

Rate card and material specifications

2019

Magazine Rates

Size	Casual	4x
3 pages/issue	\$4290	\$3325
DPS	\$3240	\$2510
Full page	\$1905	\$1480
½ page	\$1235	\$960
⅓ page	\$1050	\$810
¼ page	\$840	\$650
⅙ page (directory)	\$470	\$385

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	94	272
½ page horizontal	193	133
⅓ page vertical	61	272
⅓ page horizontal	193	87
¼ page horizontal	193	64
¼ page square	94	133
⅙ page (directory)	94	272

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

Deadlines

Issue	Booking	Material	Publication
Feb/Apr	30 Nov 18	11 Dec 18	11 Jan 19
May/Jul	8 Mar 19	19 Mar 19	16 Apr 19
Aug/Oct	7 Jun 19	18 Jun 19	15 Jul 19
Nov/Jan	6 Sep 19	17 Sep 19	14 Oct 19

Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2000
	Billboard*	\$950
	Extended Leaderboard	\$950
	Leaderboard	\$600
	MREC	\$750
	SREC	\$300
Run of site	Background Skin*	POA
	Video	\$2900
	Leaderboard	\$400
	MREC	\$500
	SREC	\$300

* 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	\$1500 (per broadcast)
Banner	\$700
Medium Banner	\$500
MREC	\$600

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.

