

# Rate card and material specifications

## Magazine Rates

Size	Casual	3x	6x	12x
DPS	\$6150	\$5920	\$5650	\$5430
Full page	\$3320	\$3190	\$3070	\$2920
½ page	\$2250	\$2170	\$2100	\$2000
⅓ page	\$1780	\$1700	\$1630	\$1550
¼ page	\$1340	\$1270	\$1190	\$1150
⅓ page (Marketplace)		\$500	\$450	\$400
⅙ page (Marketplace)		\$250	\$230	\$200

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	269
½ page horizontal	194	132
⅓ page vertical	62	269
⅓ page horizontal	194	86
¼ page horizontal	194	66
¼ page square	94	132
⅓ page (Marketplace)	62	245
⅙ page (Marketplace)	62	120

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

## Deadlines

Issue	Booking	Material	Publication
Jan	11 Nov 2020	18 Nov 2020	20 Dec 2020
Feb	2 Dec 2020	9 Dec 2020	31 Jan 2021
Mar	14 Jan 2021	21 Jan 2021	27 Feb 2021
Apr	9 Feb 2021	16 Feb 2021	22 Mar 2021
May	12 Mar 2021	19 Mar 2021	26 Apr 2021
Jun	13 Apr 2021	20 Apr 2021	23 May 2021
Jul	19 May 2021	26 May 2021	28 Jun 2021
Aug	15 Jun 2021	22 Jun 2021	26 Jul 2021
Sep	13 Jul 2021	20 Jul 2021	23 Aug 2021
Oct	12 Aug 2021	19 Aug 2021	23 Sep 2021
Nov	13 Sep 2021	20 Sep 2021	25 Oct 2021
Dec	13 Oct 2021	20 Oct 2021	26 Nov 2021

## Website Rates

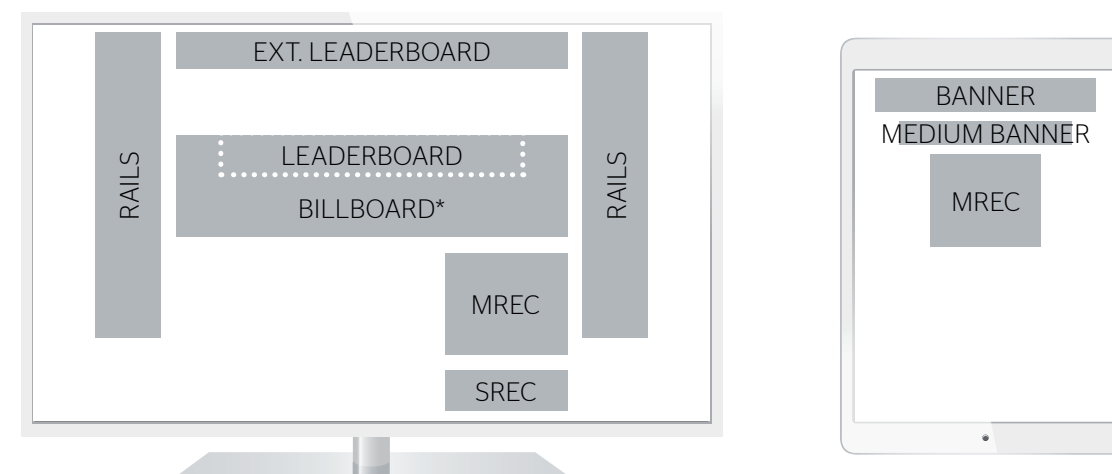
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$1595
	Billboard*	\$1595
	Extended Leaderboard	\$2240
	Leaderboard	\$2000
	MREC	\$1800
Run of site	Background Skin*	\$1950
	Video	\$800 weekly
	Leaderboard	\$1280
	MREC	\$1080

\*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
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



## Social Media Rates

Media	Casual
Facebook post	\$1500
Instagram post	\$950

## eNewsletter Rates

Size	Monthly
eDM	\$2970 (per broadcast)
Banner	\$1200
MREC	\$1000

RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

## Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
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.

### Jodie Reid, National Advertising Manager

P: 02 9213 8261 jodiereid@yaffa.com.au

### James Ostinga, Publisher

P: 02 9213 8248 jamesostinga@yaffa.com.au

### Mike O'Connor, Editor

P: 02 9213 8283 mikeoconnor@yaffa.com.au

### John Viskovich, Advertising Production

P: 02 9213 8215 johnviskovich@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.