

Rate card and material specifications

2019

Magazine Rates

Size	Casual	3x	6x
DPS	\$4,191	\$3,251	\$2,723
Full page	\$2,464	\$1,914	\$1,601
½ page	\$1,601	\$1,243	\$1,040
¼ page	\$1,359	\$1,051	\$880
¼ page	\$1,084	\$842	\$704

RATES EXCLUDE 10% GST
PREFERRED POSITION LOADING: OBC +30%, IFC +20%
ERPH +15%

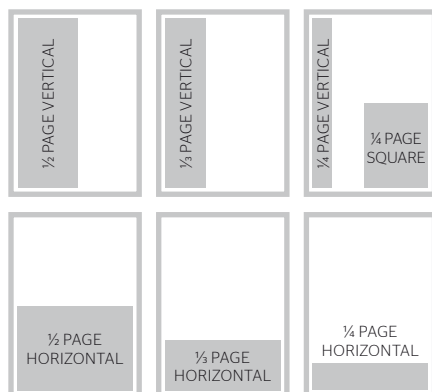
Material Specifications

Size	Width	Height
DPS (trimmed)	440	297
FP (trimmed)	220	297
½ page vertical	94	272
½ page horizontal	193	133
¼ page vertical	61	272
¼ page horizontal	193	87
¼ page horizontal	193	64
¼ page square	94	133

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

Deadlines

Issue	Booking	Material	Publication
Jan/Feb	09 Nov 18	20 Nov 18	18 Dec 18
Mar/Apr	21 Jan 19	30 Jan 19	26 Feb 19
May/June	15 Mar 19	26 Mar 19	25 Apr 19
Jul/Aug	17 May 19	28 May 19	25 Jun 19
Sep/Oct	19 Jul 19	30 Jul 19	27 Aug 19
Nov/Dec	20 Sep 19	01 Oct 19	29 Oct 19



Website Rates

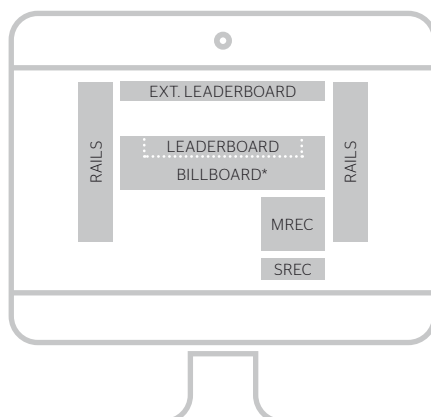
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2500
	Billboard*	\$1500
	Extended Leaderboard	\$1100
	Leaderboard	\$1000
	MREC	\$1237
Run of site	Background Skin*	\$3750
	Video	\$2900
	Leaderboard	\$1000
	MREC	\$810

* 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
Leaderboard	728	90
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



eNewsletter Rates

Size	Monthly
eDM	\$2450 (per broadcast)
Banner	\$875
Medium Banner	\$625
MREC	\$750

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.

