

# that's life!

The magazine with heart

## Rate Card

	Casual	Level 1 5x	Level 2 10x	Level 3 20x	Level 4 32x	Level 5 44x	Level 6 52x
FPC	\$ 2,875	\$ 2,803	\$ 2,731	\$ 2,588	\$ 2,516	\$ 2,444	\$ 2,300
DPS	\$ 5,750	\$ 5,606	\$ 5,463	\$ 5,175	\$ 5,031	\$ 4,888	\$ 4,600
ISFC DPS 25%	\$ 7,185	\$ 7,005	\$ 6,826	\$ 6,467	\$ 6,287	\$ 6,107	\$ 5,748
OSB & ISFC FP 25%	\$ 3,595	\$ 3,505	\$ 3,415	\$ 3,236	\$ 3,146	\$ 3,056	\$ 2,876
2nd DPS 15%	\$ 6,615	\$ 6,450	\$ 6,284	\$ 5,954	\$ 5,788	\$ 5,623	\$ 5,292
ERHP 10%	\$ 3,165	\$ 3,086	\$ 3,007	\$ 2,849	\$ 2,769	\$ 2,690	\$ 2,532
HALF PAGE	\$ 1,725	\$ 1,682	\$ 1,639	\$ 1,553	\$ 1,509	\$ 1,466	\$ 1,380
THIRD STRIP	\$ 1,150	\$ 1,121	\$ 1,093	\$ 1,035	\$ 1,006	\$ 978	\$ 920



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	CASUAL	4x	12x	26x	52x
Full page (210mm W x 275mm H)	\$2500	\$2375	\$2250	\$2000	\$1750
Half page horizontal (190mm W x 124mm H)	\$1500	\$1425	\$1350	\$1200	\$1050
Half page vertical (93mm W x 250mm H)	\$1500	\$1425	\$1350	\$1200	\$1050
Quarter Page (93mm W x 124mm H)	\$800	\$760	\$720	\$640	\$560
Sixth Page (93mm W x 82mm H)	-	\$500	\$500	\$500	\$500
Twelfth Page (93mm W x 40mm H)	-	\$250	\$250	\$250	\$250

- Rates effective January 1, 2010
- Rates are GST exclusive
- All rates \$NZD
- Guaranteed position: 15% loading applies

These rates are for direct client advertising only and do not include agency commission.