

## 2009 magazine rate card

ALL RATES ARE QUOTED EXCLUSIVE OF G.S.T.

### Additional Rates

Special Positions: Specifically requested positions in magazine plus 10% (eg: IFC, page 5, page 9).

Inserts: Cost to insert varies depending on weight and other factors. Due to complex postal regulations, each insert can only be costed after accurate weight and coverage requirements are supplied. State runs are accepted.

### Front/Feature/Section Covers

Limited availability, price on application. **Stringent conditions apply to Covers, and it is essential that advertisers contact the Publisher before preparing any artwork.**

Special Front and Inside Front Cover plus Page 3 Package (4-colour throughout): on application. Contact your representative for availability.

### Pantone (PMS) colour

Where it is wished to match a PMS colour, this can be done using the 4-colour process; however, no guarantee of an exact colour match can be given.

Where it is wished to print a PMS colour, this becomes a fifth ink and as such attracts different rates. (Price on application.)

### Mono

Deduct \$450 from the 4-colour rates.

Rates effective 1/1/2009. Rates subject to 10% Goods & Service Tax

FOUR COLOUR	Casual \$	3x \$	6x \$	12x \$
DPS	6751	6150	5688	5334
Full Page	4662	4139	3894	3575
2/3 p	3694	3347	3112	2929
1/2 DPS	4662	4139	3894	3575
1/2 p	3019	2729	2548	2355
1/3 p	2556	2278	2119	1958
1/4 p	2017	1866	1729	1639
1/6 p	1627	1519	1446	1377
1/8 p	1352	1260	1193	1093