

Smart Shopper Rate Card, 2010

Size	1 zone	2 zones	3 zones	4 zones	5 zones	6 zones	7 zones
Full	\$ 590	\$ 920	\$ 1,375	\$ 1,690	\$ 1,894	\$ 1,970	\$ 2,120
2/3 page	\$ 435	\$ 732	\$ 965	\$ 1,200	\$ 1,283	\$ 1,358	\$ 1,414
1/2 page	\$ 358	\$ 600	\$ 795	\$ 990	\$ 1,060	\$ 1,120	\$ 1,192
1/3 page	\$ 277	\$ 465	\$ 617	\$ 766	\$ 820	\$ 866	\$ 884
1/4 page	\$ 232	\$ 390	\$ 515	\$ 640	\$ 687	\$ 727	\$ 789
1/8 page	\$ 132	\$ 222	\$ 283	\$ 369	\$ 389	\$ 414	\$ 440
1/16 page	\$ 77	\$ 117	\$ 172	\$ 212	\$ 222	\$ 237	\$ 252

Colour	Process	Total	Spot	Total
Full	424	2544	318	2438
2/3 page	283	1697	212	1626
1/2 page	238	1428	180	1370
1/3 page	176	1060	133	1017
1/4 page	158	947	118	907
1/8 page	82	522	66	506
1/16 page	50	302	38	290

Frequency Discounts (with signed agreement):

4 weeks = 5% 13 weeks = 10% 26 weeks = 15% 52 weeks = 20%

**All Pricing Includes Ad On-line, under Window Shopping. *Prices do not include applicable GST*

Prime Positions:

Front Cover	\$ 585	\$ 935	\$ 1,365	\$ 1,750	\$ 2,150	\$ 2,480	\$ 2,730
Full Back	\$ 934	\$ 1,666	\$ 2,237	\$ 2,798	\$ 3,363	\$ 3,974	\$ 4,873
1/2 Back	\$ 510	\$ 914	\$ 1,227	\$ 1,545	\$ 1,848	\$ 2,181	\$ 2,686
1/4 Back	\$ 258	\$ 465	\$ 626	\$ 777	\$ 939	\$ 1,111	\$ 1,343

East or West

Full Coverage

Earlugs	\$ 215	\$ 348
Folios	N/A	\$ 500

Premium Editorial Positions:

\$ 2.70/line

10x44 Banner	\$ 1188.00 B/W	\$ 1425.00 Process Colour
3x20 Earlug	\$ 162.00 B/W	\$ 195.00 Process Colour
3x120 Stack	\$ 972.00 B/W	\$ 1166.00 Process Colour