

## Rate card and material specifications

# 2017

### Magazine Rates

Size	Casual	3x	6x
DPS	\$6210	\$5560	\$5370
Full page	\$4040	\$3650	\$3450
½ page	\$2280	\$2050	\$1940
⅓ page	\$1612	\$1460	\$1390
¼ page	\$1380	\$1210	\$1140
⅕ page (directory)			\$300

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	95	277
½ page horizontal	195	135
⅓ page vertical	60	277
⅓ page horizontal	195	85
¼ page square	94	135
⅕ page (directory)	61	123

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

### Deadlines

Issue	Booking	Material	Publication
Feb/Mar	8 Dec	15 Dec	25 Jan
Apr/May	13 Feb	20 Feb	24 Mar
Jun/Jul	13 Apr	20 Apr	23 May
Aug/Sep	14 Jun	21 Jun	25 Jul
Oct/Nov	9 Aug	16 Aug	18 Sep
Dec/Jan	13 Oct	20 Oct	23 Nov

### Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2500
	Billboard*	\$2200
	Extended Leaderboard	\$2000
	Leaderboard	\$1750
	LREC	\$1400
	MREC	\$1080
	SREC	\$540
	Background Skin*	\$3200
	Pop-up	POA
	Video	POA
Run of site	Leaderboard	\$1500
	LREC	\$1100
	MREC	\$900
	SREC	\$400

\* 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
LREC	300	600
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS

### eNewsletter Rates

Size	Monthly
eDM	\$1800 (per broadcast)
Banner	\$750
Medium Banner	\$600
MREC	\$840

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.**

