

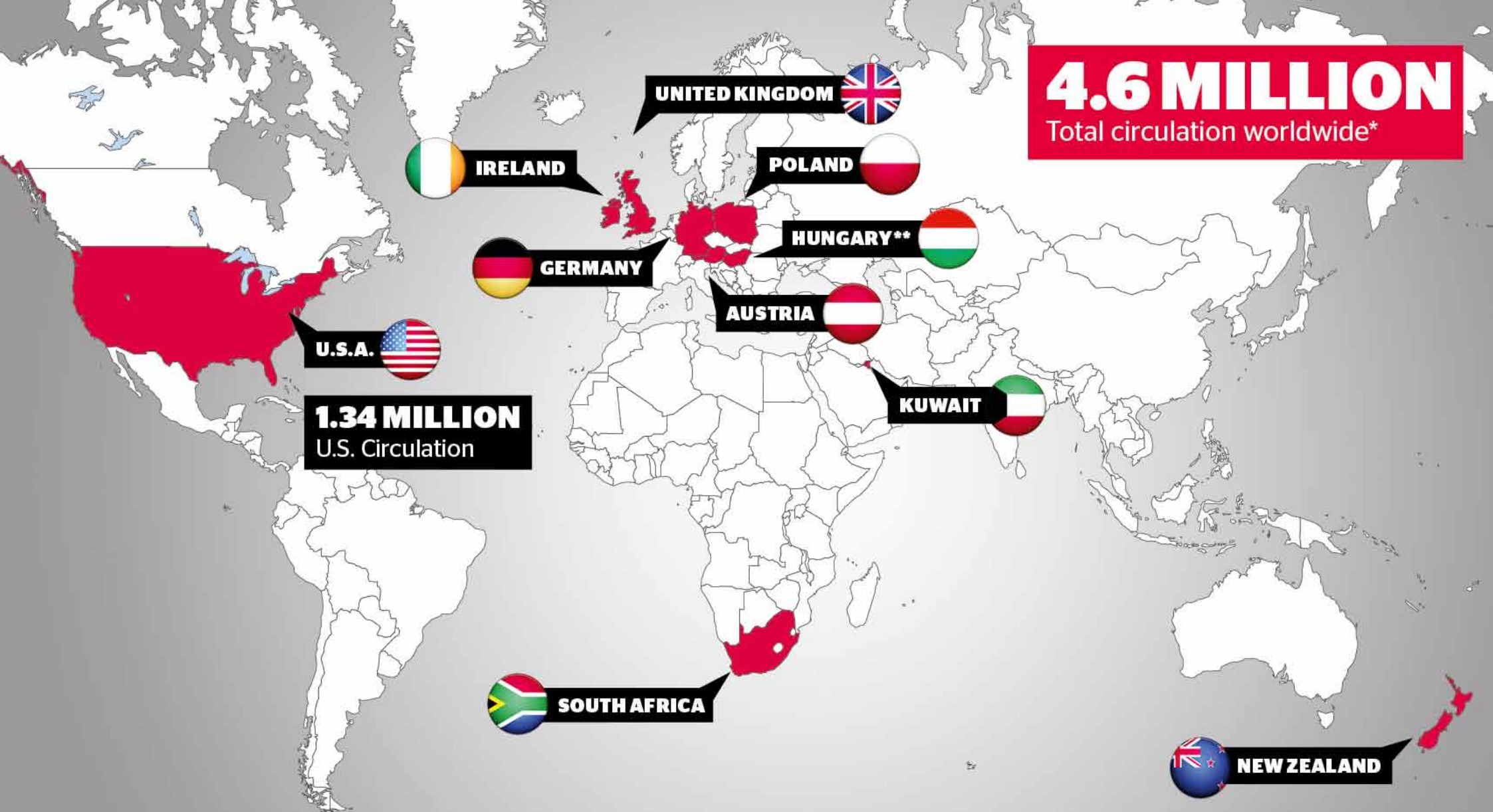
**THE RED**  
**BULLETIN**



ON SALE  
NOW

**MEDIA DATA 2011** UNITED STATES 

**4.6 MILLION**  
Total circulation worldwide\*

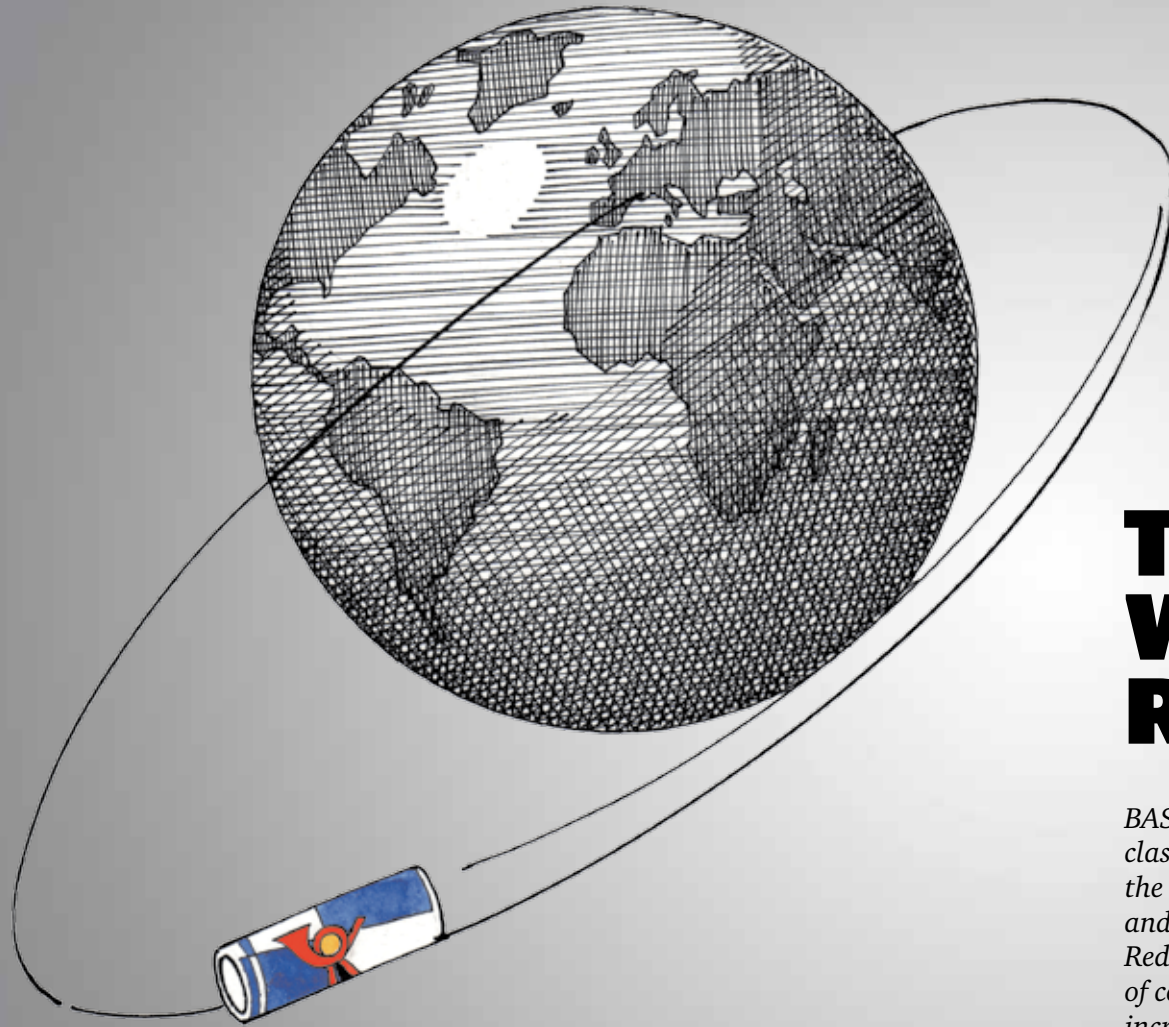


**1.34 MILLION**  
U.S. Circulation

# WORLDWIDE COVERAGE

*The Red Bulletin is growing. Four years ago, it was only published in Austria; now it's available all over the world. The Red Bulletin has now expanded far beyond Europe to countries such as New Zealand, South Africa, Kuwait, and the U.S. Total circulation has reached 4.6 million copies, and rising.*

Source: Publishers' imprint, \*value rounded; \*\* In December 2010, 300,000 one-off Hungaryn copies printed.



