

Luxury & Sophisticated Traveller Combined Rate Card

ADVERTISING RATES, inclusive of

SOPHISTICATED TRAVELLER QUARTERLY and LIFE & LEISURE: LUXURY MAGAZINE

Rates								
FREQUENCY	Casual	2X	3X	4X	5X	6X	7X	8X
DPSC	\$37,000	\$35,150	\$33,300	\$31,450	\$29,600	\$27,750	\$25,900	\$24,050
DPSC incl gst	\$40,700.00	\$38,665.00	\$36,630.00	\$34,595.00	\$32,560.00	\$30,525.00	\$28,490.00	\$26,455.00
Full page	\$21,000	\$19,950	\$18,900	\$17,850	\$16,800	\$15,750	\$14,700	\$13,650
Full page incl gst	\$23,100.00	\$21,945.00	\$20,790.00	\$19,635.00	\$18,480.00	\$17,325.00	\$16,170.00	\$15,015.00
Half Page	\$12,000	\$11,400	\$10,800	\$10,200	\$9,600	\$9,000	\$8,400	\$7,800
Half Page incl gst	\$13,200.00	\$12,540.00	\$11,880.00	\$11,220.00	\$10,560.00	\$9,900.00	\$9,240.00	\$8,580.00
Junior Page	\$12,000	\$11,400	\$10,800	\$10,200	\$9,600	\$9,000	\$8,400	\$7,800
Junior Page incl gst	\$13,200.00	\$12,540.00	\$11,880.00	\$11,220.00	\$10,560.00	\$9,900.00	\$9,240.00	\$8,580.00
Third Page	\$7,000	\$6,650	\$6,300	\$5,950	\$5,600	\$5,250	\$4,900	\$4,550
Third Page incl gst	\$7,700.00	\$7,315.00	\$6,930.00	\$6,545.00	\$6,160.00	\$5,775.00	\$5,390.00	\$5,005.00
Quarter Page	\$5,500	\$5,225	\$4,950	\$4,675	\$4,400	\$4,125	\$3,850	\$3,575
Quarter Page incl gst	\$6,050.00	\$5,747.50	\$5,445.00	\$5,142.50	\$4,840.00	\$4,537.50	\$4,235.00	\$3,932.50
10x5	\$5,200	\$4,940	\$4,680	\$4,420	\$4,160	\$3,900	\$3,640	\$3,380
10x5 incl gst	\$5,720.00	\$5,434.00	\$5,148.00	\$4,862.00	\$4,576.00	\$4,290.00	\$4,004.00	\$3,718.00
10x4	\$4,160	\$3,952	\$3,744	\$3,536	\$3,328	\$3,120	\$2,912	\$2,704
10x4 incl gst	\$4,576.00	\$4,347.20	\$4,118.40	\$3,889.60	\$3,660.80	\$3,432.00	\$3,203.20	\$2,974.40
10x3	\$3,120	\$2,964	\$2,808	\$2,652	\$2,496	\$2,340	\$2,184	\$2,028
10x3 incl gst	\$3,432.00	\$3,260.40	\$3,088.80	\$2,917.20	\$2,745.60	\$2,574.00	\$2,402.40	\$2,230.80
10x2	\$2,080	\$1,976	\$1,872	\$1,768	\$1,664	\$1,560	\$1,456	\$1,352
10x2 incl gst	\$2,288.00	\$2,173.60	\$2,059.20	\$1,944.80	\$1,830.40	\$1,716.00	\$1,601.60	\$1,487.20

Discount is calculated by projecting advertising space usage in Sophisticated Traveller & Luxury Magazine over a 12 month period.

MODULE DIRECTORIES – LIFE & LEISURE, THE SOPHISTICATED TRAVELLER AND LUXURY MAGAZINE

Frequency	1X	3X	6X	9X	12X	26X	52X
70mm x 58mm	\$1,000	\$900	\$800	\$700	\$600	\$500	\$400
Rates including GST	\$1,100	\$990	\$880	\$770	\$660	\$550	\$440

Module Directories Rates include cost of material production. All material is to be delivered to EHA Direct – ph: 02 9211 1690

POSITION LOADS

First IFC	20%
Second IFC	15%
On Contents	20%
Opposite Contents	20%
1st RHP After Contents	20%
RHP & Fronthalf	15%
Front Half or RHP	10%
Outside Back Cover	10%
Inside Back Cover	10%

Publication Dates

These editions will replace the regular Life & Leisure section

LUXURY AUGUST EDITION 2009	SOPHISTICATED TRAVELLER SPRING EDITION 2009
Publication Date: 7 & 8 August 2009	Publication Date: 4 & 5 September
Booking Deadline: 10am, Thursday 9 July 2009	Booking Deadline: 10am, Thursday 6 August 2009
Material Deadline: 3pm, Thursday 16 July 2009	Material Deadline: 3pm, Thursday 13 August 2009
LUXURY NOVEMBER EDITION 2009	SOPHISTICATED TRAVELLER SUMMER EDITION 2009
Publication Date: 20 & 21 November	Publication Date: 6 & 7 November
Booking Deadline: 10am, Thursday 22 October 2009	Booking Deadline: 10am, Thursday 8 October 2009
Material Deadline: 3pm, Thursday 29 October 2009	Material Deadline: 3pm, Thursday 15 October 2009
LUXURY FEBRUARY EDITION 2010	SOPHISTICATED TRAVELLER AUTUMN EDITION 2010
Publication Date: 5 & 6 February 2010	Publication Date: 5 & 6 March 2010
Booking Deadline: 10am, Thursday 7 January 2010	Booking Deadline: 10am, Thursday 4 February 2010
Material Deadline: 3pm, Thursday 14 January 2010	Material Deadline: 3pm, Thursday 11 February 2010
LUXURY MAY EDITION 2010	SOPHISTICATED TRAVELLER WINTER EDITION 2010
Publication Date: 7 & 8 May 2010	Publication Date: 4 & 5 June 2010
Booking Deadline: 10am, Thursday 8 April 2010	Booking Deadline: 10am, Thursday 6 May 2010
Material Deadline: 3pm, Thursday 15 April 2010	Material Deadline: 3pm, 13 May 2010

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing by the advertiser. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the AFR representative and follow through with amended confirmation in writing.

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing 4 weeks prior to publication date. Please note the cancellation number quoted by the AFR representative and their name. Bookings taken inside cancellation deadline are non-cancellable.