

Magazine Rates

Size	Casual	3x	5x	8x
Double page spread	\$7350	\$6680	\$6020	\$5720
Double ½ page spread	\$4580	\$4160	\$3750	\$3570
Full page	\$4050	\$3680	\$3320	\$3160
½ page	\$2290	\$2080	\$1880	\$1790
⅓ page	\$1790	\$1620	\$1460	\$1390
OBC (cover 4)	\$4940	\$4490	\$4050	\$3850
IFC (cover 2)	\$4770	\$4330	\$3900	\$3710
IBC (cover 3)	\$4560	\$4140	\$3730	\$3550

CURRENCY: AUSTRALIAN \$ RATES ARE GROSS (EXCLUDING GST) *RATES DO NOT INCLUDE GST. AUSTRALIAN COMPANIES ADD 10%. 10% AGENCY COMMISSION ALLOWED. ADVERTISERS MAY BE BILLED IN US DOLLARS. PLEASE ENQUIRE FOR US DOLLAR RATES BASED ON THE CURRENT EXCHANGE RATE.

Deadlines

Issue	Booking	Material	Publication
Feb	12-Jan	19-Jan	11-Feb
March/April	9-Feb	16-Feb	11-Mar
May	9-Mar	16-Mar	7-Apr
June	18-May	25-May	16-Jun
July/August	15-Jun	22-Jun	15-Jul
September	18-Aug	25-Aug	19-Sep
October	21-Sep	28-Sep	21-Oct
November	19-Oct	26-Oct	18-Nov
Dec/Jan	23-Nov	30-Nov	4-Jan

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

Website Rates

Size	Weekly	Monthly
Rails (x2)*	\$1890	\$5670
Billboard*	\$1620	\$4860
Extended Leaderboard	\$1050	\$3150
MREC	\$800	\$2400
LREC	\$1050	\$3150
TEADS Video	\$2300	\$6900

* DOES NOT DISPLAY ON MOBILE SITE. RATES EXCLUDE 10% GST.

eNewsletter Rates

Size	Weekly	Monthly
MREC	\$580	\$1750
Banner	\$950	\$2850

RATES EXCLUDE 10% GST.

Podcast

Packages	Monthly
Paid Podcast	\$6500
Sponsorship of ADM Podcasts	\$2500

RATES EXCLUDE 10% GST.

Solus EDM

Package	Per EDM
Solus EDM	\$7500

RATES EXCLUDE 10% GST.

Sponsored Content

Packages	Per Edition
Single Article	\$4950

RATES EXCLUDE 10% GST.

Highlights Video Sponsorship

Package	Weekly	Monthly
Sponsorship	\$380	\$1150

RATES EXCLUDE 10% GST.

Contact

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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.

Magazine Specifications

Size	Width	Height
Double page spread (trimmed)	420	297
Full page (trimmed)	210	297
Double ½ page spread (trimmed)	420	145
½ page vertical	120	275
½ page horizontal	185	135
⅓ page vertical	57	275
⅓ page horizontal	185	75

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

Website Specifications

Size	Width	Height
Rails (x2)	160	750
Billboard	960	250
Extended Leaderboard	960	90
MREC	300	250
LREC	300	600
TEADS Video	1920 (max) / 640 (min)	1080 (max) / 360 (min)

ALL SPECS ARE IN PIXELS

eNewsletter Specifications

Size	Width	Height
MREC	300	250
Banner	600	90

ALL SPECS ARE IN PIXELS.