# THE DIVERSE WORLD OF RED BULL

*BASE jumpers and neurologists, hip-hop artists and top chefs, classic planes and triathletes, visual artists and Formula One drivers – the world of Red Bull is shaped by creativity and adventure, by courage and a lust for life, and populated by an inimitable group of heroes. Red Bull has always regarded itself as a content provider, an organizer of countless fun and exciting events. Not a day goes by when something incredible doesn't happen in the world of Red Bull.*

*The Red Bulletin has been launched to report about those happenings around the globe. Our editorial content originated from the crazy world of Red Bull and evolved into a global lifestyle magazine that has taken on the mission to create excitement for our readers through our features from inside and outside our world.*

*Currently, The Red Bulletin distributes 4.6 million copies each month and is constantly growing. The vision of The Red Bulletin is to become the world's largest lifestyle title of its kind.*

# BORN INTO A WORLD OF EXHAUST FUMES, BURNING RUBBER, AND SUITS

*When Red Bull entered Formula One in 2005, our young team found itself in an environment gripped by the seriousness of the automobile industry. Formula One had become old before its time in the hands of the suits. Not without good reason, we were expected to help bring the sport back to its roots – which is how the idea for The Red Bulletin came about a topical magazine for the Formula One paddock. The Red Bulletin was bold, unconventional, and surprised everyone with its light-hearted, witty reporting.*





# CHALLENGE AS A MATTER OF PRINCIPLE

*The Red Bulletin is a global monthly magazine that is also sensitive to the nuances of local cultures. Behind every story there is an outstanding achievement. Just as our heroes perform the indescribable and seek new challenges every day, Red Bull also strives to break new ground in the media sector. The magazine first appeared in Austria, Red Bull's home, at the end of 2007.*



# 4.6 MILLION INVITATIONS PER MONTH

*From a sales point of view, the beyond the ordinary magazine is also setting a precedent. Every first Tuesday of the month, 940,000 copies of The Red Bulletin are distributed as supplements with seven Austrian newspapers and magazines, and are also for sale at Austrian newsstands.*

*In 2009, The Red Bulletin launched in the U.K., and is now also distributed in Germany, Ireland, New Zealand, South Africa, Poland, Kuwait, and the U.S. Total circulation: 4.6 million copies per month.*



**JOIN US ON  
OUR WORLD  
JOURNEY OF  
DISCOVERY**



# **100 PAGES TO GIVE YOUR BRAND WINGS**

*Action, music, adventure, parties, lifestyle, science: this is the world of Red Bull, where the most fascinating things happen every day. The Red Bulletin covers them with great wit, creativity, in depth, and with the highest quality and attention to detail, it has the best photos and the most interesting articles about extraordinary personalities and amazing events. The Red Bulletin is not a corporate magazine – it is an innovative magazine, featuring articles of the highest journalistic caliber. There is only one way for the magazine to go – up. Why not join us?*

# THE RED BULLETIN CONCEPT



## WHAT'S TAKING THE WORLD BY STORM

Bullevard is a fast-paced introduction to the magazine – action, fun, and motion.



## WE PAY TRIBUTE

The best portraits of women and men, who are characterized by their own skills and achievements.



## THE INSIDE STORY

With spectacular images and insightful stories, our gripping features are all about a progressive and unique take on the world around us, and the people who revel in it.



## VITALIZING BODY AND MIND

What you should take time out for: sport, culture, travel, lifestyle. Plus the best events in sport and culture.



# WHY IT'S WORTH ADVERTISING IN THE RED BULLETIN

*The Red Bulletin is distributed in the U.S. with five daily newspapers (New York Daily News, Los Angeles Times, Chicago Tribune, Houston Chronicle, and The Miami Herald), and is available for sale at newsstands.*

*Average circulation is 1,340,000 copies\* per month.*

*The magazine combines top-quality content with a broad circulation.*

\*Source: internal data

# PUBLICATION DATES

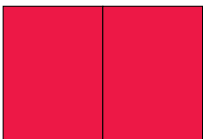
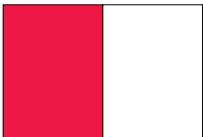
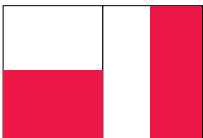
*The Red Bulletin is published 12 times a year.*



