

US Dollar NET rate card and material specifications

Magazine Rates

Size	Casual	3x	5x	8x
Double page spread	\$5557	\$5051	\$4552	\$4325
Double ½ page spread	\$3463	\$3145	\$2835	\$2699
Full page	\$3062	\$2783	\$2510	\$2389
½ page	\$1732	\$1573	\$1422	\$1354
⅓ page	\$1354	\$1225	\$1104	\$1051
OBC (cover 4)	\$3735	\$3395	\$3062	\$2911
IFC (cover 2)	\$3607	\$3274	\$2949	\$2805
IBC (cover 3)	\$3448	\$3130	\$2820	\$2684

US DOLLAR RATES BASED ON THE CURRENT EXCHANGE RATE.

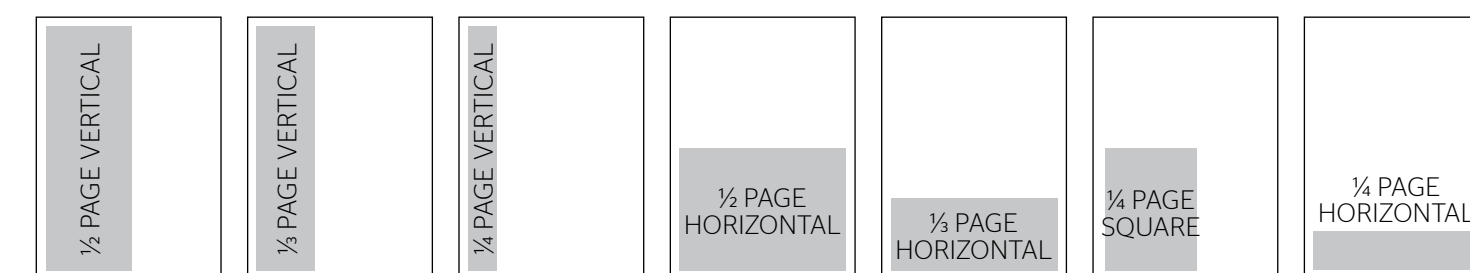
Material Specifications

Size	Width	Height
Double page spread (trimmed)	420	297
Full page (trimmed)	210	297
Double ½ page spread (trimmed)	420	145
½ page vertical	120	275
½ page horizontal	185	135
⅓ page vertical	57	275
⅓ page horizontal	185	75

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

Deadlines

Issue	Booking	Material	Publication
Feb	12 Jan	19 Jan	11 Feb
Mar/Apr	09 Feb	16 Feb	11 Mar
May	09 Mar	16 Mar	07 Apr
June	18 May	25 May	16 Jun
Jul/Aug	15 Jun	22 Jun	15 Jul
Sep	10 Aug	17 Aug	09 Sep
Oct	14 Sep	21 Sep	14 Oct
Nov	12 Oct	19 Oct	11 Nov
Dec/Jan	23 Nov	30 Nov	04 Jan 23



Website Rates

Size	Weekly	Monthly
Rails (x2)*	\$908	\$3024
Billboard*	\$794	\$2646
Extended Leaderboard	\$575	\$1906
MREC	\$409	\$1361
LREC	\$613	\$2042
TEADS Video	\$1361	\$4536

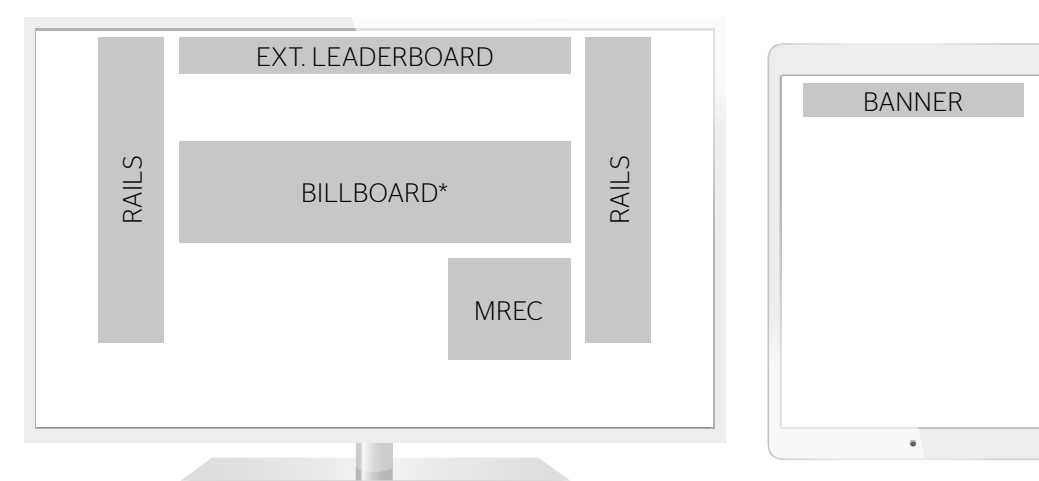
* DOES NOT DISPLAY ON MOBILE SITE.

Material Specifications

Size	Width	Height
Rails (x2)	160	750
Billboard	960	250
Extended Leaderboard	960	90
MREC	300	250
LREC	300	600
TEADS Video	1920 (max) / 640 (min)	1080 (max) / 360 (min)

Slider

ALL SPECS ARE IN PIXELS



Contact

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eNewsletter Rates

Size	Weekly	Monthly
MREC	\$378	\$1134
Banner	\$454	\$1361
Highlights Video Sponsorship	\$265	\$756

RATES EXCLUDE 10% GST.

Material Specifications

Size	Width	Height
MREC	300	250
Banner	600	90

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Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

Podcast

Package	Per Package
Podcast	\$4914
Sponsored Podcast	\$1890

RATES EXCLUDE 10% GST.

Custom Content

Package	Per Package
Solus EDM	\$5670
Sponsored Content	\$1475

CARD RATES APPLY WITH A 30% PRODUCTION FEE LOADING IF YAFFA CREATES THE CONTENT.

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.