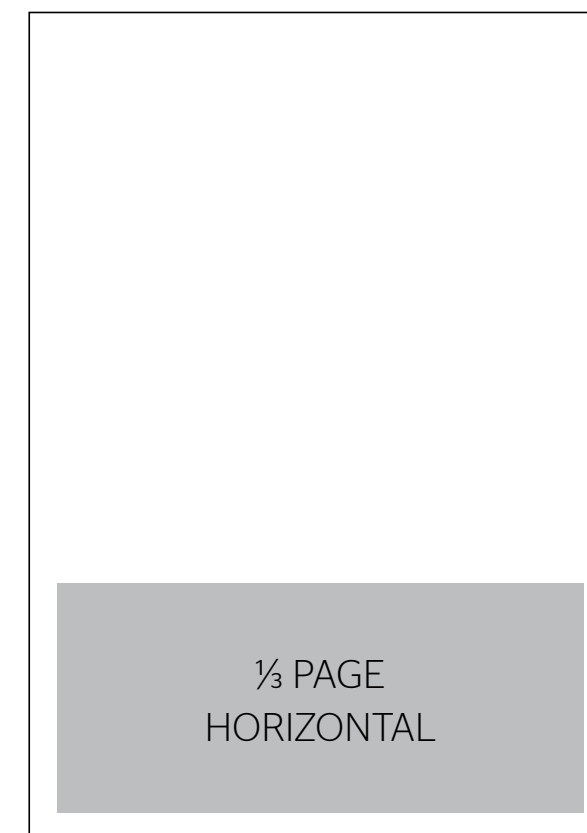
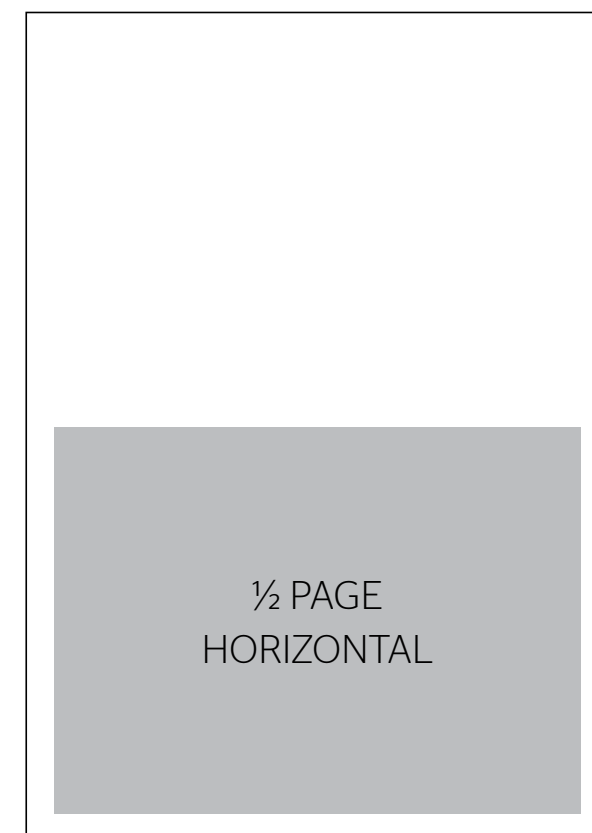
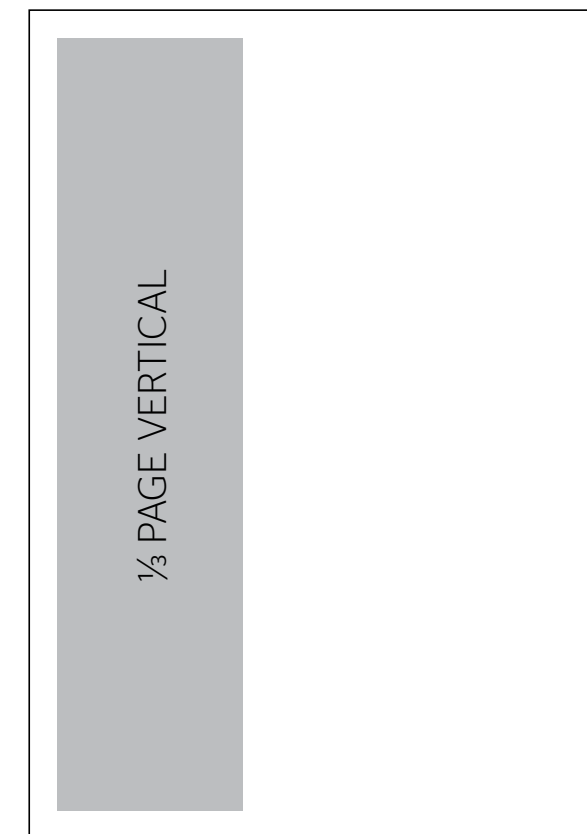
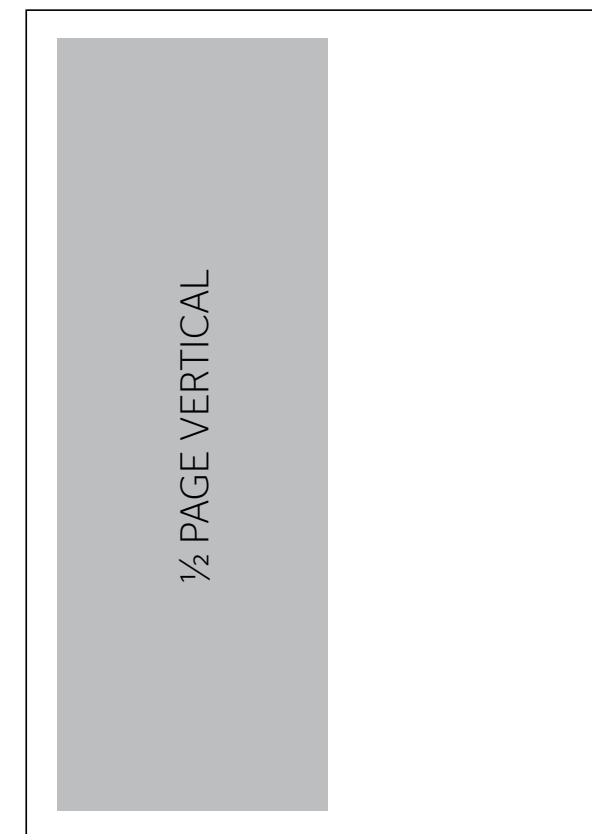
