

Rate card and material specifications

2019

Magazine Rates

Size	Casual	Contract
Full page	\$2100	\$1990
½ page	\$1408	\$1231
⅓ page	\$1050	\$907
¼ page	\$860	\$748
⅙ page (directory)	\$498	\$420
⅛ page (directory)	\$277	\$225

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

Material Specifications

Size	Width	Height
FP (trimmed)	210	297
½ page vertical	88	271
½ page horizontal	180	133
⅓ page vertical	60	271
⅓ page horizontal	180	88
¼ page horizontal	180	65
¼ page vertical	88	133
⅙ page horizontal	124	65
⅙ page vertical	60	134
⅛ page (directory)	60	65

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

Deadlines

Issue	Booking	Material	Publication
Mar	15 Jan 19	24 Jan 19	26 Feb 19
Jun	11 Apr 19	22 Apr 19	22 May 19
Sep	12 Jul 19	23 Jul 19	23 Aug 19
Dec	11 Oct 19	22 Oct 19	22 Nov 19

Website Rates

Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
	SREC	N/A	\$350
Run of site	Background Skin*	\$1100	N/A
	Pop-up	\$1000	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$695
	MREC	N/A	\$500
	SREC	N/A	\$250

* 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	\$1495 (per broadcast)
Banner	\$1200
MREC	\$785

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

Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
MREC	300	250

ALL SPECS ARE IN PIXELS

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 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.