Issue	On sale date	Newspaper insertion	Space close
Edition 6/2011	May 10, 2011	May 15, 2011	April 1, 2011
Edition 7/2011	June 14, 2011	June 19, 2011	May 6, 2011
Edition 8/2011	July 12, 2011	July 17, 2011	June 3, 2011
Edition 9/2011	August 16, 2011	August 21, 2011	July 1, 2011
Edition 10/2011	September 13, 2011	September 18, 2011	August 5, 2011
Edition 11/2011	October 11, 2011	October 16, 2011	September 2, 2011
Edition 12/2011	November 15, 2011	November 20, 2011	September 30, 2011
Edition 1/2012	December 13, 2011	December 18, 2011	November 4, 2011

# OUR PRICES

Advertising rates and formats.

Format	Live area (w × h)	Trim & Bleed* (w × h)	Price (in USD)	
	Spread page	15.118" × 9.882"	15.906" × 10.866"	\$ 79,900
	Inside front cover spread page			\$ 82,900
	First spread page			\$ 80,900
	Color page	6.969" × 9.882"	7.953" × 10.866"	\$ 44,900
	Inside front/back cover			\$ 48,900
	Outside back cover			\$ 52,900
	Half-page vertical	3.386" × 9.882"	3.780" × 10.866"	\$ 25,900
	Half-page horizontal	6.969" × .4921"	7.953" × 5.276"	\$ 25,900
<b>Series Discount</b>	3 Insertions			-5%
	6 Insertions			-15%
	12 Insertions			-25%

Please ask us about our special advertising formats:  
call +1-310 745 4079

\*plus 1.575" bleed (all edges, all pages)

All prices exclusive of 17.5 percent sales tax. Note: sales tax varies between states. 15% agency discount available.

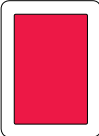
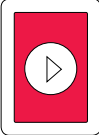

# OUR IPAD APP GIVES YOU WINGS

*Our brand-new iPad App allows the Red Bulletin to be downloaded in English and German every month.*

*From day one, our iPad App has received only 5-star ratings in Austria and Germany, and has become one of the best-ranked Apps in the iTunes Store. The new interactive forms of advertising are unique in the way they target readers.*

*Studies from the U.S. have revealed iPad readers to be more receptive to advertising, and also more likely to use the built-in web links to access the websites of vendors.*

*iPad advertising is the future! Perhaps our new iPad App can “Give You Wings”, too?*

Format	One issue	Three issues + one free	Six issues + two free
 Static display, full page with web link	\$ 3,500	\$ 10,500	\$ 20,500
 Display with video	\$ 4,500	\$ 13,500	\$ 26,500
 Competition / contact form	\$ 4,000	\$ 12,000	\$ 24,000



*Other forms of advertising on request.*

Prices do not include technical production of the adverts. We would be happy to pass on the details of our design agencies on request.

# ANY QUESTIONS? CALL US!

West Coast

**Dave Szych**

Red Bull USA

1740 Stewart Street

Santa Monica, CA 90404

T: (310) 745-4079 I

F: (310) 460-5167

E: [dave.szych@us.redbull.com](mailto:dave.szych@us.redbull.com)

Midwest

**Michael Sanders**

The Graffiti Group

3738 N. Springfield Ave

Chicago, IL 60618

T: (773) 478-1530

M: (312) 504-8025

E: [msanders99@mac.com](mailto:msanders99@mac.com)

East Coast

**Brittany Fantozzi**

Media People, Inc.

122 East 42nd Street Suite 725

New York, NY 10168

T: (212) 779-7172 x 231

F: (212) 779-7248

E: [bfantozzi@mediapeople.com](mailto:bfantozzi@mediapeople.com)

Head of Int. Sales

**Frauke Landi**

The Red Bulletin

Heinrich-Collin-Strase 1

1140 Vienna, Austria

T: 0043-1-90221-28820

F: 0043-1-90221-28009

E: [frauke.landi@at.redbull.com](mailto:frauke.landi@at.redbull.com)

# AVOIDING ANY HITCHES!

## Technical details

### DATA DELIVERY

- Printable Adobe PDF/X-4 files only.
- Fonts and images embedded.
- Color profile:
  - Cover: offset;
  - Profile: US Web Coated SWOP,
  - Text pages: Rotogravure; US Web Coated SWOP profile can be supplied on request.
- Data carrier (uniquely identified).
- Data transfer via FTP server:
  - ftp.redbulletin.com
  - User: AD\_bulletin\_USA
  - Password: bulletin\_USA11
- After uploading please e-mail:
  - advertising@at.redbulletin.com
- Note: for optimum color adjustment please ensure a color proof is provided with each advertisement.

