

Rate card and material specifications

2018

Magazine Rates

Size	Casual	3*	6*	12x
Full page	\$3450	\$3100	\$2860	\$2580
2/3 page	\$2580	\$2340	\$2130	\$1940
1/2 page	\$2260	\$2050	\$1890	\$1710
1/3 page	\$1500	\$1160	\$1060	\$980
1/4 page	\$1130	\$1020	\$960	\$840
Directory (various sizes)	\$POA			

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

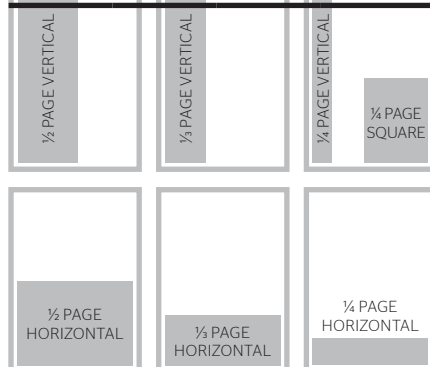
Material Specifications

Size	Width	Height
DPS (trimmed)	420	275
FP (trimmed)	210	275
1/2 page vertical	90	245
1/2 page horizontal	185	121
1/3 page vertical	57	245
1/3 page horizontal	185	80
1/4 page horizontal	185	58
1/4 page square	90	121
1/8 classified	57	121

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

Deadlines

Issue	Booking	Material	Publication
Jan	2 Nov	9 Nov	12 Dec
Feb	24 Nov	1 Dec	10 Jan
Mar	4 Jan	11 Jan	13 Feb
Apr	30 Jan	6 Feb	9 Mar
May	1 Mar	8 Mar	12 Apr
Jun	3 Apr	10 Apr	14 May
Jul	30 Apr	7 May	11 Jun
Aug	5 Jun	12 Jun	14 Jul
Sep	7 Jul	14 Jul	15 Aug
Oct	6 Aug	13 Aug	13 Sep
Nov	5 Sep	12 Sep	15 Oct
Dec	2 Oct	9 Oct	12 Nov
Annual	22 Feb	2 Mar	10 Apr



Website Rates

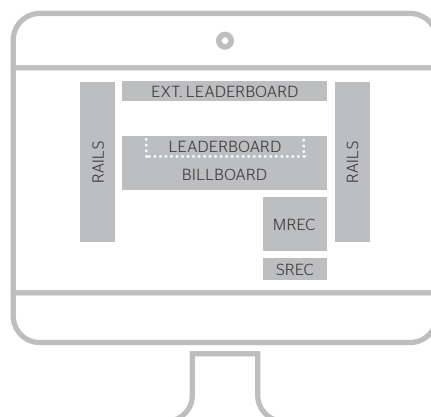
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2000
	Billboard*	\$1200
	Extended Leaderboard	\$950
	Leaderboard	\$800
	MREC	\$990
	SREC	\$400
Run of site	Background Skin*	\$2400
	Pop-up	\$2800
	Video	\$2900
	Leaderboard	\$500
	MREC	\$650
	SREC	\$400

* 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.

Tony Pizzata

National Sales Manager

P: 02 9213 8263 M: 0411 592 389

E: tonypizzata@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.

