

ADVERTISING RATE CARD All costs exclude GST

	Casual	3x	6x
Double page spread	\$12,000	\$11,500	\$11,000
Full page	\$6,000	\$5,750	\$5,500
Half page	\$3,200	\$3,100	\$3,000
Third page	\$2,200	\$2,100	\$2,000

10% loading will be charged for the following premium positions: inside front cover, outside back cover, upfront right-hand pages, early DPS specified placements

THE ESSENTIALS	Casual	3x	6x
Quarter page	\$1,500	\$1,400	\$1,300
Eighth page	\$750	\$700	\$650
Sixteenth page	\$375	\$350	\$325

All costs exclude GST

INSERT AND TIP-ON RATES

	Full run	Part run	Subs only
LOOSE INSERTS			
Single leaf or one-fold	\$110 per thousand	\$120 per thousand	\$140 per thousand
Multiple leaf	Quoted on request		
BOUND INSERTS			
Single Leaf	\$150 per thousand	\$160 per thousand	\$180 per thousand
Multiple leaf	Quoted on request		
MANUAL ONSECTIONS			
Standard	\$180 per thousand		
Bulky	Quoted on request		

Please note all onsertions and insertions require the editor's approval, samples are required and must be sighted before confirmation of cost. Print runs are subject to change without notice.

ADVERTISING DEADLINES 2009/2010/2011

ISSUE	ON SALE	CANCELLATION	BOOKING	MATERIAL	ESSENTIALS COPY/BOOKING
JUL/AUG 09 #26	6 Jul	18 May	2 Jun	8 Jun	25 May
SEP/OCT 09 #27	31 Aug	13 Jul	27 Jul	3 Aug	20 Jul
NOV/DEC 09 #28	26 Oct	7 Sep	21 Sep	28 Sep	14 Sep
JAN/FEB 10 #29	21 Dec	2 Nov	16 Nov	23 Nov	9 Nov
MAR/APR 10 #30	1 Mar	18 Jan	25 Jan	1 Feb	18 Jan
MAY/JUN 10 #31	3 May	22 Mar	29 Mar	5 Apr	22 Mar
JUL/AUG 10 #32	5 Jul	24 May	31 May	7 Jun	24 May
SEPT/OCT 10 #33	30 Aug	19 Jul	26 Jul	2 Aug	19 Jul
NOV/DEC 10 #34	25 Oct	13 Sep	20 Sep	27 Sep	13 Sep
JAN/FEB 11 #35	20 Dec	8 Nov	15 Nov	22 Nov	8 Nov

Advertorial booking deadline is two weeks prior to the issue booking deadline. Deadlines subject to change.

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