

# ADVERTISING DETAILS

## Rates

	Asia & Australia	Australia Only
Full Page Full Colour	US\$13,800	AUS\$5,500
Double Page Spread	US\$27,600	AUS\$11,000
Outside Back Cover	US\$17,940	AUS\$7,150
Inside Front Cover/ Inside Back Cover	US\$16,560	AUS\$6,600
10% Extra discount to existing Discovery Channel Advertisers		

INSERT RATES	2pp	4pp	8pp	12pp	16pp
(Per thousand)	AUS\$75	AUS\$110	AUS\$150	AUS\$180	AUS\$210

## 2009 Run-of-Book Deadlines

ISSUE	No.	BOOKING & CANCELLATION	MATERIAL*	ON SALE	
				ASIA	AUSTRALIA
Feb/Mar	7	16 Jan	19 Jan	14 Feb	11 Mar
April	8	16 Feb	17 Feb	14 Mar	8 Apr
May	9	20 Mar	23 Mar	14 Apr	13 May
June/July	10	17 Apr	20 Apr	14 May	10 Jun
August	11	19 Jun	21 Jun	14 Jul	12 Aug
September	12	20 Jul	21 Jul	14 Aug	9 Sep
October	13	19 Aug	21 Aug	14 Sep	14 Oct
November	14	18 Sep	21 Sep	14 Oct	11 Nov
Dec/Jan	15	19 Oct	20 Oct	14 Nov	9 Dec

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