

# 2024 Rates

	casual	10% 3 x pages	15% 6 x pages
Outside back cover	\$1,500.00	\$1,350.00	\$1,275.00
GST	\$150.00	\$135.00	\$127.50
Outside back cover including GST	<b>\$1,650.00</b>	<b>\$1,485.00</b>	<b>\$1,402.50</b>
Full page	\$1,200.00	\$1080.00	\$1,020.00
GST	\$120.00	\$108.00	\$102.00
Full Page including GST	<b>\$1,320.00</b>	<b>\$1188.00</b>	<b>\$1,122.00</b>
Half page	\$600.00	\$540.00	\$510.00
GST	\$60.00	\$54.00	\$51.00
Half page including GST	<b>\$660.00</b>	<b>\$594.00</b>	<b>\$561.00</b>
Quarter page	\$300.00	\$270.00	\$255.00
GST	\$30.00	\$27.00	\$25.50
Quarter page including GST	<b>\$330.00</b>	<b>\$297.00</b>	<b>\$280.50</b>
Eighth page	\$150.00	\$135.00	\$127.50
GST	\$15.00	\$13.50	\$12.750
Eighth page including GST	<b>\$165.00</b>	<b>\$148.50</b>	<b>\$140.25</b>
Specific page	+10%		
Right hand page	+10%		
	per 1000		
Inserts	\$160.00	Note: Rate subject to size and weight. Please send a copy of the insert for approval to CWA of NSW	
GST	\$16.00		
Inserts including GST	\$176.00		

Note: Prices do not include agency commission. This is to be added by the agency.

# Deadlines

	Distributed*	Ad booking deadline	Material deadline	Payment deadline
February	mid-February	7 January	10 January	10 January
April	mid-April	1 March	10 March	10 March
June	mid-June	1 May	10 May	10 May
August	mid-August	1 July	10 July	10 July
October	mid-October	1 September	10 September	10 September
December	mid-December	1 November	10 November	10 November

\*Each edition of The Country Woman is scheduled for distribution in the 2<sup>nd</sup> week of the month of publication.

	Distributed*	Insert booking deadline	Insert deadline	Payment deadline
February	mid-February	7 January	20 January	20 January
April	mid-April	1 March	20 March	20 March
June	mid-June	1 May	20 May	20 May
August	mid-August	1 July	20 July	20 July
October	mid-October	1 September	20 September	20 September
December	mid-December	1 November	20 November	20 November

The final printed inserts are to be delivered directly to the mail house in Sydney (further details available when booking).

# Supply of Artwork

We accept the following formats (in order of preference):

1. **High resolution PDF—300dpi press ready**  
PDF artwork to be supplied via email to:  
[advertising@cwaofnsw.org.au](mailto:advertising@cwaofnsw.org.au)
2. InDesign—including all graphic and font files
3. Illustrator EPS—fonts outlined and 300dpi images embedded
4. High res JPEG—CMYK

All artwork is to be supplied to the specifications listed on page 7. All artwork can be emailed to: [advertising@cwaofnsw.org.au](mailto:advertising@cwaofnsw.org.au)

Sample of inserts to be sent prior to booking to:  
**The Country Woman, PO Box 222, Mascot, 1460**

Please note: It is the client or agency's responsibility to supply correct material. The CWA of NSW does not take responsibility for incorrect material supplied. An additional charge will result if the incorrect artwork is received and, as a result, the CWA of NSW is required to resize, typeset or assemble artwork.

# Technical Specs

All dimensions are in millimetres

## Size

Full page (includes back page)

Half page (horizontal)

Quarter page (horizontal)

Eighth page

## Trim Area

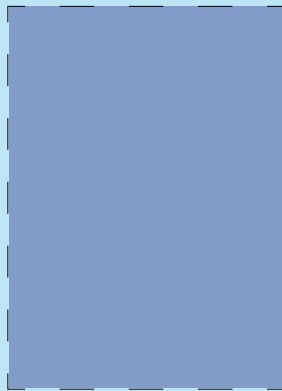
200 mm wide x 275 mm deep with 5mm bleed

185 mm wide x 125 mm deep

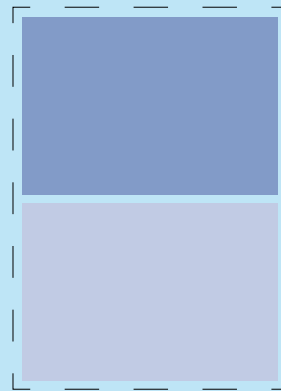
185 mm wide x 62.5 mm deep

90 mm wide x 62.5 mm deep

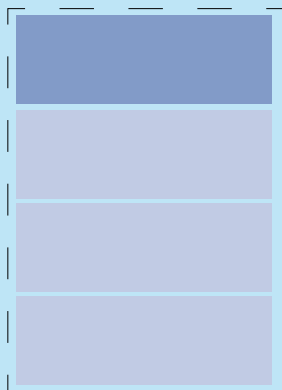
*Please note: for a full page ad allow at least a 5mm border from any essential information.*



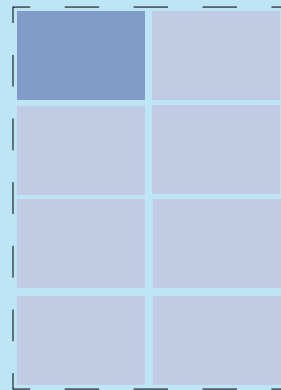
Full Page



Half Page  
(horizontal)



Quarter Page  
(horizontal)



Eighth Page

## Key

 Ad Area

 Page Trim

Please contact us if you have any questions about the technical specifications