### NAMING CONVENTIONS FOR DIGITAL DATA

- Conventions for file names:
  - “RBUSA\_XX\_11\_customername.pdf”
  - (XX = edition, 11 = year).
- It is also necessary to provide the name of a contact (incl. phone number) whom we can get in touch with if we have any queries or in case of incomplete file transfer.

### TRIM SIZE

- 1.575” bleed allowance for trim advertisements (all edges, all pages!)
- Elements at risk of being cropped must be positioned with a gap of at least 0.2” to all trimming edges (bleed difference).

### TYPE AREA

- All crop marks and register marks must be outside the bleed allowance.

### OPEN DATA

- Only in agreement with the advertising department.
- Fixed price for open data: 140.

### IPAD DATA DELIVERY

- Open InDesign file including fonts and all linked files (1024 × 768 px)
- Images: .jpg, .psd, .tif-files
- Moving images: .mp4-files (H.264)
- Audio files: .mp3-files

All other assets as described in the *Adobe Digital Publishing User Guide*.

### CONTACTS FOR ALL TECHNICAL QUERIES:

**Print:** Wolfgang Stecher, Tel. +43-1-90 221-28862;  
wolfgang.stecher@at.redbulletin.com

**Print:** Michael Bergmeister, Tel. +43-1-90 221-28860;  
michael.bergmeister@at.redbulletin.com

**iPad:** Christian Graf-Simpson, Tel. +43-1-90 221-27984;  
christian.graf-simpson@at.redbulletin.com

### VIENNA OFFICE ADDRESS:

RED BULLETIN GMBH  
Heinrich-Collin-Straße 1, 1140 Vienna, Austria  
Tel. +43-1-90 221-0, Fax +43-1-90 221-27930  
contact@at.redbulletin.com | www.redbulletin.com

# READ THE SMALL PRINT

## General terms and conditions.

### ADVERTISING SALES

1. These terms and conditions govern the sale of advertisements (including the supplement of advertising material – “Inserts” and “Bounds”) for the Red Bulletin by The Red Bulletin GmbH (the “Publisher”), Am Brunnen 1, A-5330 Fuschl am See, Austria.

### ORDER PLACEMENT

1. Client (the “Client”) who wishes to place an advertisement in The Red Bulletin may place an advertising order (the “Order”) with the Publisher.
2. Orders are subject to these general terms and conditions, the currently valid rate card for advertisements and our subsequent confirmation of the Order in writing.
3. Orders will only be processed if they are submitted in writing.
4. The Publisher may accept or reject an Order – including individual advertisements within an Order – at its sole discretion at any time.

### ORDER PROCESSING

1. Orders regarding the placement of advertisements in several editions of The Red Bed Bulletin shall be carried out within one year.
2. Advertisements shall be placed in The Red Bulletin and in accordance with the relevant Order.
3. The Publisher shall mark promotional material and advertisements as such.
4. The Publisher shall use reasonable endeavors to flawlessly reproduce the advertisement from a typographical point of view. No Copies of advertisements submitted to the Publisher will be returned.
5. Where an advertisement is not reproduced in accordance with these terms and conditions, the Client shall only be entitled to a flawless additional insertion respectively, or an additional publication of the advertisement and only where
  - a. an advertisement proves to be illegible, incorrect or incomplete;
  - b. the core message of the advertisement has been compromised; and
  - c. defective copying is to blame.The Publisher’s liability shall not extend beyond the scope indicated above. Any claims have to be made within eight days upon receipt of the invoice.
6. If the advertisement copy contains defects that are not noticed immediately, but only become apparent during printing, the Client

- shall not be entitled to assert any claims for inadequate printing. The Publisher shall not be obliged to check or otherwise verify the standard, quality, or completeness of the advertisement copy submitted to it. This shall remain the sole responsibility of the Client.
7. Proofs shall only be made available at the Client’s explicit request. Clients shall bear the cost of the production of the proofs. The Client shall be deemed to have given approval for printing if the proof, received in good time by the Client, is not returned by the Publisher’s specified deadline.
  8. The Publisher shall keep printing materials for two months after the insertion of the last advertisement of an Order.
  9. At the Client’s request, the Publisher will, for separate payment of costs, produce the design, text, artwork, and photographic material for advertisements. This will be done on the basis that the Publisher will own and retain all Intellectual Property Rights in relation to such output. Should the Client wish to use said material in other media, the rights for such other publication must be acquired separately from the Publisher.
  10. Advertising rates do not include the costs of typesetting, reproduction, or lithography. To the extent that advertisements require such work, this shall be billed to the Client separately.

