

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%.

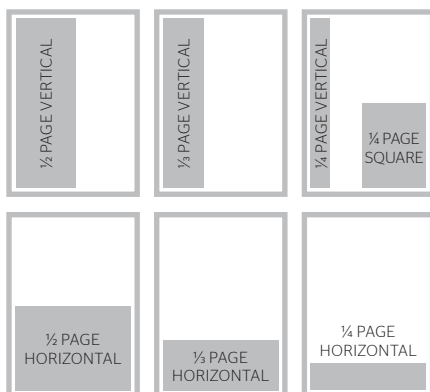
Material Specifications

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

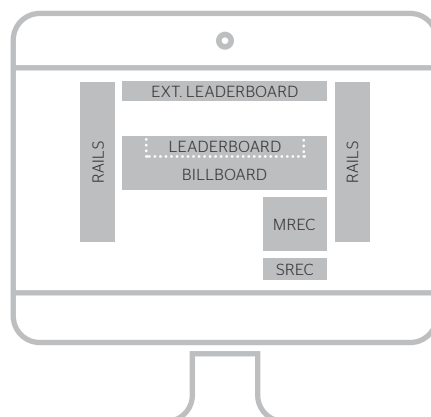
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2625
	Billboard*	\$2625
	Extended Leaderboard	\$2450
	Leaderboard	\$2240
	MREC	\$2240
Run of site	SREC	\$1220
	Background Skin*	\$2975
	Pop-up	POA
	Video	\$3500
	Leaderboard	\$1680
	MREC	\$1680
	SREC	\$910

* 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.

