

Rate card and material specifications

2018

Magazine Rates

Size	Casual	3x	6x
DPS	\$3950	\$3540	\$2980
Full page	\$2470	\$2210	\$1870
½ page	\$1870	\$1690	\$1410
¼ page	\$1370	\$1230	\$1040
⅓ page	\$1000	\$930	\$760
¼ page	\$710	\$680	\$580

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

Material Specifications

Size	Width	Height
DPS (trimmed)	440	275
FP (trimmed)	220	275
½ page vertical	95	245
½ page horizontal	195	121
⅓ page vertical	62	245
⅓ page horizontal	195	80
¼ page horizontal	195	58
¼ page square	94	121

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

Deadlines

Issue	Booking	Material	Publication
Jan/Feb	6 Nov	13 Nov	15 Dec
Mar/Apr	10 Jan	17 Jan	19 Feb
May/Jun	6 Mar	13 Mar	17 Apr
Jul/Aug	4 May	11 May	15 Jun
Sep/Oct	3 Jul	10 Jul	13 Aug
Nov/Dec	6 Sep	13 Sep	18 Oct

Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$1800
	Billboard*	\$1200
	Extended Leaderboard	\$1100
	Leaderboard	\$900
	MREC	\$700
Run of site	SREC	\$250
	Background Skin*	\$2490
	Pop-up	\$1990
	Video	\$1590
	Leaderboard	\$600
	MREC	\$400
	SREC	\$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	\$2490 (per broadcast)
Banner	\$900
Medium Banner	\$800
MREC	\$580

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 five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

Andrew Murphy
National Sales Manager

P: 02 9213 8272
M: 0433 240 623
E: andrewmurphy@yaffa.com.au

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.

