

# Rate card and material specifications

# 2019

## Magazine Rates

Size	Casual	4*
Full page	\$2500	\$2260
¾ page	\$1870	\$1690
½ page	\$1660	\$1480
¼ page	\$900	\$660
¼ page	\$750	\$460

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

## Material Specifications

Size	Width	Height
DPS (trimmed)	420	275
FP (trimmed)	210	275
½ page vertical	90	245
½ page horizontal	185	121
¼ page vertical	57	245
¼ page horizontal	185	80
¼ page square	90	121

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

## Deadlines

Issue	Booking	Material	Publication
Jan/Mar	9 Nov 18	20 Nov 18	25 Dec 18
Apr/Jun	13 Feb 19	22 Feb 19	29 Mar 19
Jul/Sep	20 May 19	29 May 19	2 Jul 19
Sep/Dec	16 Aug 19	27 Aug 19	30 Sep 19

## Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2000
	Billboard*	\$1200
	Extended Leaderboard	\$950
	Leaderboard	\$800
	MREC	\$990
	SREC	\$400
Run of site	Background Skin*	\$2400
	Pop-up	\$2800
	Video	\$2900
	Leaderboard	\$500
	MREC	\$650
	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
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS

## eNewsletter Rates

Size	Monthly
eDM	\$1500 (per broadcast)
Banner	\$700
Medium Banner	\$500
MREC	\$600

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.

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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.

