IBC (Inside back cover) | \$ 52,200 |
| OBC (Outside back cover) | \$ 61,700 |

Advertorial design costs

| | |
|-------------|----------|
| Double page | \$ 1,150 |
| Single page | \$ 640 |
| Sub formats | \$ 380 |

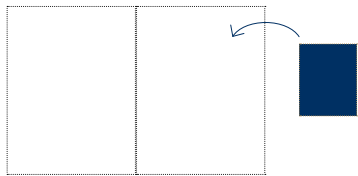
Photo costs are charged accordingly to expense.

All prices listed in gross.
*plus ADDITIONAL 0.15" bleed on EACH side! Formats given are in [width x height].

Terms & conditions and technical details: <http://b2b.redbulletin.com>

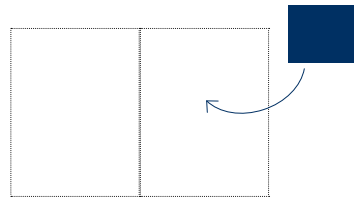
Rates special unit

Sample / Sachet



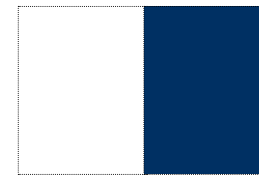
RATE
\$ 65/1,000 + page

Tip-On Card



RATE
\$ 65/1,000 + page

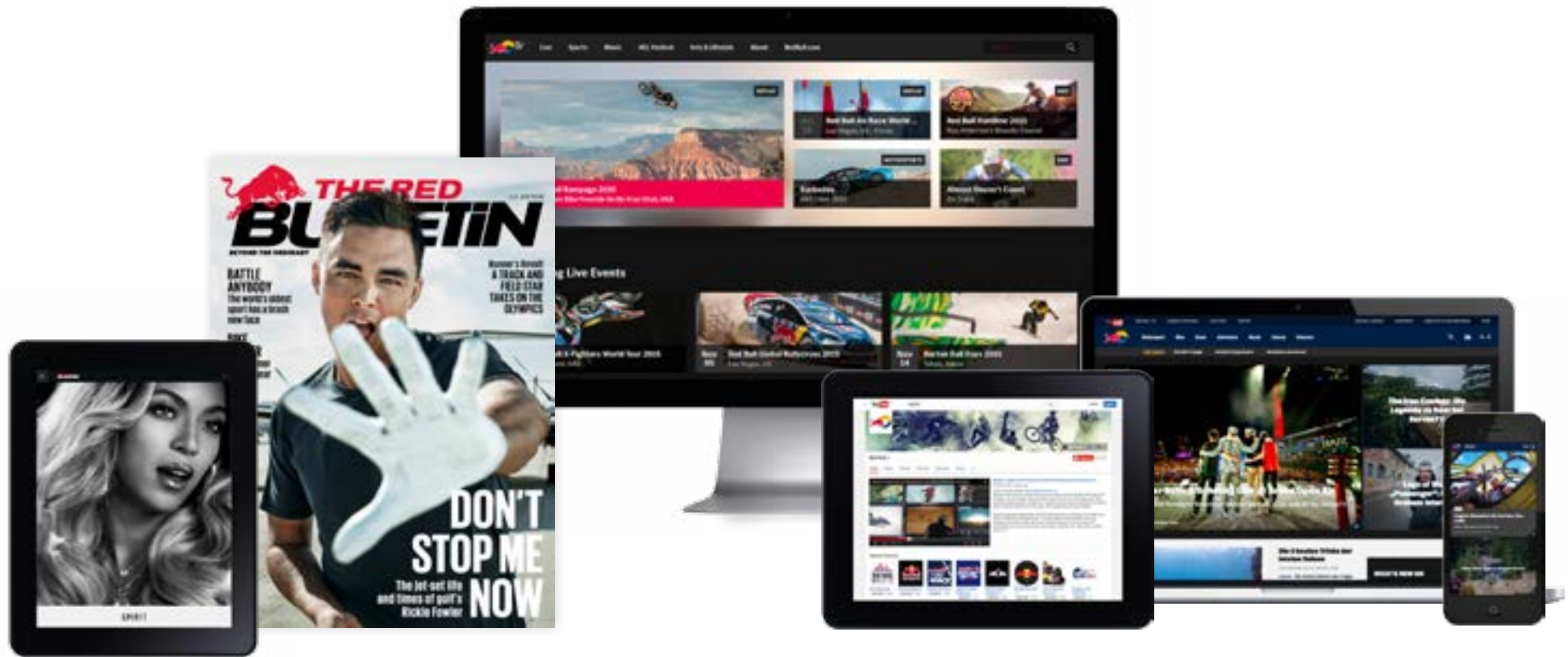
Leaflets



RATE
\$ 75/1,000

The Red Bull media world

Please contact us to find out more about our Red Bull Media House channels.



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