

# Magazine Ratecard 2010

Effective from  
January 1, 2010 - December 31, 2010

Frequency	Casual	3x	6x	9x	12x	15x	18x	21x	24x
Double Page Spread	\$33,300	\$32,800	\$32,350	\$31,850	\$31,450	\$31,050	\$30,500	\$30,150	\$29,700
Double Page Spread <small>INC GST</small>	\$36,630	\$36,080	\$35,585	\$35,035	\$34,595	\$34,155	\$33,550	\$33,165	\$32,670
Full Page	\$17,500	\$17,250	\$17,100	\$16,800	\$16,450	\$16,250	\$16,100	\$15,900	\$15,550
Full Page <small>INC GST</small>	\$19,250	\$18,975	\$18,810	\$18,480	\$18,095	\$17,875	\$17,710	\$17,490	\$17,105
1/2 Page	\$10,800	\$10,650	\$10,550	\$10,400	\$10,200	\$10,000	\$9,800	\$9,700	\$9,500
1/2 Page <small>INC GST</small>	\$11,880	\$11,715	\$11,605	\$11,440	\$11,220	\$11,000	\$10,780	\$10,670	\$10,450
Junior Page	\$9,950	\$9,800	\$9,700	\$9,550	\$9,350	\$9,250	\$9,100	\$9,000	\$8,900
Junior Page <small>INC GST</small>	\$10,945	\$10,780	\$10,670	\$10,505	\$10,285	\$10,175	\$10,010	\$9,900	\$9,790
1/3 Page	\$9,200	\$9,000	\$8,900	\$8,800	\$8,650	\$8,500	\$8,400	\$8,300	\$8,200
1/3 Page <small>INC GST</small>	\$10,120	\$9,900	\$9,790	\$9,680	\$9,515	\$9,350	\$9,240	\$9,130	\$9,020

Position	Load
1 <sup>st</sup> IFC Spread	40%
2 <sup>nd</sup> IFC Spread	35%
3 <sup>rd</sup> , 4 <sup>th</sup> IFC Spread	30%
1 <sup>st</sup> RHP	40%
2 <sup>nd</sup> RHP	35%
3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> RHP	30%
6 <sup>th</sup> , 7 <sup>th</sup> , 8 <sup>th</sup> , 9 <sup>th</sup> RHP	25%
1 <sup>st</sup> , 2 <sup>nd</sup> LHP	30%
3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> , 6 <sup>th</sup> LHP	15%
On Contents	30%
Opposite Contents	40%
Opposite Contents 2	30%
1 <sup>st</sup> DPS After Contents	25%
2 <sup>nd</sup> DPS After Contents	20%
RHP	15%
Centre Spread	30%
Inside Back Cover	20%
Outside Back Cover	50%
Gatefolds	40%
Other	15%

Insert rates (1-12 pages)	Quantities	
National	\$27,550	143,000
National <small>INC GST</small>	\$30,305	
NSW/Canberra	\$11,590	61,000
NSW/Canberra <small>INC GST</small>	\$12,749	
VIC/TAS	\$7,220	37,000
VIC/TAS <small>INC GST</small>	\$7,942	
Queensland	\$3,458	19,350
Queensland <small>INC GST</small>	\$3,804	
SA	\$1,235	6,000
SA <small>INC GST</small>	\$1,359	
WA	\$1,938	10,150
WA <small>INC GST</small>	\$2,132	
NZ	\$760	5,300
NZ <small>INC GST</small>	\$836	

## Online advertising

For all online enquiries for [afrmagazine.com](http://afrmagazine.com) or other FRG sites please refer to the following website:  
[www.adcentre.com.au/afrmagazinecomau.aspx](http://www.adcentre.com.au/afrmagazinecomau.aspx)

## Production information

**Published:** Last Friday of every month, except pre-Christmas.  
**Booking Deadline:** Friday, 5 weeks prior to on-sale date.  
**Cancellation Deadline:** Friday, 6 weeks prior to on-sale date .  
 Cancellation deadline for premium positions is 8 weeks to on sale.  
**Material Deadline:** Friday, 4 weeks prior to on-sale date.

For advertising information, please contact:  
 Dennis Lindsay on (02) 9282 2096 or email: [dlindsay@afm.com.au](mailto:dlindsay@afm.com.au)  
 Centrespread and IFC may be pre-empted by creative production executions.

## Technical specifications

The AFR Magazine accepts advertising material in digital format only.  
 Please refer to the specification web page:

[www.adcentre.com.au/afm-magazine.aspx](http://www.adcentre.com.au/afm-magazine.aspx)

## ADVERTISING MATERIAL CONTACT & DELIVERY

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