

ADVERTISING RATE CARD – PRINT

Position	Size	Full Colour (USD)
Prime Positions – Inside Front Cover Spread	Trim: 32cm H x 53.4cm W Bleed: 32.6cm H x 54cm W	26,358
Prime Positions – 2nd Double Page Spread	Trim: 32cm H x 53.4cm W Bleed: 32.6cm H x 54cm W	18,497
Prime Positions – Centrespread	Trim: 32cm H x 53.4cm W Bleed: 32.6cm H x 54cm W	20,562
Prime Positions – Outside Back Cover	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	18,264
Prime Positions – Facing Contents Page (TOC1)	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	15,009
Prime Positions – Facing 2nd Contents Page (TOC2)	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	14,314
Prime Positions – Facing Editorial (First Three)	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	12,145
Prime Positions – Inside Back Cover	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	10,656
ROB (Run of Book) – Double Page Spread	Trim: 32cm H x 53.4cm W Bleed: 32.6cm H x 54cm W	16,494
ROB (Run of Book) – Full Page	Trim: 32cm H x 26.7cm W Bleed: 32.6cm H x 27.3cm W	8,247

ADVERTISING RATE CARD – DIGITAL (US\$)

Ad Units	Specific Geo	Bespoke Audience and Specific Geo
Standard IAB	US\$51	US\$77
Premium IAB	US\$77	US\$87
<u>App Interstitial (320x480)</u> IO Booking must be USD 65k or above	US\$192	US\$218
Flex/ Stories Display	US\$90	US\$103
Super Scroller/ Vertical Video/ Story Video/ Outstream	US\$87	US\$103
Instream Video	US\$128	-