

# Rate card and material specifications

2019

## Magazine Rates

Size	Casual	3*	6*	10*
Full page	\$5770	\$5010	\$4830	\$4640
½ page	\$3610	\$3190	\$3090	\$2980
⅓ page	\$3120	\$2690	\$2600	\$2500
¼ page	\$2300	\$2060	\$1990	\$1950

False front cover & inside front cover \$9,500

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

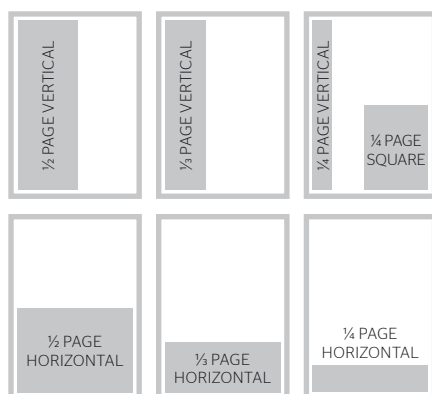
## Material Specifications

Size	Width	Height
DPS (trimmed)	440	297
FP (trimmed)	220	297
½ page vertical	95	267
½ page horizontal	190	130
⅓ page vertical	60	267
⅓ page horizontal	190	83
¼ page horizontal	190	65
¼ page square	95	130
⅓ page (directory)	47	247

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

## Deadlines

Issue	Booking	Material	Publication
Jan/Feb	11 Jan 19	22 Jan 19	21 Feb 19
Mar	05 Feb 19	14 Feb 19	19 Mar 19
Apr	06 Mar 19	15 Mar 19	17 Apr 19
May	09 Apr 19	18 Apr 19	23 May 19
Jun	07 May 19	16 May 19	18 Jun 19
Jul	11 Jun 19	20 Jun 19	23 Jul 19
Aug	04 Jul 19	15 Jul 19	15 Aug 19
Sep	05 Aug 19	14 Aug 19	16 Sep 19
Oct	04 Sep 19	13 Sep 19	18 Oct 19
Nov/Dec	18 Oct 19	29 Oct 19	29 Nov 19



## Website Rates

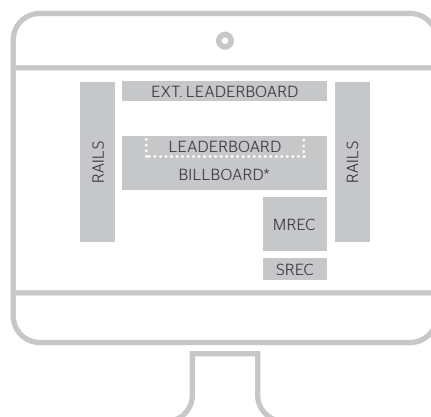
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$3500
	Billboard*	\$3000
	Extended Leaderboard	\$2500
	Leaderboard	\$2000
	MREC	\$2000
	SREC	\$600
Run of site	Background Skin*	\$4500
	Video	POA
	Leaderboard	\$1470
	MREC	\$950
	SREC	\$420

\* 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	Weekly	Monthly
eDM	\$2950 (per broadcast)	
Banner		\$1850
Medium Banner	\$300	\$1350
MREC	\$600	\$2000

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.

**Rhonnie Merry**  
**National Sales Manager**

P: 0417 617 077  
E: rhonniemerry@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.

