

# Rate card and material specifications

# 2019

## Magazine Rates

Size	Casual	3*	6*	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			
½ page (classifieds)	\$300			

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

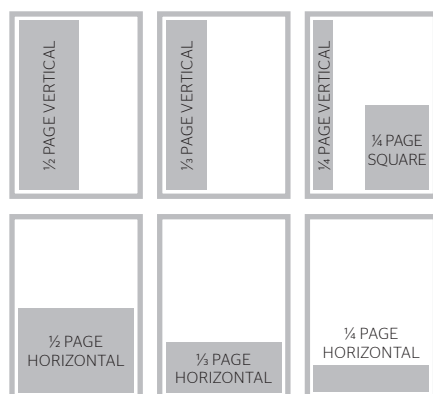
## Material Specifications

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
½ 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	7 Jan 19	16 Jan 19	7 Feb 19
Mar	4 Feb 19	13 Feb 19	6 Mar 19
Apr	4 Mar 19	13 Mar 19	3 Apr 19
May	8 Apr 19	17 Apr 19	10 May 19
Jun	6 May 19	15 May 19	5 Jun 19
Jul	11 Jun 19	20 Jun 19	10 Jul 19
Aug	8 Jul 19	17 Jul 19	7 Aug 19
Sep	5 Aug 19	14 Aug 19	4 Sep 19
Oct	9 Sep 19	18 Sep 19	9 Oct 19
Nov	7 Oct 19	16 Oct 19	6 Nov 19
Dec	11 Nov 19	20 Nov 19	11 Dec 19



## Website Rates

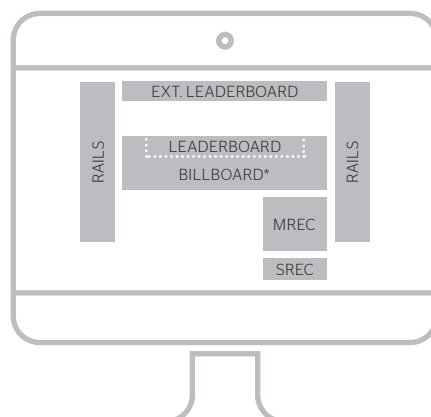
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$4100
	Billboard*	\$3500
	Extended Leaderboard	\$3500
	Leaderboard	\$3060
	MREC	\$1800
	SREC	\$670
Run of site	Background Skin*	\$5800
	Video	POA
	Leaderboard	\$2100
	MREC	\$1100
	SREC	\$580

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

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.

