

Rate card and material specifications

Magazine Rates

Size	Casual	3x	6x	12x
Full page	\$4810	\$4520	\$4150	\$3780
½ page	\$3680	\$3200	\$2790	\$2550
¼ page	\$2500	\$2200	\$2000	\$1800
Front cover	\$5800			
¼ page (classifieds)	\$495			
⅛ page (classifieds)	\$300			
Double Page Spread	\$8500			

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

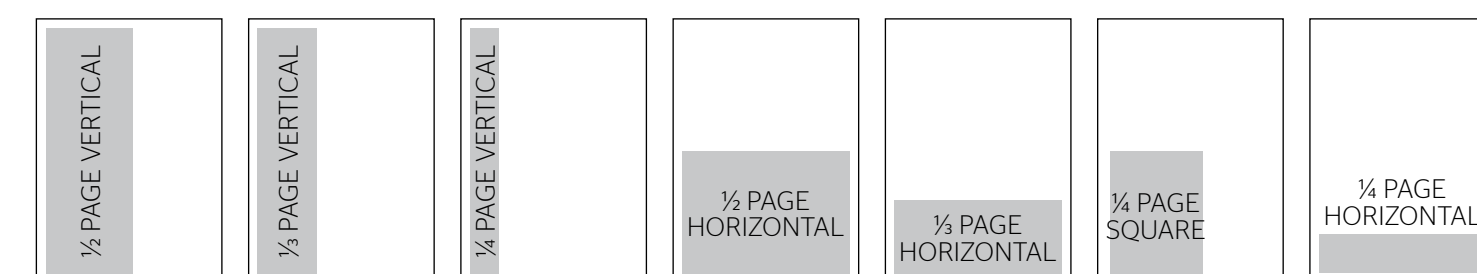
Material Specifications

Size	Width	Height
FP (trimmed)	220	297
½ page vertical	97	267
½ page horizontal	200	130
¼ page square	97	130
¼ page horizontal	200	66
⅛ page horizontal	200	33

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

Deadlines

Issue	Booking	Material	Publication
Jan/Feb	4 January 2023	11 January 2023	6 February 2023
Mar/Apr	15 February 2023	22 February 2023	24 March 2023
May/June	18 April 2023	25 April 2023	22 May 2023
Jul/Aug	20 June 2023	27 June 2023	23 July 2023
Sept/Oct	22 August 2023	29 August 2023	25 September 2023
Nov/Dec	24 October 2023	31 October 2023	24 November 2023



Website Rates

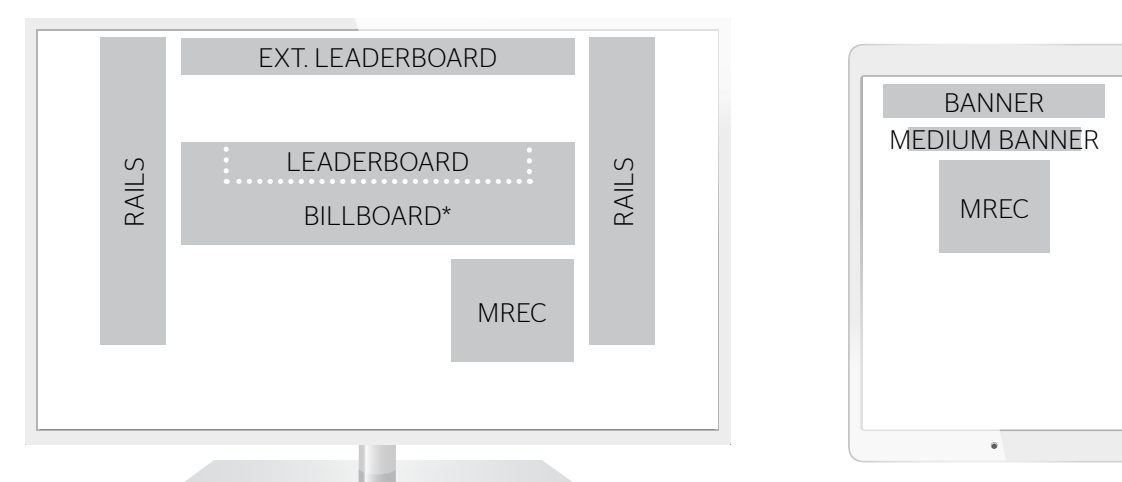
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$4100
	Billboard*	\$3500
	Extended Leaderboard	\$3500
	Leaderboard	\$3060
	MREC	\$1800
Run of site	Background Skin*	\$5800
	Video	POA
	Leaderboard	\$2100
	MREC	\$1100

*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	\$3900 (per broadcast)
Banner	\$3000
Medium Banner	\$1860
MREC	\$2000

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

Podcast

Sponsorship \$7,000 + gst (Branding across 2 - 3 episodes)

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.