

2011 ADVERTISING RATES

Effective December 2009 – Excludes GST

RUN-OF-BOOK	CASUAL	3X	6X	9X	12X
Full Page	13,600	13,192	12,784	12,240	11,560
Double Page Spread	25,975	25,196	24,417	23,378	22,079
Half Page	8,015	7,775	7,534	7,214	6,813
Third Page	6,400	6,208	6,016	5,760	5,440

PREMIUM POSITIONS					
Gatefolds	Front Cover 35,000		Back Cover 31,300		
Inside Front Cover: Page	16,320	15,830	15,341	14,688	13,872
Inside Front Cover: Spread	31,160	30,225	29,290	28,044	26,486
Inside Back Cover: Page	14,960	14,511	14,062	13,464	12,716
Inside Back Cover: Spread	28,575	27,718	26,860	25,718	24,289
Outside Back Cover	17,680	17,150	16,620	15,912	15,028

INSERTS/ONSERTS*					
	2PP	4PP	8PP	12PP	16PP
(Per thousand)	75	110	150	180	210

BUSINESS REPLY CARDS	
Full Page 26,000	2/3 Page 24,000

POSITIONAL LOADINGS
First Half +15% Early RHP +25% Guaranteed Adjacency +35%

*Insert/Osnt rates based on our standard specifications. For non-standard items price on application.