

READERSHIP
407,000
(ROY MORGAN DECEMBER 2017)



frankie
press

CONTACT

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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

Premium first quarter positions incur an additional 20% loading

SCHEDULE

	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
84 :: Jul/Aug 2018	Jun 4	Apr 24	May 2
85 :: Sep/Oct 2018	Aug 6	Jun 27	Jul 4
86 :: Nov/Dec 2018	Oct 8	Aug 29	Sep 18

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SPECS

Full Page :: Trim Size: W 210mm x H 275mm

+ Add 5mm Bleed around entire ad (keep all type within 12mm of trim)

Double Page :: Trim Size: W 420mm x H 275mm

+ Add 5mm Bleed around entire ad (supply as 2 single pdf files)

SUPPLY

For more specification information please visit frankie.com.au/specs

ONLINE ADVERTISING

PRICING (EXCL GST)

WEBSITE

Leaderboard :: \$50 CPM

Medium Rectangle :: \$60 CPM

E-NEWSLETTER

Top Banner :: \$1600 +GST

Bottom Rectangle (x2) :: \$1400 +GST each

Exclusive (top banner and bottom banner) :: \$4,480 +GST

All newsletter ads to be animated gifs or static jpgs.

Flash files and HTML ads are not supported on newsletter.

SPECS

Leaderboard :: 728x90 (max 50kb for flash or gif/jpg)

Medium Rectangle :: 300x250 (max 50kb for flash or gif/jpg)

Small Square :: 150x125 (max 50kb for flash or gif/jpg)

Top Banner :: 728x90 (max 50kb for flash or gif/jpg)

Bottom Rectangle :: 300x250 (max 50kb for flash or gif/jpg)

SUPPLY

Email your DIGITAL creative to lizzie@frankiepress.com.au with your URL link (to direct from our site as a text file).

PLEASE NOTE: Our rule of thumb for slide transitions is 3.5 secs per frame.