

### Magazine Rates

Colour	Casual	3x	4x
Full page	\$2440	\$2180	\$2050
½ page	\$1620	\$1460	\$1370
⅓ page	\$980	\$890	\$830
¼ page	\$880	\$770	\$700

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

Black & white	Casual	3x	4x
Full page	\$1810	\$1620	\$1510
¾ page	\$1380	\$1220	\$1140
½ page	\$1020	\$920	\$840
⅓ page	\$710	\$660	\$610
¼ page	\$570	\$490	\$460

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

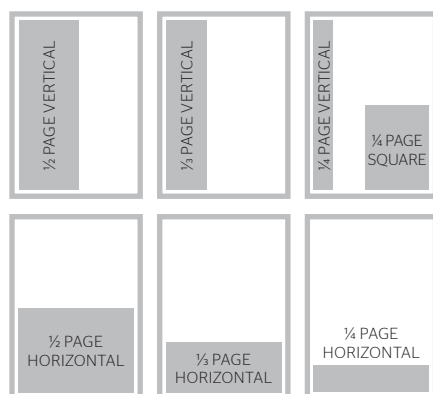
### Material Specifications

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	256
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
Feb/Apr	5 Dec	12 Dec	29 Jan
May/Jul	13 Mar	20 Mar	25 Apr
Aug/Oct	13 Jun	20 Jun	25 Jul
Nov/Jan	12 Sep	19 Sep	25 Oct



### Website Rates

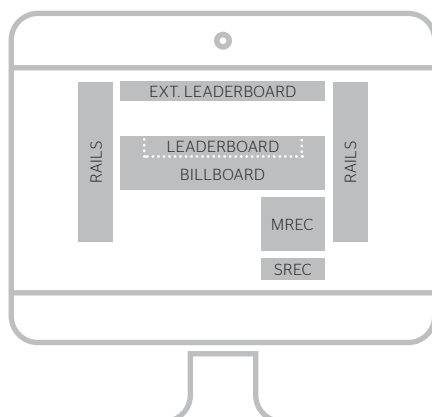
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$1800
	Billboard*	\$1200
	Extended Leaderboard	\$1100
	Leaderboard	\$900
	MREC	\$700
	SREC	\$250
Run of site	Background Skin*	\$2490
	Pop-up	\$1990
	Video	\$1590
	Leaderboard	\$600
	MREC	\$400
	SREC	\$250

\* 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	\$2490 (per broadcast)
Banner	\$900
Medium Banner	\$800
MREC	\$580

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.

