

## advertising rates

Effective July-August 2007 issue

<b>FOUR COLOUR</b>	<b>CASUAL</b>	<b>3X</b> (less 5%)	<b>6X</b> (less 10%)	<b>9X</b> (less 15%)	<b>12X</b> (less 20%)
Full page	7,950	7,555	7,155	6,758	6,360
Double page spread	14,310	13,595	12,880	12,165	11,450
Half page	4,375	4,155	3,935	3,720	3,500
Third page vertical	2,915	2,770	2,625	2,480	2,335
Inside front cover	9,940	9,440	8,945	8,450	7,950
Inside front cover spread	17,900	16,995	16,100	15,205	14,310
Outside back cover	9,940	9,445	8,945	8,450	7,950
Inside back cover	8,745	8,310	7,875	7,435	7,000

<b>POSITIONAL LOADINGS</b>	Prior to pg 10 +25% Prior to pg 25 +20% Guaranteed Adjacency +20%				
<b>LOOSE INSERTS</b>	<b>2PP</b>	<b>4PP</b>	<b>8PP</b>	<b>12PP</b>	<b>16PP</b>
Per '000 – retail copies	75	112	157	204	245
Per '000 – subscriber copies	145	218	305	397	476

<b>OTHER</b>	
Bound-in inserts, cover mounts and other tip-ons available	POA
State only pages	POA

\*Insert/Onsert over 50 grams will incur additional postage charges.

Rates for loose inserts of more than 16pp, bound inserts, cards and special configurations are available on request from your *Handyman* Account Manager. For details on submitting material please contact your account manager or Phil Tsavaris, Production Controller on 9018 6377. All rates subject to 10% GST for bookings within Australia.