

# Rate card and material specifications

**2018**

## Magazine Rates

Size	Casual	3*	6*	12*
DPS	\$4000	\$3750	\$3500	\$3250
Full page	\$2550	\$2400	\$2250	\$2150
½ page	\$1650	\$1450	\$1250	\$1190
¼ page	\$1000	\$900	\$850	\$800
¼ page (classified)	\$445 (casual)			\$395 (12*)
½ page (classified)	\$285 (casual)			\$195 (12*)

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

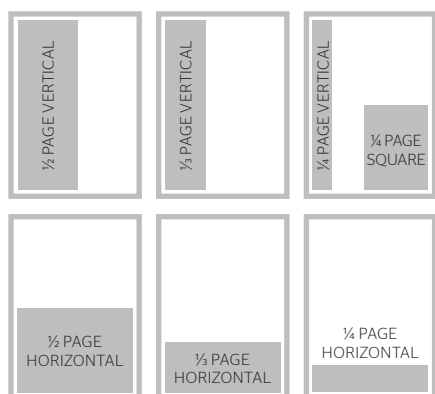
## Material Specifications

Size	Width	Height
DPS (trimmed)	440	275
FP (trimmed)	220	275
½ page vertical	95	245
½ page horizontal	195	121
¼ page horizontal	195	58
¼ page square	94	121
¼ page (classified)	90	115
½ page (classified)	90	50

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

## Deadlines

Issue	Booking	Material	Publication
Jan	8 Nov	15 Nov	18 Dec
Feb	4 Dec	11 Dec	23 Jan
Mar	9 Jan	16 Jan	19 Feb
Apr	7 Feb	14 Feb	20 Mar
May	8 Mar	15 Mar	20 Apr
Jun	5 Apr	12 Apr	18 May
Jul	4 May	11 May	14 Jun
Aug	4 Jun	12 Jun	13 Jul
Sep	4 Jul	11 Jul	14 Aug
Oct	6 Aug	13 Aug	14 Sep
Nov	5 Sep	12 Sep	17 Oct
Dec	4 Oct	11 Oct	15 Nov



## Website Rates

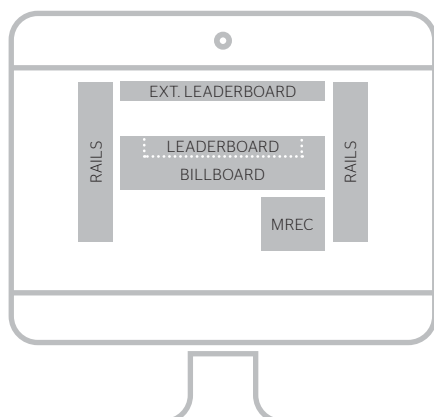
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
Run of site	Background Skin*	\$1100	N/A
	Pop-up	\$990	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$850
	MREC	N/A	\$750

\* 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
Medium Banner	\$1000
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
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.

