

Magazine Rates

Size	Casual	3x	6x
Full page	\$4470	\$3970	\$3790
½ page	\$3240	\$2950	\$2850
⅓ page	\$2520	\$2180	\$1980
¼ page	\$1310	\$990	\$830
Front cover	\$5350		

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

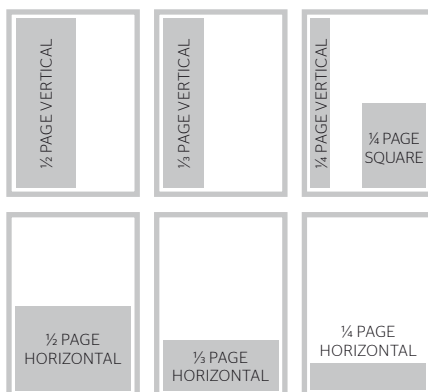
Material Specifications

Size	Width	Height
DPS (trimmed)	420	297
FP (trimmed)	210	297
½ page vertical	87	256
½ page horizontal	185	127
⅓ page vertical	57	257
⅓ page horizontal	185	80
¼ page horizontal	185	60
¼ page square	90	127

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

Deadlines

Issue	Booking	Material	Publication
Jan/Feb	11 Dec 18	20 Dec 18	31 Jan 19
Mar/Apr	08 Feb 19	19 Feb 19	25 Mar 19
May/Jun	09 Apr 19	18 Apr 19	21 May 19
Jul/Aug	07 Jun 19	18 Jun 19	23 Jul 19
Sep/Oct	07 Aug 19	16 Aug 19	24 Sep 19
Nov/Dec	08 Oct 19	17 Oct 19	21 Nov 19



Website Rates

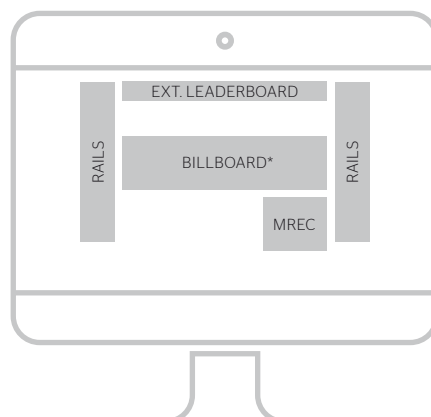
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2000
	Billboard*	\$1800
	Extended Leaderboard	\$1650
	MREC	\$1200
Run of site	Background Skin*	\$2500
	Video	POA
	MREC	\$900

* 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
Billboard*	960	250
Extended Leaderboard	960	90
MREC	300	250
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



eNewsletter Rates

Size	Weekly	Monthly
eDM	\$2800 (per broadcast)	
Banner	\$360	\$1070
MREC	\$240	\$700

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.

