



advertising rates

Inserts and tip-ons

Super Food Ideas offers national and split-run options for inserts, including runs by state or by supermarket chain. To maximise impact, *Super Food Ideas* allows a maximum of two inserts per issue. Tip-ons are ideal for product sampling and new launches. Tip-on rates may vary and are subject to sighting of material.

	Casual	3x	6x	11x
Double-page spread colour	\$32,690	\$32,180	\$31,690	\$31,200
Full-page colour	\$16,335	\$16,090	\$15,845	\$15,600
Half-page colour	\$9,805	\$9,655	\$9,510	\$9,365
Third-page colour	\$6,530	\$6,430	\$6,335	\$6,235
Quarter-page colour	\$5,715	\$5,630	\$5,540	\$5,460
Prime position				
IFC	\$19,605	\$19,315	\$19,020	\$18,725
IFCs	\$39,210	\$38,625	\$38,040	\$37,445
IBC	\$19,600	\$19,305	\$19,015	\$18,720
OBC	\$21,240	\$21,325	\$20,600	\$20,280
Loading for special placement: 10%				

Special treatments such as gatefolds, booklets and reply cards are also available.

Prices on application.

N.B. 10% GST applies to all rates.

Insert rates	National: \$85 per '000	Split-run: \$90 per '000
Subscription copies	\$250 per '000	
Tip-on rates	Mechanical: \$125 per '000	Hand: Price on application