

### Magazine Rates

| Size      | Casual | 3*     | 6*     |
|-----------|--------|--------|--------|
| Full page | \$2090 | \$1880 | \$1810 |
| ½ page    | \$1390 | \$1300 | \$1230 |
| ⅓ page    | \$1180 | \$1100 | \$1060 |
| ¼ page    | \$780  | \$720  | \$680  |

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

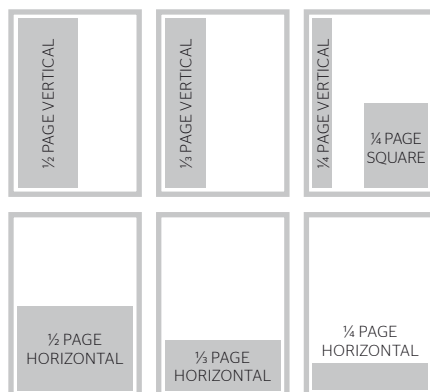
### Material Specifications

| 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 horizontal | 195   | 60     |
| ¼ page square     | 94    | 135    |

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

### Deadlines

| Issue    | Booking   | Material  | Publication |
|----------|-----------|-----------|-------------|
| Jan/Feb  | 14 Dec 18 | 25 Dec 18 | 7 Feb 19    |
| Mar/Apr  | 4 Feb 19  | 13 Feb 19 | 19 Mar 19   |
| May/June | 2 Apr 19  | 11 Apr 19 | 15 May 19   |
| Jul/Aug  | 12 Jun 19 | 21 Jun 19 | 24 Jul 19   |
| Sep/Oct  | 5 Aug 19  | 14 Aug 19 | 17 Sep 19   |
| Nov/Dec  | 4 Oct 19  | 15 Oct 19 | 15 Nov 19   |



### Website Rates

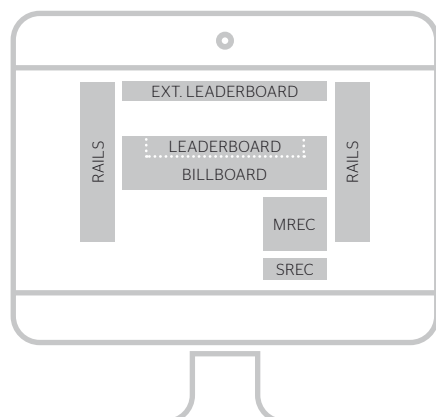
| Section     | Size                  | Weekly | Monthly |
|-------------|-----------------------|--------|---------|
|             | Rails (x2)*           | \$950  | N/A     |
|             | Billboard*            | \$950  | N/A     |
|             | Exclusive positioning |        |         |
|             | Extended Leaderboard  | N/A    | \$1400  |
|             | Leaderboard           | N/A    | \$990   |
|             | MREC                  | N/A    | \$720   |
| Run of site | Background Skin*      | \$1100 | N/A     |
|             | Pop-up                | \$1100 | N/A     |
|             | Video                 | \$1350 | N/A     |
|             | Leaderboard           | N/A    | \$695   |
|             | MREC                  | N/A    | \$495   |

\* 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   | 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.

**Bobby Butler**  
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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.

