

Rate card and material specifications

2019

Magazine Rates

Size	Casual	3x	6x
DPS	\$3950	\$3540	\$2980
Full page	\$2470	\$2210	\$1870
½ page	\$1870	\$1690	\$1410
¼ page	\$1370	\$1230	\$1040
⅓ page	\$1000	\$930	\$760
¼ page	\$710	\$680	\$580

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
⅓ page vertical	62	245
⅓ page horizontal	195	80
¼ page horizontal	195	58
¼ page square	94	121

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

Deadlines

Issue	Booking	Material	Publication
Jan/Feb	05 Nov 18	14 Nov 18	18 Dec 18
Mar/Apr	09 Jan 19	18 Jan 19	19 Feb 19
May/June	05 Mar 19	14 Mar 19	16 Apr 19
Jul/Aug	03 May 19	14 May 19	18 Jun 19
Sep/Oct	09 Jul 19	18 Jul 19	21 Aug 19
Nov/Dec	05 Sep 19	16 Sep 19	22 Oct 19

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
	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
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.

