

READERSHIP  
264,000

(ROY MORGAN SEP 2024)



frankie  
press

## CONTACT

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[frankie.com.au](http://frankie.com.au)

## PRINT ADVERTISING

### RATES (EXCL GST)

	CASUAL	3X	6X
INSIDE FRONT COVER SPREAD	\$16,610	\$15,765	\$14,950
DOUBLE PAGE SPREAD	\$14,400	\$13,150	\$12,300
FULL PAGE COLOUR	\$7,200	\$6,855	\$6,475
GUARANTEED FIRST HALF	\$7,920	\$7,525	\$7,130
GUARANTEED FIRST HALF RHP	\$8,270	\$7,865	\$7,460
HALF PAGE HORIZONTAL	\$4,620	\$4,390	\$4,070
INSIDE BACK COVER SPREAD	\$16,335	\$15,500	\$14,700
INSIDE BACK COVER FULL PAGE	\$9,920	\$9,430	\$9,020
OUTSIDE BACK COVER	\$11,150	\$10,600	\$10,040
BRANDED CONTENT	POA		

### SCHEDULE

	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
125 :: May/Jun 2025	Apr 7	Mar 4	Mar 7
126 :: Jul/Aug 2025	Jun 2	Apr 29	May 2
127 :: Sept/Oct 2025	Aug 4	Jul 1	Jul 4
128 :: Nov/Dec 2025	Sep 29	Aug 26	Aug 29
frankie travel	Oct 27	Sep 23	Sep 26
129 :: Jan/Feb 2026	Dec 1	Oct 28	Oct 31
130 :: Mar/Apr 2026	Feb 2	Dec 18	Jan 7
131 :: May/Jun 2026	Mar 30	Feb 24	Feb 27

## ONLINE ADVERTISING

### PRICING (EXCL GST)

#### WEBSITE

Super Leaderboard :: \$60 CPM  
Mobile Leaderboard :: \$60 CPM  
Half Page :: \$60 CPM  
Billboard :: \$60 CPM  
Branded Content :: POA

For more information regarding online advertising please contact one of our partnerships managers or visit [frankie.com.au/specs](http://frankie.com.au/specs)

#### E-NEWSLETTER

Exclusive ad buyout (top banner and middle banner) : \$4,480 + GST  
Premium buyout (top banner + content box) : \$5,300 + GST  
All newsletter ads to be animated gifs or static jpgs.  
Flash files and HTML ads are not supported on newsletter.

### SPECS & SUPPLY

For specifications and supply information for all print and digital advertising please visit [frankie.com.au/specs](http://frankie.com.au/specs) or for further assistance please contact [lizzie@frankiepress.com.au](mailto:lizzie@frankiepress.com.au)