

## Rate card – Effective from July 1, 2010

Expenditure		\$148,820	\$293,200	\$430,980	\$563,122	\$689,894	\$925,260	\$1,139,400
<b>National Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	39,300	38,320	37,750	36,990	36,250	35,530	34,040	32,600
Full Page (incl. GST)	43,230	42,152	41,524	40,689	39,875	39,083	37,445	35,859
Double Page Spread	72,265	70,455	69,410	68,020	66,660	65,320	62,580	59,950
Double Page Spread (incl. GST)	79,491	77,501	76,351	74,822	73,325	71,851	68,838	65,945
Half DPS	54,315	52,940	52,165	51,115	50,110	49,110	47,030	45,050
Half DPS (incl. GST)	59,746	58,234	57,382	56,226	55,120	54,021	51,733	49,555
Half Page	24,690	24,060	23,710	23,240	22,780	22,320	21,380	20,480
Half Page (incl. GST)	27,159	26,466	26,081	25,564	25,058	24,552	23,518	22,528
Third Page	20,745	20,225	19,940	19,525	19,130	18,750	17,965	17,210
Third Page (incl. GST)	22,820	22,248	21,934	21,477	21,043	20,625	19,762	18,931
Junior Page	29,720	28,970	28,540	27,965	27,410	26,865	25,735	24,650
Junior Page (incl. GST)	32,692	31,867	31,394	30,761	30,151	29,552	28,308	27,115
Quarter Page	16,985	16,565	16,315	15,990	15,670	15,355	14,710	14,090
Quarter Page (incl. GST)	18,683	18,222	17,947	17,589	17,237	16,891	16,182	15,499
<b>New South Wales Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	22,035	21,480	21,160	20,730	20,315	19,915	19,080	18,275
Full Page (incl. GST)	24,238	23,628	23,276	22,803	22,346	21,907	20,988	20,103
Double Page Spread	40,505	39,490	38,885	38,120	37,360	36,610	35,070	33,600
Double Page Spread (incl. GST)	44,555	43,439	42,773	41,932	41,096	40,271	38,578	36,960
Half Page DPS	30,440	29,675	29,170	28,640	28,080	27,520	26,365	25,260
Half Page DPS (incl. GST)	33,484	32,643	32,087	31,504	30,888	30,271	29,001	27,786
Half Page	13,840	13,495	13,290	13,020	12,765	12,510	11,985	11,480
Half Page (incl. GST)	15,224	14,845	14,619	14,322	14,041	13,761	13,184	12,628
<b>Victoria Rates</b>	<b>Casual</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>28x</b>	<b>36x</b>
Full Page	17,770	17,325	17,070	16,725	16,390	16,065	15,385	14,745
Full Page (incl. GST)	19,547	19,057	18,777	18,398	18,029	17,671	16,924	16,220
Double Page Spread	32,670	31,855	31,380	30,750	30,130	29,535	28,295	27,110
Double Page Spread (incl. GST)	35,936	35,040	34,518	33,825	33,143	32,489	31,125	29,821
Half Page DPS	24,555	23,950	23,585	23,105	22,640	22,200	21,265	20,375
Half Page DPS (incl. GST)	27,011	26,345	25,943	25,415	24,904	24,420	23,392	22,413
Half Page	11,160	10,885	10,720	10,505	10,290	10,090	9,666	9,265
Half Page (incl. GST)	12,276	11,974	11,792	11,555	11,319	11,099	10,632	10,191
<b>Premium Position Loadings</b>								
Inside Front Cover 1		25%		FH or RH				10%
Inside Front Cover 2		20%		RHP within Feature Story				10%
Inside Front Cover 3		15%		Consecutive FHRH per page				25%
Inside Front Cover 4		10%		Consecutive RHP per page				15%
Third Page on Contents		15%		1/2 pg spread Feature Story per page				10%
Half Page on Your Turn		15%		1/2 pg spread FH per page				20%
Half Page on Upfront 2 - FYI/Art/Myth Conceptions		15%		Centrespread				20%
Half Page or Third Page on Upfront 3 - Modern Guru		15%		Opposite GW Living				10%
Opposite Upfront 1 - Quiz/Get It/Number Crunch		20%		Food & Wine/Fashion/Property/DIY Home/Inner Life				10%
Opposite Upfront 2 - FYI/Art/Myth Conceptions		15%		Inside Back Cover/Mark Dapin/Sudoku				10%
Opposite Upfront 3 - Modern Guru		15%		Outside Back Cover				40%
Opposite Two of Us		20%		52 Weekends Away Issue				10%
Opposite The Moment (Minimum 64-page book)		15%		Specified Positioning				10%
FHRH		15%						

State only broken space smaller than a half page is subject to availability.  
 Cancellations made after deadline will be charged 100% of the insertion cost.  
 Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.