

Rate card and material specifications

2017

Magazine Rates

| Size | Casual | 3* | 6* | 12* |
|--------------------|--------|--------|--------|--------|
| DPS | \$6150 | \$5920 | \$5650 | \$5430 |
| Full page | \$3320 | \$3190 | \$3070 | \$2920 |
| ½ page | \$2250 | \$2170 | \$2100 | \$2000 |
| ⅓ page | \$1780 | \$1700 | \$1630 | \$1550 |
| ¼ page | \$1340 | \$1270 | \$1190 | \$1150 |
| ⅓ page (directory) | \$500 | \$450 | \$400 | |
| ¼ page (directory) | \$250 | \$230 | \$200 | |

RATES EXCLUDE 10% GST.
PREFERRED POSITION LOADING: OBC +30%, IFC +20%.

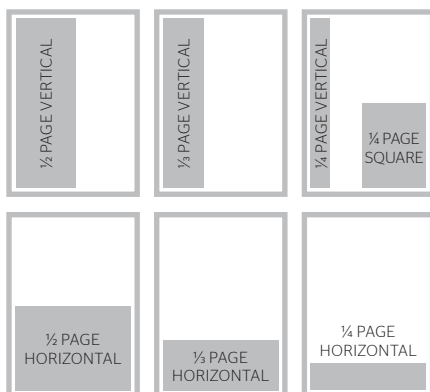
Material Specifications

| Size | Width | Height |
|-------------------|-------|--------|
| DPS (trimmed) | 440 | 297 |
| FP (trimmed) | 220 | 297 |
| ½ page vertical | 94 | 269 |
| ½ page horizontal | 194 | 132 |
| ⅓ page vertical | 62 | 269 |
| ⅓ page horizontal | 194 | 86 |
| ¼ page square | 94 | 132 |

ALL SPECS ARE IN MM.
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.

Deadlines

| Issue | Booking | Material | Publication |
|-------|---------|----------|-------------|
| Jan | 16 Nov | 23 Nov | 21 Dec |
| Feb | 7 Dec | 14 Dec | 25 Jan |
| Mar | 17 Jan | 24 Jan | 21 Feb |
| Apr | 14 Feb | 21 Feb | 20 Mar |
| May | 10 Mar | 17 Mar | 18 Apr |
| Jun | 11 Apr | 18 Apr | 19 May |
| Jul | 17 May | 24 May | 23 Jun |
| Aug | 13 Jun | 20 Jun | 18 Jul |
| Sep | 18 Jul | 25 Jul | 22 Aug |
| Oct | 10 Aug | 17 Aug | 18 Sep |
| Nov | 18 Sep | 25 Sep | 24 Oct |
| Dec | 11 Oct | 18 Oct | 20 Nov |



Website Rates

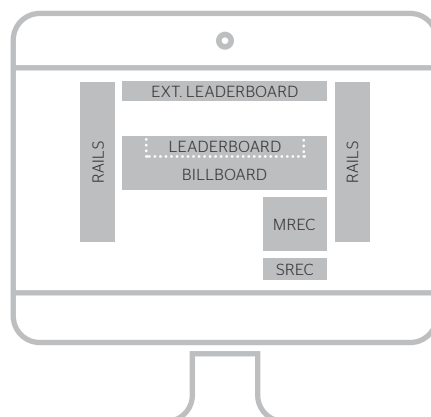
| Section | Size | Monthly |
|-----------------------|----------------------|---------|
| Exclusive positioning | Rails (x2)* | \$2625 |
| | Billboard* | \$2625 |
| | Extended Leaderboard | \$2450 |
| | Leaderboard | \$2240 |
| | MREC | \$2240 |
| Run of site | SREC | \$1220 |
| | Background Skin* | \$2975 |
| | Pop-up | POA |
| | Video | \$3500 |
| | Leaderboard | \$1680 |
| | MREC | \$1680 |
| | SREC | \$910 |

* DOES NOT DISPLAY ON MOBILE SITE.
RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS.

Material Specifications

| Size | Width | Height |
|----------------------|-------------------|--------|
| Background Skin | 1920 | 1200 |
| Rails (x2) | 160 | 750 |
| Pop-up (desktop) | 590 | 490 |
| Pop-up (mobile) | 300 | 250 |
| Billboard | 960 | 250 |
| Extended Leaderboard | 960 | 90 |
| Leaderboard | 728 | 90 |
| MREC | 300 | 250 |
| SREC | 300 | 100 |
| Video | 16:9 aspect ratio | |

ALL SPECS ARE IN PIXELS



eNewsletter Rates

| Size | Monthly |
|---------------|------------------------|
| eDM | \$3500 (per broadcast) |
| Banner | \$1800 |
| Medium Banner | \$1540 |
| MREC | \$1540 |

RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS.

Material Specifications

| Size | Width | Height |
|---------------|-------|--------|
| eDM | 600 | 900 |
| Banner | 600 | 90 |
| Medium Banner | 468 | 60 |
| MREC | 300 | 250 |

ALL SPECS ARE IN PIXELS.

Deadlines

Website and eNewsletter online material deadline is 7 days prior to publishing. eDM broadcast material deadline is 14 days prior to publishing.

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Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.

Contact your sales manager for customised packages.

