

Rate card and material specifications

2019

Magazine Rates

| Size | Casual | 3* | 6* | 12x |
|----------------------|--------|--------|--------|--------|
| Full page | \$4810 | \$4520 | \$4150 | \$3780 |
| ½ page | \$3680 | \$3200 | \$2790 | \$2550 |
| ¼ page | \$2500 | \$2200 | \$2000 | \$1800 |
| Front cover | \$5800 | | | |
| ¼ page (classifieds) | \$495 | | | |
| ½ page (classifieds) | \$300 | | | |

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

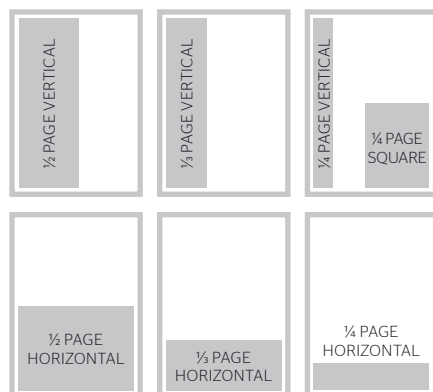
Material Specifications

| Size | Width | Height |
|-------------------|-------|--------|
| DPS (trimmed) | 440 | 297 |
| FP (trimmed) | 220 | 297 |
| ½ page vertical | 97 | 267 |
| ½ page horizontal | 200 | 130 |
| ¼ page square | 97 | 130 |
| ¼ page horizontal | 200 | 66 |
| ½ page horizontal | 200 | 33 |

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

Deadlines

| Issue | Booking | Material | Publication |
|---------|-----------|-----------|-------------|
| Jan/Feb | 7 Jan 19 | 16 Jan 19 | 7 Feb 19 |
| Mar | 4 Feb 19 | 13 Feb 19 | 6 Mar 19 |
| Apr | 4 Mar 19 | 13 Mar 19 | 3 Apr 19 |
| May | 8 Apr 19 | 17 Apr 19 | 10 May 19 |
| Jun | 6 May 19 | 15 May 19 | 5 Jun 19 |
| Jul | 11 Jun 19 | 20 Jun 19 | 10 Jul 19 |
| Aug | 8 Jul 19 | 17 Jul 19 | 7 Aug 19 |
| Sep | 5 Aug 19 | 14 Aug 19 | 4 Sep 19 |
| Oct | 9 Sep 19 | 18 Sep 19 | 9 Oct 19 |
| Nov | 7 Oct 19 | 16 Oct 19 | 6 Nov 19 |
| Dec | 11 Nov 19 | 20 Nov 19 | 11 Dec 19 |



Website Rates

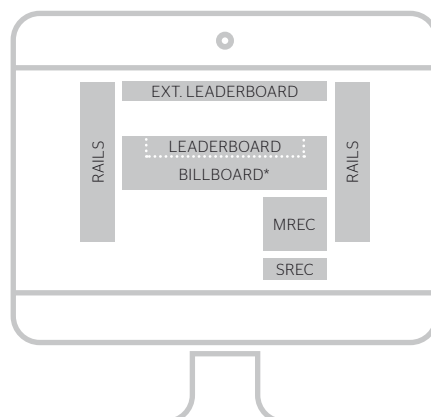
| Section | Size | Monthly |
|-----------------------|----------------------|---------|
| Exclusive positioning | Rails (x2)* | \$4100 |
| | Billboard* | \$3500 |
| | Extended Leaderboard | \$3500 |
| | Leaderboard | \$3060 |
| | MREC | \$1800 |
| | SREC | \$670 |
| Run of site | Background Skin* | \$5800 |
| | Video | POA |
| | Leaderboard | \$2100 |
| | MREC | \$1100 |
| | SREC | \$580 |

* 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 | \$3900 (per broadcast) |
| Banner | \$3000 |
| Medium Banner | \$1860 |
| MREC | \$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.

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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.