### POSITIONING

Special requirements as to the positioning of advertisements shall only be binding upon payment of a position surcharge; otherwise the Publisher shall endeavor to meet the Client’s wishes, but shall not be obliged to do so.

### INSERTS AND BOUNDS

1. The content of inserts and bounds may only be related to the Client’s own business area.
2. Respective orders shall only be carried out provided that the Client furnishes the Publisher with a sample (10 copies) at least 4 weeks before the publication date.

### CHARGING AND PAYMENT

1. The Publisher shall be entitled to demand advanced payment of a specified amount or the settlement of open accounts, even during the term of the Order, before publishing further advertisements.
2. The costs of printing plates, matrices, drawings, and any reproduction shall be borne by the Client.

3. Any change of the generally valid rate card for advertisements shall have immediate effect, including current Orders, unless the Publisher and the Client have agreed otherwise.
4. The Client shall receive a free sample of The Red Bulletin after publication of the advertisement.
5. Terms of payment: 2 percent discount on payments made within 7 days of the invoice date or net within 14 days of the date of invoice.

### CANCELLATION

1. Orders may only be canceled up to one month prior to the date of publication of the relevant edition (cancellation of advertisements on cover pages two months prior to date of publication).
2. Cancellation of an Order in accordance with the preceding paragraph shall entail payment of a cancellation charge in the sum of 30 percent of the value of the advertisement. In case of a cancellation after the date set forth in the preceding paragraph, the Client shall pay the full remuneration as well as any costs.
3. Costs resulting from changes to the originally agreed contract and from changes to ordered printing material shall be charged separately to the Client.

### GENERAL

1. For all disputes arising in connection with an advertisement sale, the exclusive place of jurisdiction shall be the court having competence as regards the subject matter for Vienna: Inner City, Austria. Austrian law shall be the applicable law, to the exclusion of the Conflict of Laws Rules and the United Nations Convention on Contracts for the International Sale of Goods.
2. The copyright in materials prepared by the Publisher shall belong to the Publisher. Advertisements containing such materials may not be reproduced without the permission of the Publisher.
3. The Client hereby licenses the Publisher to make copies of the advertisement for the purposes of this agreement.
4. The Client shall solely be liable for the content of the advertisement, and therefore shall fully indemnify and hold the Publisher blameless of any claims asserted by third parties on grounds of or in connection with the respective advertisement – regardless whether such claims are based on civil law, criminal, or administrative law. Such indemnification shall also include any defense costs as well as damages to the Publisher’s image.

# PUBLISHER'S IMPRINT

<b>GUARANTEED DISTRIBUTED CIRCULATION WORLDWIDE</b>	Approx. 4.6 million copies
<b>PLACE OF PUBLICATION</b>	Vienna
<b>PUBLISHER</b>	Red Bulletin GmbH
<b>COMPANY HEADQUARTERS</b>	Am Brunnen 1, 5330 Fuschl am See
<b>COMMERCIAL REGISTER NUMBER</b>	287869m
<b>VAT NO.</b>	ATU 63087028
<b>EDITORIAL OFFICE</b>	Heinrich-Collin-Straße 1, 1140 Vienna
<b>PHONE</b>	+43-1-90 221-0
<b>FAX</b>	+43-1-90 221-27930
<b>E-MAIL</b>	contact@at.redbulletin.com
<b>WEB ADDRESS</b>	www.redbulletin.com
<b>TERMS AND CONDITIONS OF BUSINESS</b>	The general terms and conditions for advertisements and publications of the publisher apply.
<b>PUBLICATION</b>	Monthly
<b>DEADLINE FOR ADVERTISING AND COPY</b>	Three weeks prior publication or in accordance with the country-specific schedules.