

# Rate card and material specifications



## Magazine Rates

Size	Casual	4x
DPS	\$5020	\$4420
Full page	\$2710	\$2390
½ page	\$1840	\$1630
⅓ page	\$1440	\$1280
¼ page	\$1080	\$960
¼ page (Index)	\$600	\$350

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

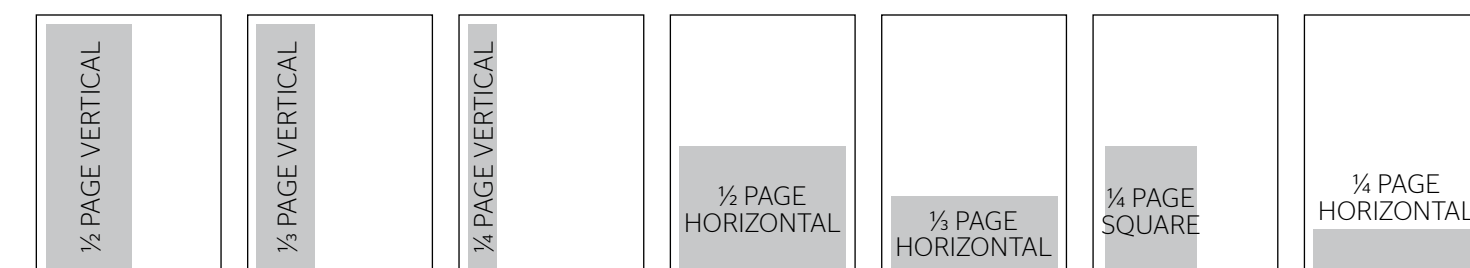
## Material Specifications

Size	Width	Height
DPS (trimmed)	480	300
FP (trimmed)	240	300
½ page vertical	106	272
½ page horizontal	213	134
⅓ page vertical	67	272
⅓ page horizontal	213	90
¼ page horizontal	213	67
¼ page square	106	134
¼ page (Pro Services Index)	104	126

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

## Deadlines

Issue	Booking	Material	Publication
Feb/Mar/Apr	10 Jan 23	17 Jan 23	23 Feb 23
May/Jun/Jul	04 Apr 23	11 Apr 23	20 May 23
Aug/Sept/Oct	10 Aug 23	17 Aug 23	23 Sep 23
Nov/Dec/Jan	04 Oct 23	11 Oct 23	19 Nov 23



## Website Rates

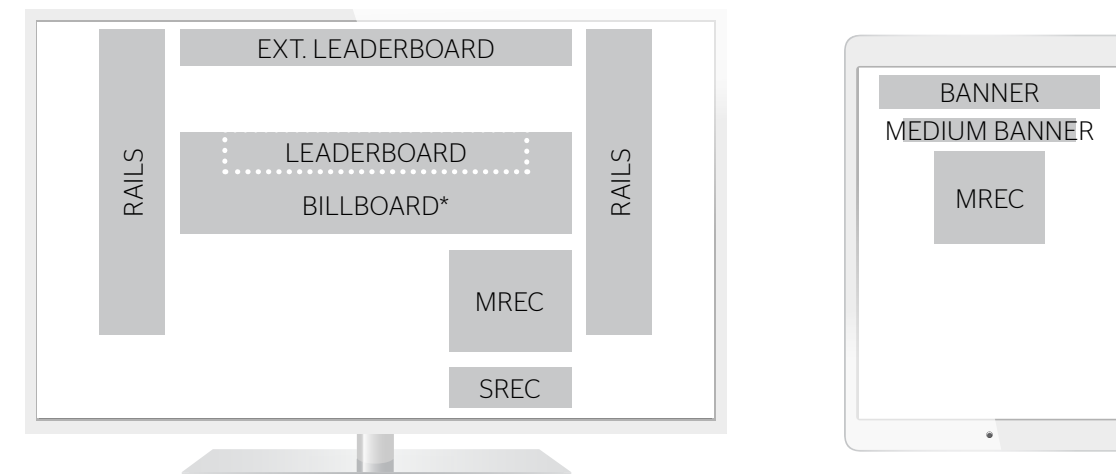
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$1350
	Billboard*	\$1350
	Extended Leaderboard	\$1790
	Leaderboard	\$1500
	MREC	\$1390
Run of site	Background Skin*	\$1750
	Video	\$800 weekly
	Leaderboard	\$1020
	MREC	\$980

\*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	\$950
Instagram post	\$400

## eNewsletter Rates

Size	Monthly
eDM	\$2250 (per broadcast)
Banner	\$790
MREC	\$700

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

### Marc Gafen, Editor

M: 0412 164 732 marcgafen@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.