

RBA RATES 2021



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 Pag	113x297
1/3 Vertical Page	75x297

Measurements in milimetres

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 adevrtiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS:

Binding: Stapled

www.rbapubliventas.com

MADRID López de Hoyos, 141 - 28002 Madrid • Tel. 91 510 66 00

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

LECTURAS

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	42.000 €
Brand Week	Skin + 2 MPU	294.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		7.200 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	100.000
	MPU 300 x 250	300.000
Monthly Branded Content		14.400 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	600.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		19.000 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	750.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	18.660 €
Inside Cover	14.160 €
Inside Backcover	14.060 €

1st Right Hand Page	14.160 €
2nd Right Hand Page	13.870 €
Single Page 1st Half	13.410 €
1st Double Page	28.160 €
2nd Double Page	26.920 €
Double Page	26.070 €
1/2 Page	8.460 €
1/2 Double Page	16.910 €
1/3 Page	7.850 €
1/4 Page	6.700 €

Single Page *	13.030 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	230x300
Double Page	460x300
1/2 Horizontal Page	230x148
1/2 Vertical Page	113x300
1/3 Vertical Page	76x300

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

CARACTERISTICS:

Binding: Stapled

www.rbapublicitas.com

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



DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile en cabecera	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
Robapáginas	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
Robapáginas	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	8.400 €
Brand Week	Skin + 2 MPU	59.640 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		7.200 €
	Article in Home	1 day
	Article in subhome	15 días
	Sticky	100.000
	MPU 300 x 250	300.000
Monthly Branded Content		14.400 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	600.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		19.000 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	750.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	8.560 €
Inside Cover	7.940 €
Inside Backcover	7.620 €

1st Right Hand Page	7.310 €
1st Double Page	15.250 €
Double Page	13.160 €
1/2 Page	5.740 €
1/2 Double Page	10.440 €
1/3 Page	4.910 €

Single Page *	6.580 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	200x272
Double Page	400x272
1/2 Horizontal Page	200x136
1/2 Vertical Page	100x272
1/3 Vertical Page	66x272

Measurements in milimetres

Important:

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

Publication date: wednesdays

Deadline.: 21 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

CARACTERISTICS:

Binding: Stapled

www.rbapublventas.com

MADRID López de Hoyos, 141 - 28002 Madrid • Tel. 91 510 66 00

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

eljueves

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	5.628 €
Brand Week	Skin + 2 MPU	37.800 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		7.200 €
	Article in Home	1 day
	Article in subhome	15 días
	Sticky	100.000
	MPU 300 x 250	300.000
Monthly Branded Content		14.400 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	600.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		19.000 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	200.000
	MPU 300 x 250	750.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



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 €
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(*) 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 milimetres

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 adevtiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS:

American Binding

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InStyle

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	11.760 €
Brand Week	Skin + 2 MPU	84.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.500 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	250.000
Monthly Branded Content		11.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		14.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	500.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options



RBA RATES 2021



Backcover	20.530 €
Inside Cover	15.540 €
Inside Backcover	15.250 €

1st Right Hand Page	15.950 €
2nd Right Hand Page	15.520 €
Right Hand Page 1st Third of Magazine	15.100 €
Left Hand Page 1st part of Magazine	14.640 €
1st Double Page	31.090 €
2nd Double Page	29.570 €
Double Page	28.220 €
1/2 Page	9.230 €
1/2 Double Page	18.410 €
1/3 Page	7.055 €

Single Page *	14.110 €
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(*) 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 milimetres

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

CARACTERISTICS:

American Binding

www.rbapubliventas.com

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

CLARA

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	11.760 €
Brand Week	Skin + 2 MPU	84.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.500 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	250.000
Monthly Branded Content		11.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		14.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	500.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	19.760 €
Inside Cover	17.290 €
Inside Backcover	14.820 €

