

# 2010

## B2B GROUP

# ragtrader

### Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	12x	24x
Full page	4940	4850	4750	4670	4580
1/2 page	3740	3690	3610	3570	3490
1/4 page	2960	2890	2820	2740	2650
1/8 page	1480	1440	1380	1310	1240

One Spot	Casual	3x	6x	12x	24x
Full page	4370	4290	4170	4080	4010
1/2 page	3110	3080	3010	2960	2910
1/4 page	2340	2250	2180	2100	2000
1/8 page	1240	1160	1120	1070	1040

Mono	Casual	3x	6x	12x	24x
Full page	3750	3670	3550	3480	3370
1/2 page	2500	2440	2370	2320	2250
1/4 page	1690	1610	1520	1450	1350
1/8 page	890	810	760	720	700

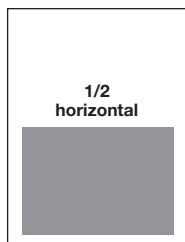
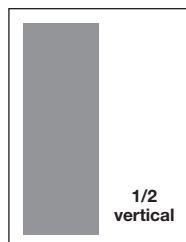
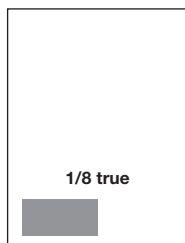
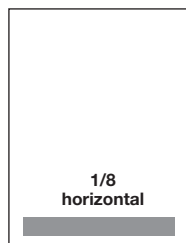
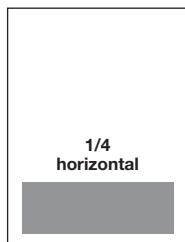
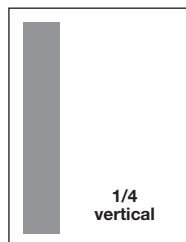
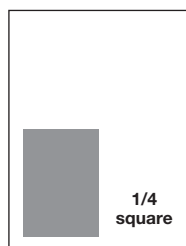
#### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

#### Cover Advertisements & Inserts

All are subject to publisher's design and specifications approval prior to acceptance.



Cover Date		Booking deadline: One month prior to cover date
January 15	January 29	
February 12	February 26	Material deadline: Three weeks prior to cover date
March 12	March 26	
April 9	April 23	
May 7	May 21	
June 4	June 18	
July 2	July 16+30	
August 13	August 27	
September 10	September 24	
October 8	October 22	
November 5	November 19	
December 3		

Material Sizes (mm)	Depth	Width
FP trimmed*	320mm	235mm
1/2 page – vertical	295mm	105mm
– horizontal	145mm	214mm
1/4 page – vertical	295mm	50mm
– horizontal	72mm	214mm
– true	145mm	105mm
1/8 page – true	72mm	105mm
– horizontal	36mm	214mm
Web Insider	32mm	47mm

\* please include 5mm bleed on full page and dps ads

#### Special Positions

Front/Back Cover \$7500

#### Standard Spot Colours

Standard process colours only are used and are charged at the spot colour rates above. Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour for a single page or part.

#### MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- By using the above methods it ensures immediate checking of material, guaranteed delivery and that the specifications are met correctly. Alternatively, you can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- For more information on specific electronic courier service, please contact Adstream on 02 9467 7500 or 1800 230 302 or look up their website www.adstream.com.au. Alternatively, contact Websend on 03 8689 9000 or 1300 798 949 or look up their website www.websend.com.au.
- Material supplied on CD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS files are supplied with all colours created in CMYK. Yaffa will reject files that contain TrueType fonts. All spot colours will be automatically converted to equivalent CMYK process colours.
- Scanned images must be in CMYK with a minimum resolution of 280-300 dpi at their final size.
- A colour or black and white proof must be supplied. Yaffa will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance

Ragtrader is regarded as the business bible of the fashion industry and is read by major decision makers in apparel around the nation. Its direct hit into the fashion trade encompasses retailers, suppliers, wholesalers, agents and trade associations. When making decisions about where to place your advertising dollar it is important that you are aware of the benefits of advertising in Ragtrader as opposed to consumer women's magazines. Retailers make up 64% of Ragtrader's readership. They use it as their sole source to find out who is launching a new range of product. It thus keeps the label name in the forefront in a very competitive market. Ragtrader magazine is supplemented by a twice-weekly e-newsletter with regular news and product updates at [www.ragtrader.com.au](http://www.ragtrader.com.au)



with 3DAP guide-lines. Please refer to the 3DAP web site [www.3dap.com.au](http://www.3dap.com.au) for details on approved systems.

Make-up included in the Directory rate for first insertion or on contract renewal. Any subsequent copy change will be charged at the standard rate. Pre-payment required for one or two insertions on signing contract. Account facilities granted for larger schedules.

**Inserts:** All are subject to publisher's approval prior to acceptance.

**Material Delivery:** Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

#### IMPORTANT NOTE

Production Charges: Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.