

# Rate card and material specifications

**2019**

## Magazine Rates

Size	Casual	3x	6x
DPS	\$4,191	\$3,251	\$2,723
Full page	\$2,464	\$1,914	\$1,601
½ page	\$1,601	\$1,243	\$1,040
¼ page	\$1,359	\$1,051	\$880
¼ page	\$1,084	\$842	\$704

RATES EXCLUDE 10% GST  
PREFERRED POSITION LOADING: OBC +30%, IFC +20%  
ERPH +15%

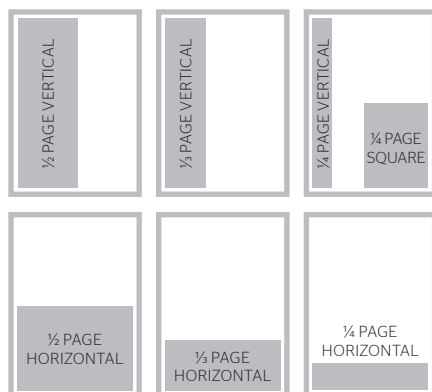
## Material Specifications

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

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

## Deadlines

Issue	Booking	Material	Publication
Jan/Feb	09 Nov 18	20 Nov 18	18 Dec 18
Mar/Apr	21 Jan 19	30 Jan 19	26 Feb 19
May/Jun	15 Mar 19	26 Mar 19	25 Apr 19
Jul/Aug	17 May 19	28 May 19	25 Jun 19
Sep/Oct	19 Jul 19	30 Jul 19	27 Aug 19
Nov/Dec	20 Sep 19	01 Oct 19	29 Oct 19



## Website Rates

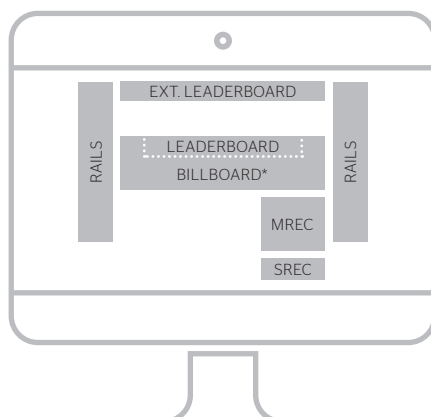
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2500
	Billboard*	\$1500
	Extended Leaderboard	\$1100
	Leaderboard	\$1000
	MREC	\$1237
Run of site	Background Skin*	\$3750
	Video	\$2900
	Leaderboard	\$1000
	MREC	\$810

\* 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
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



## eNewsletter Rates

Size	Monthly
eDM	\$2450 (per broadcast)
Banner	\$875
Medium Banner	\$625
MREC	\$750

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

## Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
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.