1st Right Hand Page	16.670 €
2nd Right Hand Page	16.050 €
Right Hand Page 1st Third of Magazine	14.820 €
1st Double Page	24.700 €
2nd Double Page	22.850 €
Right Hand Page 3rd part of Magazine	14.200 €
Double Page	21.610 €
1/2 Page	9.260 €
1/3 Page	6.170 €

Single Page *	12.350 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	200x272
Double Page	400x272
1/2 Horizontal Page	200x136
1/2 Vertical Page	100x272
1/3 Vertical Page	66x272
1/3 Horizontal Page	200x90

Measurements in milimetres

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

CARACTERISTICS:

Binding: Stapled

SABER
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DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	7.560 €
Brand Week	Skin + 2 MPU	38.640 €
Section Sponsorship	Skin + 2 MPU	84 €
Sponsorship Label	Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.000 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	225.000
Monthly Branded Content		10.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	350.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		12.300 €
	Article in Home	7 days
	Article in subhome	1 day
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTROS

Display Newsletter	CPM	40 €
Patrocinio Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

www.rbapubliventas.com

MADRID López de Hoyos, 141 - 28002 Madrid • Tel. 91 510 66 00

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

RBA RATES 2021



Backcover	8.860 €
Inside Cover	7.760 €
Inside Backcover	6.650 €

Right Hand Page 1st Third of Magazine	6.650 €
Double Page	9.700 €
1/2 Page	4.160 €
1/3 Page	2.770 e
Right Hand Page 3rd Third of Magazine	6.370 €

Single Page *	5.540 €
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(*) 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 milimetres

Important:

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

Approximate Deadline:

day 30 of each month

Approximate Publication Date:

day 22 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 adevtiriser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS:

American Binding

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

**CUERPO
MENTE**

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day		Skin + 2 MPU	5.628 €
Brand Week		Skin + 2 MPU	39.480 €
Section Sponsorship	CPM	Skin + 2 MPU	84 €
Sponsorship Label	CPM	Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.000 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	225.000
Monthly Branded Content		10.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	350.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		12.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	33.940 €
Inside Cover (simple)	25.460 €
Inside Cover (double)	48.360 €
Inside Backcover	22.910 €

1er Bloque	
1st Right Hand Page	25.460 €
2nd Right Hand Page	24.610 €
Right Hand Page	22.910 €
Page facing....	22.060 €
Left Hand Page	20.440 €
1st Double Page	33.940 €
2nd Double Page	31.390 €
Double Page	29.700 €

3er Bloque	
Right Hand Page	19.520 €
Double Page	23.760 €
1/2 Page	12.730 €
1/2 Double Page	23.760 €
1/3 Page	8.490 €

Single Page *

16.970 €

(*) 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 23 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

CARACTERISTICS:

American Binding

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MADRID López de Hoyos, 141 - 28002 Madrid • Tel. 91 510 66 00

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

EL MUEBLE

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	16.800 €
Brand Week	Skin + 2 MPU	117.600 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.500 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	250.000
Monthly Branded Content		11.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		14.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	500.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



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 €
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(*) 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 adevrtiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CHARACTERISTICS:
American Binding

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ARQUITECTURA
y
DISEÑO

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	5.880 €
Brand Week	Skin + 2 MPU	18.480 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		2.800 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	40.000
	MPU 300 x 250	100.000
Monthly Branded Content		3.800 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	65.000
	MPU 300 x 250	125.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		5.500 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	75.000
	MPU 300 x 250	175.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	29.880 €
Inside Backcover	20.170 €

First Third of Magazine	
1st Right Hand Page	22.410 €
2nd Right Hand Page	21.660 €
3rd Right Hand Page	20.920 €
Right Hand Page	20.170 €
Page facing....	20.170 €
Left Hand Page	18.040 €
1st Double Page	44.820 €
2nd Double Page	41.830 €
3rd Double Page	38.840 €
Double Page	29.880 €
1/2 Page	20.920 €

3er Bloque	
Double Page	26.150 €

Single Page *	17.180 €
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TAMAÑOS