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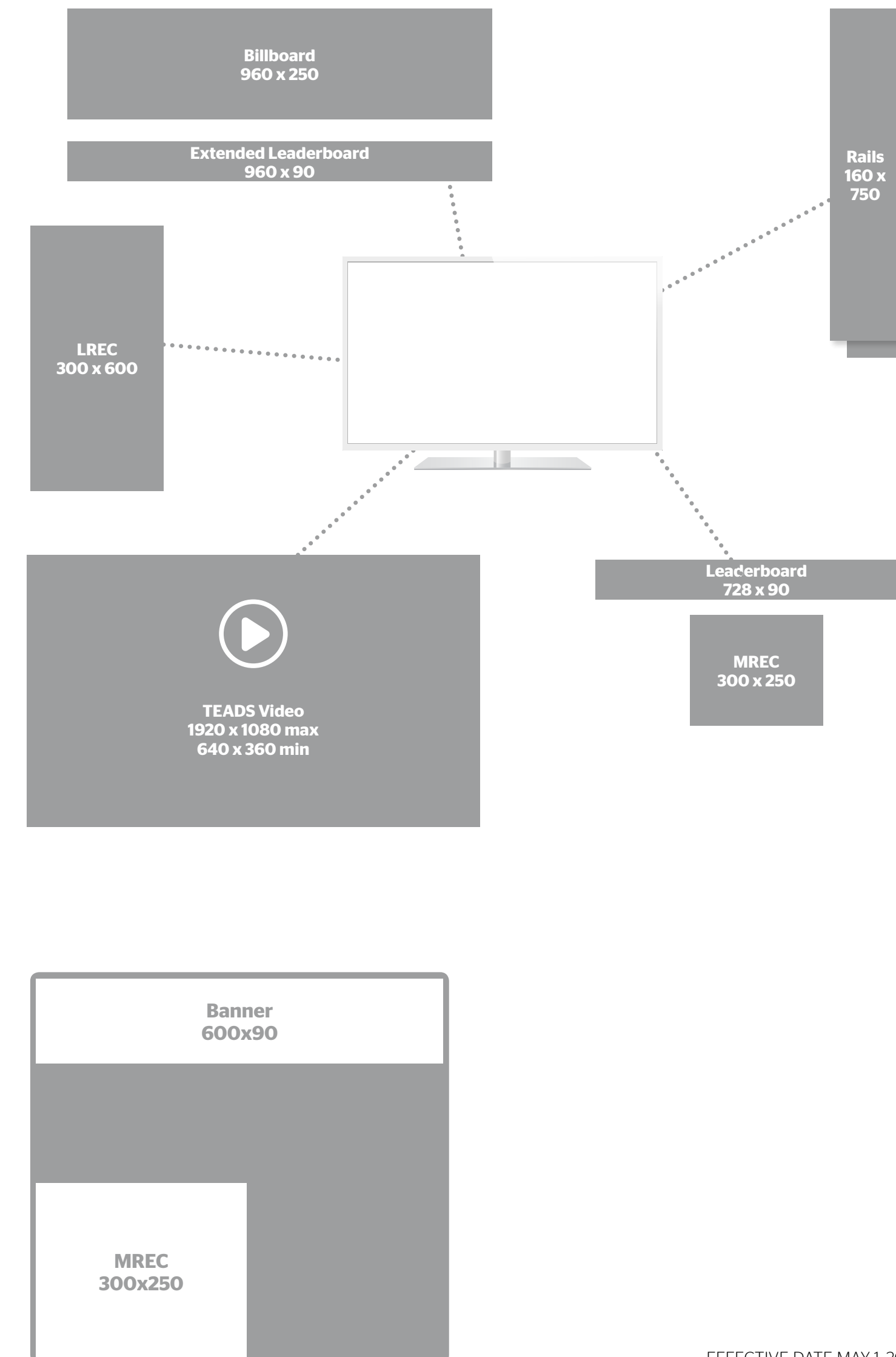
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EFFECTIVE DATE MAY 1, 2021