

Rate card and material specifications

2019

Magazine Rates

Size	Casual	3x	6x
DPS	\$5080	\$4690	\$4280
Full page	\$2830	\$2570	\$2390
½ page	\$1550	\$1430	\$1320
⅓ page	\$1080	\$1000	\$920
¼ page	\$860	\$780	\$580

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

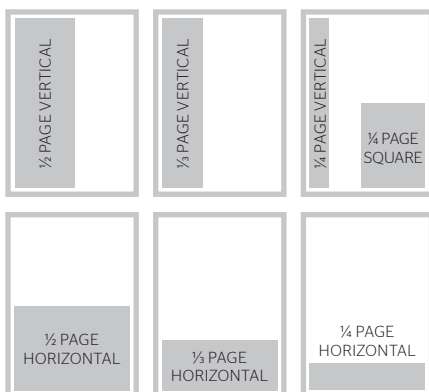
Material Specifications

Size	Width	Height
DPS (trimmed)	440	297
FP (trimmed)	220	297
½ page vertical	94	272
½ page horizontal	193	133
⅓ page vertical	61	272
⅓ page horizontal	193	87
¼ page horizontal	193	64
¼ page square	94	133
⅓ page (directory)	60	124

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

Deadlines

Issue	Booking	Material	Publication
Feb/Mar	06 Dec 18	17 Dec 18	01 Feb 19
Apr/May	12 Feb 19	21 Feb 19	27 Mar 19
Jun/Jul	11 Apr 19	22 Apr 19	23 May 19
Aug/Sep	13 Jun 19	24 Jun 19	24 Jul 19
Oct/Nov	12 Aug 19	21 Aug 19	25 Sep 19
Annual	09 Sep 19	18 Sep 19	22 Oct 19
Dec/Jan	11 Oct 19	22 Oct 19	25 Nov 19



Website Rates

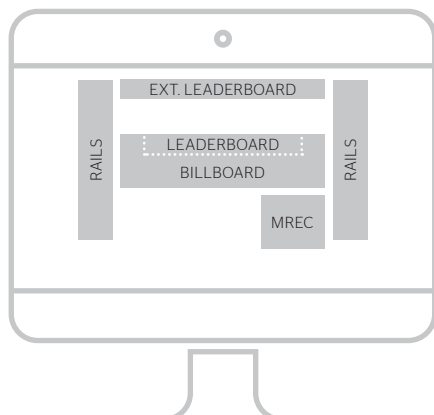
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$950	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
Run of site	MREC	N/A	\$720
	Background Skin*	\$1100	N/A
	Pop-up	\$1100	N/A
	Video	\$1350	N/A
	Leaderboard	\$695	N/A
	MREC	\$500	N/A

* 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
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



eNewsletter Rates

Size	Weekly
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.