1 Page	175x254
Double Page	350x254
1/2 Horizontal Page	175x127
1/2 Double Page	350x127

Measurements in milimetres

Important:

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

Approximate Deadline:

day 1 of each month

Approximate Publication Date:

day 23 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

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DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	5.880 €
Brand Week	Skin + 2 MPU	42.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

BRANDED CONTENT

Basic Branded Content	2.500 €
Article in Home	2 days
Post in Facebook	1
Fortnightly Branded Content	6.000 €
Article in Home	1 day
Article in subhome	15 days
Sticky	75.000
MPU 300 x 250	225.000
Monthly Branded Content	10.000 €
Article in Home	3 days
Article in subhome	1 month
Sticky	150.000
MPU 300 x 250	350.000
Post in Instagram/Twitter	1
Post in Facebook	2
Branded Content Monthly Plus	12.300 €
Article in Home	7 days
Article in subhome	1 month
Sticky	150.000
MPU 300 x 250	400.000
Post in Instagram/Twitter	2
Post in Facebook	2
Newsletter	1

OTROS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	14.030 €
Inside Cover	12.280 €
Inside Backcover	10.520 €

1st Right Hand Page	11.840 €
2nd Right Hand Page	11.400 €
Page within 1st Half of Magazine	10.520 €
Page facing....	10.090 €
1st Double Page	17.540 €
2nd Double Page	16.220 €
Double Page	15.350 €
1/2 Page	6.580 €

Single Page *	8.770 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	206x272
Double Page	412x272
1/2 Horizontal Page	206x136

Measurements in millimetres

Important:

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

Approximate Deadline:

day 2 of each month

Approximate Publication Date:

day 19 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 adevrtiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS:

American Binding

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VIAJES NATIONAL GEOGRAPHIC

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day (NG+VNG+HNG)	Skin + 2 MPU	
Brand Week (NG+VNG+HNG)	Skin + 2 MPU	
Section Sponsorship	CPM	Skin + 2 MPU 84 €
Sponsorship Label	CPM	Skin + 2 MPU 84 €

BRANDED CONTENT

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		4.100 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	50.000
	MPU 300 x 250	150.000
Monthly Branded Content		7.200 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	100.000
	MPU 300 x 250	250.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		9.000 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	100.000
	MPU 300 x 250	300.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options

RBA RATES 2021



Backcover	18.460 €
Inside Cover	16.160 €
Inside Backcover	13.850 €

1st Right Hand Page	15.580 €
2nd Right Hand Page	15.000 €
Page within 1st Half of Magazine	13.850 €
Page facing....	13.270 €
1st Double Page	23.080 €
2nd Double Page	21.350 €
Double Page	20.200 €
1/2 Page	8.660 €

Single Page *	11.540 €
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(*) 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 6 of each month

Approximate Publication Date:

day 23 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 adevrtiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CHARACTERISTICS:

American Binding

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HISTORIA
NATIONAL
GEOGRAPHIC

DISPLAY

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

SPONSORSHIPS

Brand Day	Skin + 2 MPU	
Brand Week	Skin + 2 MPU	
Section Sponsorship	CPM	Skin + 2 MPU 84 €
Sponsorship Label	CPM	Skin + 2 MPU 84 €

BRANDED CONTENT

Basic Branded Content	2.500 €
Article in Home	2 days
Post in Facebook	1
Fortnightly Branded Content	6.000 €
Article in Home	1 day
Article in subhome	15 days
Sticky	75.000
MPU 300 x 250	225.000
Monthly Branded Content	10.000 €
Article in Home	3 days
Article in subhome	1 month
Sticky	150.000
MPU 300 x 250	350.000
Post in Instagram/Twitter	1
Post in Facebook	2
Branded Content Monthly Plus	12.300 €
Article in Home	7 days
Article in subhome	1 month
Sticky	150.000
MPU 300 x 250	400.000
Post in Instagram/Twitter	2
Post in Facebook	2
Newsletter	1

OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

Check for other publicity options