

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	4270	4060	3650
Full page	2560	2440	2190
1/2 page	1660	1580	1430
1/3 page	1330	1270	1130
1/4 page	1000	950	860

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special Positions

Outside Back Cover plus 30%. All other specified positions, plus 20%.

4 Colour Classifieds Sizes	Per Issue Rate	
	1-3x	4-6x
Single column cm	\$35	30
6 cm x 1 col	\$195	165
12cm x 1 col	\$385	320
3cm x 2 col	\$195	165
6cm x 2 col	\$390	320

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Jan-Feb	04 Nov	11 Nov	14 Dec
Mar-Apr	20 Jan	27 Jan	2 Mar
May-Jun	19 Mar	26 Mar	1 May
Jul-Aug	19 May	26 May	2 July
Sep-Oct	19 Jul	2 Jul	27 Aug
Nov-Dec	22 Sep	29 Sep	28 Oct

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	220mm
DPS trimmed*	297mm	440mm
1/2 page – vertical	277mm	95mm
– horizontal	135mm	195mm
– horizontal DPS	135mm	410mm
1/3 page – vertical	277mm	60mm
– horizontal	85mm	195mm
1/4 page – square	135mm	94mm
– horizontal	60mm	195mm

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

Australian Yachting offers unique access to the exclusive top-end of big boat sailing. Its highly targeted readership offers advertisers a rare opportunity to appeal to this niche market of high net-worth, money-rich/time-poor yacht owners. Major decision makers in their business lives, they have active and affluent lifestyles and are avid consumers of a whole range of après-sail gear, holidays, cars and luxury goods, many of which are reflected in the content of this highly respected magazine. Re-launched in 2004 with increased production values and greater pagination to reflect the premium value of the title, it now encompasses more lifestyle elements of the market as well as the core sporting values. Australian Yachting is the official media partner for some of Australia's premier sailing regattas.



SEE SEPARATE RATE SHEET FOR MY SAILING WEBSITE AND ONLINE NEWSLETTER

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.

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 a Quark or 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 with 3DAP guide-lines. Please refer to the 3DAP web site www.3dap.com.au for details on approved systems.

