

Rate card and material specifications



Magazine Rates

Size	Casual	3x	6x
DPS	\$5080	\$4690	\$4280
Full page	\$2830	\$2570	\$2390
½ page	\$1550	\$1430	\$1320
⅓ page	\$1080	\$1000	\$920
¼ page	\$860	\$780	\$580

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

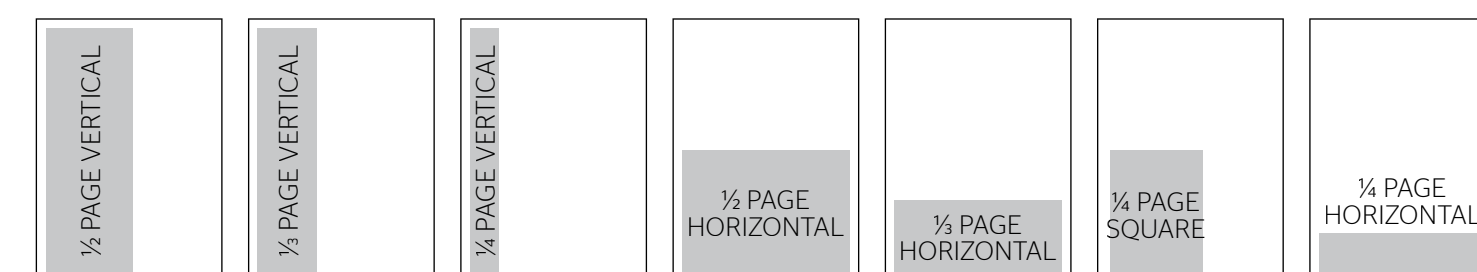
Material Specifications

Size	Width	Height
DPS (trimmed)	440	297
FP (trimmed)	220	297
½ page vertical	94	272
½ page horizontal	193	133
⅓ page vertical	61	272
⅓ page horizontal	193	87
¼ page horizontal	193	64
¼ page square	94	133
⅙ page (directory)	60	124

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

Deadlines

Issue	Booking	Material	Publication
Feb/Mar	1 December 2022	8 December 2022	28 January 2023
Apr/May	7 February 2023	14 February 2023	23 March 2023
Jun/Jul	11 April 2023	18 April 2023	22 May 2023
Aug/Sep	7 June 2023	14 June 2023	17 July 2023
Oct/Nov	7 August 2023	14 August 2023	21 September 2023
Annual	8 September 2023	15 September 2023	22 October 2023
Dec/Jan	6 October 2023	13 October 2023	20 November 2023



Website Rates

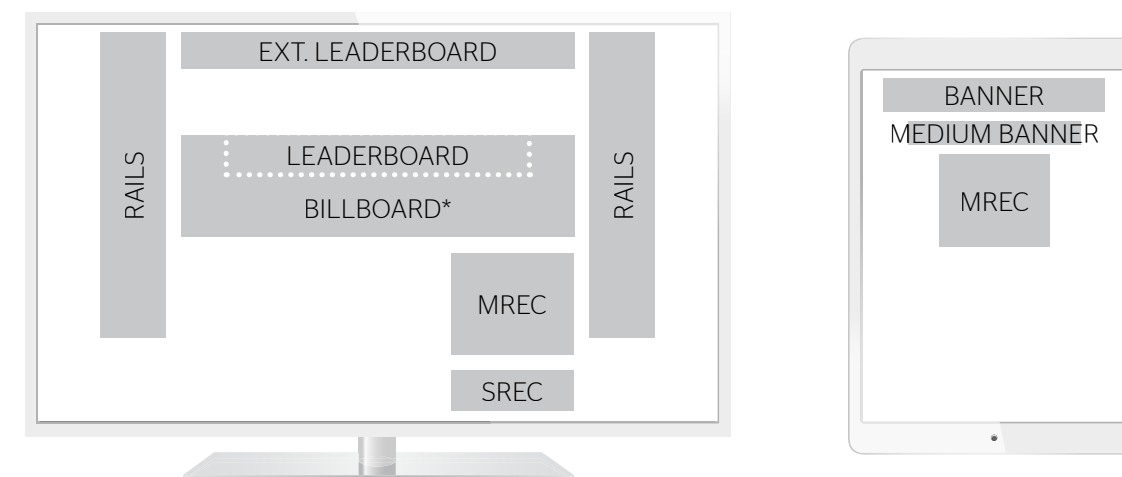
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$950	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
Run of site	Background Skin*	N/A	\$1100
	Video	N/A	\$1350
	Leaderboard	N/A	\$695
	MREC	N/A	\$500

*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



eNewsletter Rates

Size	Weekly
eDM	\$1495 (per broadcast)
Banner	\$1200
MREC	\$785

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.