

# Rate card and material specifications

**2019**

## Magazine Rates

Size	Casual	3*	6*	12*
DPS	\$4000	\$3750	\$3500	\$3250
Full page	\$2550	\$2400	\$2250	\$2150
½ page	\$1650	\$1450	\$1250	\$1190
¼ page	\$1000	\$900	\$850	\$800
¼ page (classified)	\$445 (casual)			\$395 (12*)
½ page (classified)	\$285 (casual)			\$195 (12*)

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

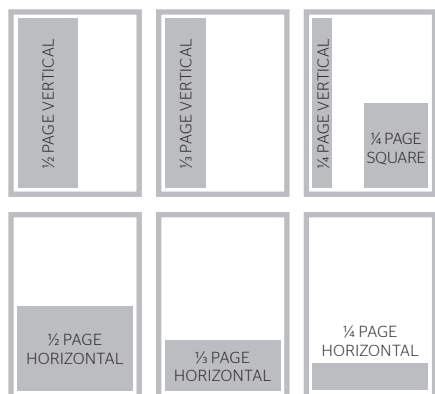
## Material Specifications

Size	Width	Height
DPS (trimmed)	440	275
FP (trimmed)	220	275
½ page vertical	95	245
½ page horizontal	195	121
¼ page horizontal	195	58
¼ page square	94	121
¼ page (classified)	90	115
½ page (classified)	90	50

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

## Deadlines

Issue	Booking	Material	Publication
Jan	07 Nov 18	16 Nov 18	19 Dec 18
Feb	03 Dec 18	12 Dec 18	28 Jan 19
Mar	09 Jan 18	18 Jan 18	20 Feb 18
Apr	06 Feb 19	15 Feb 19	21 Mar 19
May	07 Mar 19	18 Mar 19	23 Apr 19
Jun	04 Apr 19	15 Apr 19	21 May 19
Jul	10 May 19	21 May 19	24 Jun 19
Aug	10 Jun 19	19 Jun 19	23 Jul 19
Sep	10 Jul 19	19 Jul 19	22 Aug 19
Oct	12 Aug 19	21 Aug 19	24 Sep 19
Nov	04 Sep 19	13 Sep 19	18 Oct 19
Dec	10 Oct 19	21 Oct 19	25 Nov 19



## Website Rates

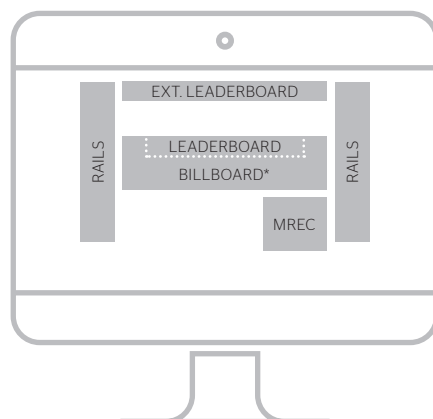
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
Run of site	MREC	N/A	\$720
	Background Skin*	\$1100	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$850
	MREC	N/A	\$750

\* 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	Monthly
eDM	\$1495 (per broadcast)
Banner	\$1200
Medium Banner	\$1000
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
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.

