

**MAGAZINE RATES (\$US)**

Size	Casual	3x	8x
Double page spread	\$5,333	\$4,798	\$4,102
Double ½ page spread	\$3,174	\$2,851	\$2,426
Full page	\$3,126	\$2,810	\$2,393
½ page	\$1,755	\$2,810	\$1,343
⅓ page	\$1,371	\$1,234	\$1,049
OBC (cover 4)	\$3,811	\$3,427	\$2,913
IFC (cover 2)	\$3,660	\$3,290	\$2,797
IBC (cover 3)	\$3,352	\$3,016	\$2,564

US DOLLAR NET RATES BASED ON THE CURRENT EXCHANGE RATE AND INCLUDE 10% COMMISSION

**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

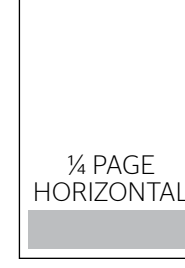
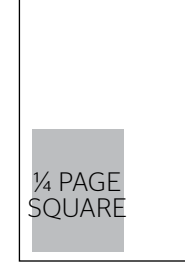
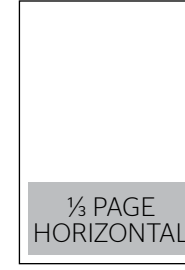
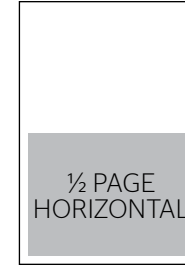
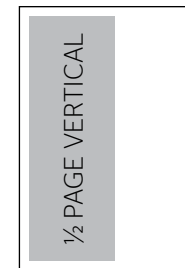
ALL SPECS ARE IN MM. PLEASE INCLUDE 5MM BLEED ON FP, DPS AND DHPS ADS.

**DEADLINES**

Issue	Booking	Material	Publication
Feb/Mar	12 February 2025	19 February 2025	23 March 2025
Apr	12 March 2025	19 March 2025	24 April 2025
May	9 April 2025	16 April 2025	23 May 2025
Jun	14 May 2025	21 May 2025	23 June 2025
Jul/Aug	11 June 2025	18 June 2025	21 July 2025
Sep	13 August 2025	20 August 2025	22 September 2025
Oct/Nov	24 September 2025	1 October 2025	3 November 2025
Dec/Jan	20 November 2025	27 November 2025	18 January 2026

\*SELECTED DIGITAL PRODUCTS ARE ONLY AVAILABLE AS A ONE MONTH MINIMUM PURCHASE DURING PEAK TIMES.

IF THE CLIENT WHOLLY OR PARTLY CANCELS THE MEDIA ORDER WITHIN 30 DAYS OF YAFFA BEING SCHEDULED UNDERTAKE THE WORK TO WHICH THE CANCELLATION RELATES, THE CLIENT MUST STILL PAY YAFFA ALL AMOUNTS DUE TO YAFFA.



**WEBSITE RATES (\$US)**

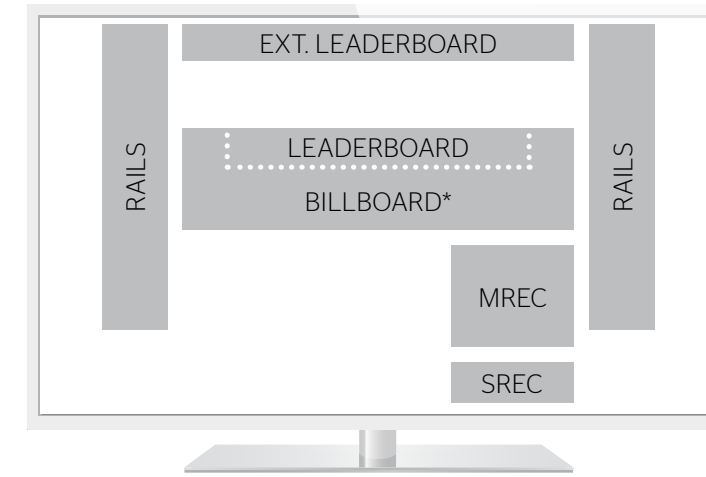
Size	Weekly	Monthly
Rails (x2)*	\$1,508	\$4,524
Billboard*	\$1,259	\$3,770
Extended Leaderboard	\$860	\$2,564
MREC	\$630	\$1,885
LREC	\$860	\$2,564
TEADS Video	\$1,787	\$5,353
Website Takeover*	\$3,242	–

\* DOES NOT DISPLAY ON MOBILE SITE. MAX TWO WEEK RUN.

**MATERIAL SPECIFICATIONS**

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

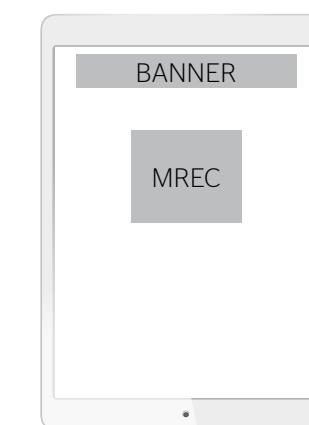
ALL SPECS ARE IN PIXELS



**ENEWSLETTER RATES (\$US)**

Size	Weekly	Monthly
MREC	\$626	\$1,878
Banner	\$754	\$2,262

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**MATERIAL SPECIFICATIONS**

Size	Width	Height
MREC	300	250
Banner	600	90

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.

**PODCAST RATE (\$US)**

Package	Per Package
Paid Podcast	\$4,902
Sponsorship of ADM Podcasts	\$1,885

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**SOLUS EDM RATE (\$US)**

Package	Per EDM
Solus EDM	\$6,221

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**SPONSORED CONTENT RATE (\$US)**

Package	Per Article
Single article	\$6,221

RATES EXCLUDE 10% GST.

**HIGHLIGHTS VIDEO SPONSORSHIP RATE (\$US)**

Package	Weekly	Monthly
Sponsorship	\$287	\$867

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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.