

Life 50+ & Village Life Magazine

Rate Card #2, One State Only (NSW) effective February 2011

Life 50+ Magazine Size & Price Guide

(Prices do not include GST)

Size / Orientation Page trim size 275mm x 350mm	Non-bleed WxH (16mm margin)	Bleed WxH (5mm bleed all sides)	1 issue cost	3 issue cost 25% Discount	6 issue cost 30% Discount
Double Page Spread	518mm x 318 mm	560mm x 360mm	\$6,500	\$14,625	\$27,300
Back Cover	243mm x 318mm	285mm x 360mm	\$5,000	\$11,250	\$21,000
Inside Back Cover	243mm x 318mm	285mm x 360mm	\$4,500	\$10,125	\$18,900
Inside Front Cover	243mm x 318mm	285mm x 360mm	\$4,500	\$10,125	\$18,900
Full Page	243mm x 318mm	285mm x 360mm	\$3,500	\$7,875	\$14,900
1/2 Page Vertical	121mm x 318mm	147.5mm x 360mm	\$2,500	\$5,625	\$10,500
1/2 Page Horizontal	243mm x 159mm	285mm x 185mm	\$2,500	\$5,625	\$10,500
1/3 Page Vertical	81mm x 318mm	N/A	\$2,000	\$4,500	\$8,400
1/3 Page Horizontal	243mm x 106mm	N/A	\$2,000	\$4,500	\$8,400
1/4 page	121mm x 159mm	N/A	\$1,250	\$2,812	\$5,250

Village Life Magazine is inserted within Life 50+. All advertising costs, closing dates and advertisement sizes are as per Life 50+.

Issue Dates & Deadlines 2011 for Life 50+ and Village Life Magazine

Issue Date & Season	Feb 2011 Summer	Apr 2011 Autumn	Jun 2011 Winter	Aug 2011 Winter	Oct 2011 Spring	Dec 2011 Summer
Distribution (80,000 copies)	NSW only	NSW only	NSW only	NSW only	NSW only	NSW only
Publishing date	25 Feb 11	24 Apr 11	24 Jun 11	26 Aug 11	25 Oct 11	12 Dec 11
Booking/Material	11 Feb 11	15 Apr 11	10 Jun 11	12 Aug 11	14 Oct 11	6 Dec 11

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