

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

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

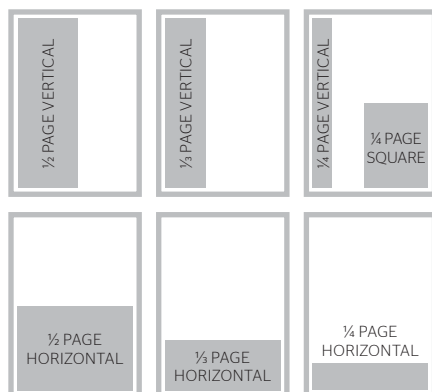
Material Specifications

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 square	95	135

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	11 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

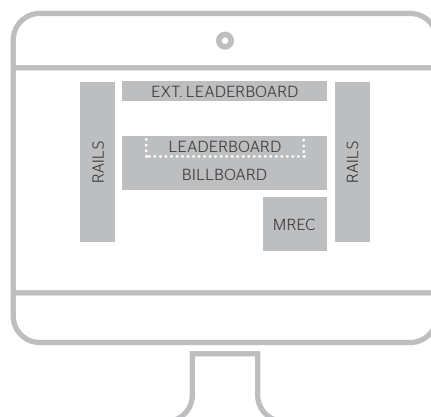
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
Run of site	MREC	N/A	\$720
	Background Skin*	\$1100	N/A
	Pop-up	\$990	N/A
	Video	\$1350	N/A
Run of site	Leaderboard	N/A	\$850
	MREC	N/A	\$750

* 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.

Todd Anderson

National Sales Manager

P: 0409 630 733

E: todd@motormedia.com.au

Mike Ford

Publisher

P: 02 9213 8262

E: mikeford@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.

