

PHARMACY & DEPARTMENT STORE RETAIL BEAUTY TRADE JOURNAL

esprit

*Get connected to
our influential audience*

Call **Andrea** or **Nicci** to discuss a tailored strategy to meet your business and communication objectives.

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PRINT DEADLINES

ISSUE	BOOKING DEADLINE	CREATIVE DEADLINE
Oct - Dec 2019	27th Aug 2019	10th Sept 2019
Jan - Mar 2020	27th Nov 2019	6th Dec 2019
Apr - June 2020	27th Feb 2020	10th Mar 2020
July - Sept 2020	27th May 2020	10th June 2020

RATE CARD

PLATFORM	FORMAT	RATE EX GST
Magazine	Front & back covers + DPS	\$18,300
Magazine	Front inside cover	\$9,720
Magazine/Mini Mag	Front & back pg + 6 pg cust content	\$32,900
Magazine	Inside back cover	\$5,900
Magazine	Double page spread	\$8,800
Magazine	Full page	\$5,900
Magazine	Half page	\$3,500
Magazine	Third page	\$3,000
Magazine	Quarter page	\$2,200
Magazine	Branded content - "Interview" - DPS	\$8,800 + Production
Magazine	Branded content - "Launch News"	\$5,900
Magazine	Branded content - "2 Minute training"	\$5,900
Magazine	Branded content - "Behind the brand"	\$9,800
	DPS + BONUS PAGE	
Magazine	Branded content - industry / analysis	\$5,900
Magazine	Branded content - Careers	\$5,900
Magazine	Branded content - Event coverage	\$5,900
Magazine	Product editorial - DPS	\$8,800

eNEWSLETTER BANNER	DIMENSIONS (Width x Height)	EXPOSURE	RATE EX GST
Text Panel Ad	20 words + logo	4 x weekly blasts	\$2,200
MRec Ad 1	300 x 250 pixels	4 x weekly blasts	\$2,165
MRec Ad 2	300 x 250 pixels	4 x weekly blasts	\$1,625
eNewsletter Takeover	Text Panel, 2 x M-Rec Ads	4 x weekly blasts	\$3,200
Hot Products - set of 3	250 words + image (x 3)	1 x weekly blast + website	\$1,500
Solus eDM	600 pixels wide	1 x exclusive blast	\$3,200
eMag eDM sponsor	468 x 60 pixels	1 x exclusive blast	\$1,600

eNEWSLETTER + WEBSITE BANNER	DIMENSIONS (Width x Height)	EXPOSURE	RATE EX GST
Video of the Week	640 x 360 resolution	2 x eNews blast + website	\$1,500
Native Advertising	600 words, plus 3 x Ads	1 x weekly blast + website	\$1,500
Sponsored Content		1 month + website	\$1,500
Event Calendar		Until event	\$500

WEBSITE BANNER	DIMENSIONS (Width x Height)	EXPOSURE	RATE EX GST
Parallax	1400 x 1400 pixels	1 x week, 100% SOV	\$2,000
Billboard	970 x 250 pixels	1 x month, min. 25% SOV	\$2,500
M-Rec Ad 1	300 x 250 pixels	1 x month, min. 25% SOV	\$2,000
M-Rec Ad 2	300 x 250 pixels	1 x month, min. 25% SOV	\$1,500
Digital Captivation Package Parallax, Billboard, 2 x M-Rec		4 x Ads; % SOV as per above	\$3,300
Retargeting Campaign		1 x month	\$5,000

MARKET RESEARCH	FORMAT	RATE EX GST
Consultancy services & esprit Presentations	Industry Focus Group	ALL POA
	Beauty Advisors Survey	
	Industry Report	
	Buyers group product presentation	
	Design	
	Sponsored post	