

Rate card and material specifications

2017

Magazine Rates

Size	Casual	3*	6*	12*
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

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

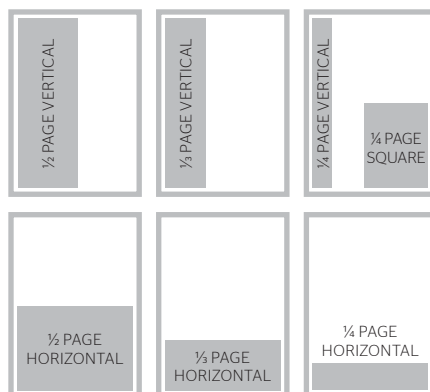
Material Specifications

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	9 Dec
Feb	2 Dec	9 Dec	11 Jan
Mar	4 Jan	11 Jan	10 Feb
Apr	31 Jan	7 Feb	9 Mar
May	2 Mar	9 Mar	11 Apr
Jun	4 Apr	11 Apr	10 May
Jul	1 May	8 May	9 Jun
Aug	6 Jun	13 Jun	14 Jul
Sep	7 Jul	14 Jul	15 Aug
Oct	7 Aug	14 Aug	14 Sep
Nov	6 Sep	13 Sep	13 Oct
Dec	3 Oct	10 Oct	9 Nov



Website Rates

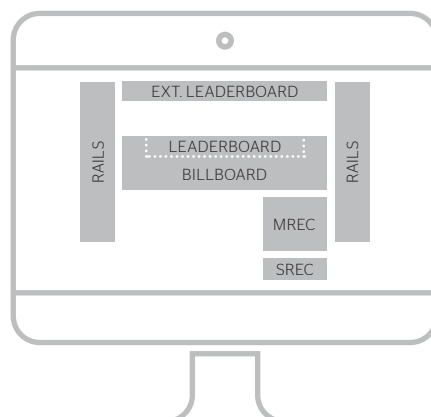
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2000
	Billboard*	\$1200
	Extended Leaderboard	\$950
	Leaderboard	\$800
	MREC	\$990
	SREC	\$400
Run of site	Background Skin*	\$2400
	Pop-up	\$2800
	Video	\$2900
	Leaderboard	\$500
	MREC	\$650
	SREC	\$400

* 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 7 days prior to publishing. eDM broadcast material deadline is 14 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.

Contact your sales manager for customised packages.

