

Rate card and material specifications

Magazine Rates

Size	Casual	3x	7x
DPS	\$6150	\$5920	\$4850
Full page	\$3320	\$3190	\$2620
½ page	\$2250	\$2170	\$1800
⅓ page	\$1780	\$1700	\$1350
¼ page	\$1340	\$1270	\$1000
⅓ page (Marketplace)		\$500	\$400
⅙ page (Marketplace)		\$250	\$200

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

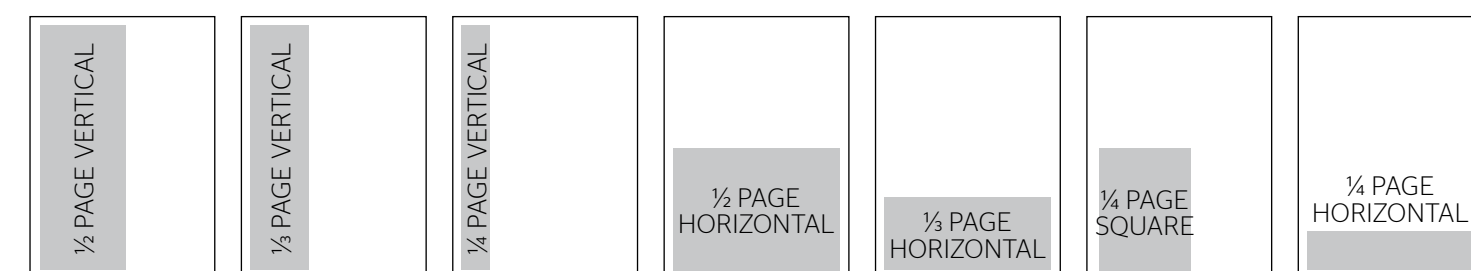
Material Specifications

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
Feb/Mar	06-Dec-22	13-Dec-22	28-Jan-23
Apr/May	07-Feb-23	14-Feb-23	20-Mar-23
Jun/Jul	11-Apr-23	18-Apr-23	25-May-23
Aug/Sep	13-Jun-23	20-Jun-23	26-Jul-23
Oct/Nov	11-Aug-23	18-Aug-23	24-Sep-23
Dec/Jan	11-Oct-23	18-Oct-23	24-Nov-23
POTY	10-Nov-23	17-Nov-23	23-Dec-23



Website Rates

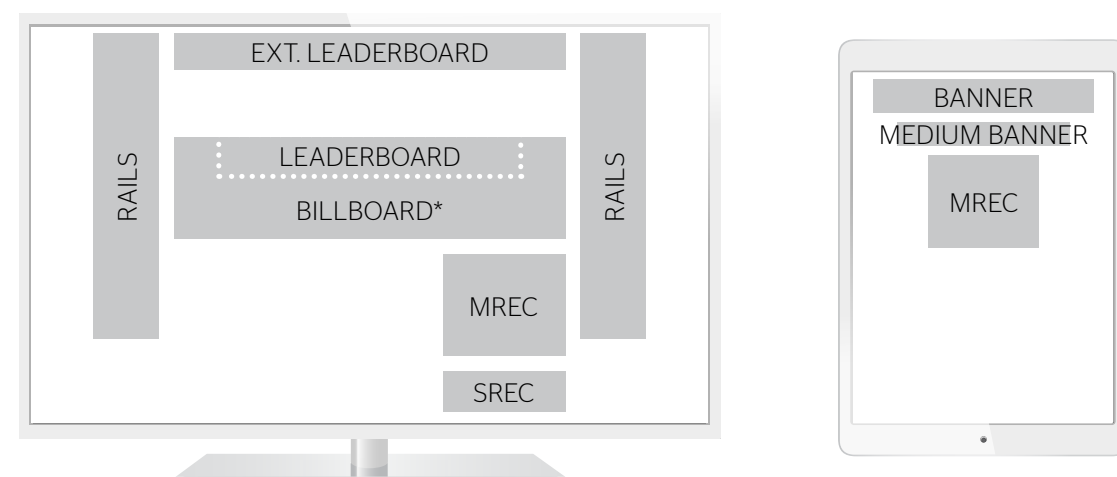
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	n/a	\$1595
	Extended Leaderboard	n/a	\$2240
	Leaderboard	n/a	\$2000
	MREC	n/a	\$1800
Run of site	Background Skin*	\$1350	n/a
	Billboard	\$800	n/a
	Video	\$800	n/a
	Leaderboard	n/a	\$1280
	MREC	n/a	\$1080

*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.

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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.