Here at frankie, we’re storytellers. We craft stories that make you laugh, make you think, make you inspired and make you scratch your head wondering why nobody’s ever told you that before.

We’re a little different. Just like our audience, we’re cool but approachable, fresh, opinionated, sometimes uncouth and always individual. We’re women’s media, but we won’t ever tell you what you should think, or make you feel guilty, or dose you up with trash. We’d rather keep our fans happy, curious, inspired and kind.

We love art, photography, music, fashion, craft, design, travel, real-life and serious stuff, too. And we share it all wherever we can.
bi-monthly magazine
335,000+ readership

ADVERTISING
DIRECT RESPONSE
BRAND AWARENESS
PARTNERSHIPS

monthly masthead reach
1,167,000+

e-newsletter
71,000+ subscribers each week

social media
- 351,000+ Facebook followers
- 75,000+ Twitter followers
- 244,000+ Instagram followers
- 26,000+ Pinterest followers

ARTIST COLLAB MERCH
featuring cute frankie tees, totes, enamel pins and patches

EVENTS
throughout the year, including the Finders Keepers markets, Groovin the Moo music festivals and the Garage Sale Trail

STATIONERY
including our annual sell-out diaries and calendars, plus branded paper goods

BOOKS
on makers (Look What We Made), creative interiors (SPACES 1-5), craft, cooking and more

good stuff
a premium awards program recognising achievements within the creative and small business industries

digital version
digital version available on any iOS or Android device through Zinio

frankie.com.au
desktop + mobile
68,000+ unique visitors monthly**
211,000+ average page views monthly**

ADVERTISING
BRAND AWARENESS
ENGAGEMENT
ECOMMERCE
CONTENT

PLUS OUR SUITE OF AWESOME FRANKIE BRAND EXTENSIONS:

**Sourced from Google Analytics. Based on a six-month average from February 2018 to July 2019.
who does frankie speak to?

Our readers are the smartest, funniest, coolest women (and men!) in town. Their connection to frankie is just like the one you have with your all-time favourite band: gushed about, savoured and shared with friends.

- 75% have visited a website after seeing it in frankie magazine
- 42% have been reading frankie for 5+ years
- 63% have previously recommended frankie to a friend
- 80% consider themselves creative in the fields of art, craft, music, writing, photography or film
- 8 in 10 have looked into something they saw in frankie further
- 84% feel inspired after reading frankie

70% female • $75K median income

20-35yo core demographic
frankie fans stay connected

We’re with our audience wherever they go, whenever they need a laugh, a dose of inspiration, or just something cute to get them through the day. For them, we’re more than a media company, we’re a (quirky, friendly and relatable) way of life.

here’s one of the many ways fans may interact with frankie on a daily basis

- Spend a morning scrolling through frankie video posts (tagging mates as they go)
- Organise their day in the frankie diary and calendar
- Chuck on a frankie t-shirt and grab a frankie tote
- Read the latest issue of frankie over lunch
- Contemplate their entry into our frankie Good Stuff awards
- Spend their weekends at frankie-sponsored markets and gigs
- Treat themselves (or their pals) to the newest frankie books and stationery
- Spend the afternoon commute listening to the frankie podcast
We’re a small team working closely together across sales, editorial, design and marketing, so every advertising solution is thoughtfully customised just for you.

the frankie approach to partnerships

frankie fans engage with us to stay inspired, delighted and informed – and our advertising inclusions are no different. We want to showcase brands and products in ways we know our audiences will love; ways that help them envisage how your stuff fits into their life. We collaborate closely with clients on both creative and messaging to ensure we tell their story just right!

we offer our clients:

- **bespoke** integrated ad packages across frankie platforms
- **curation** of meaningful content environments for brand awareness
- **in-house creative** design available from the frankie designers
Our goal is a partnership that creates authentic connections, engages new audiences across different platforms and delivers brand lift. (With some great storytelling along the way.)

We love working with clients’ messages and objectives to create more of the stories we know our audience will love and engage with.

Our in-house editorial team devises and oversees all our branded content production, so the people who make the magazine, and the web content, and the frankie videos, also work with you.

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**the frankie approach to branded content**

**print stories:**
- in frankie magazine and (occasionally!) our special frankie press books, featuring frankie writers and photographers

**digital storytelling:**
- on our website, utilising frankie contributors for extended photo series, articles and interviews, videos and podcasts

**social media extensions:**
- and social-only executions tailored for our audiences with maximum share-ability

**clever multiplatform campaigns and events:**
- that tell your story in different formats; from print stunts to experiential - told in the genuine frankie tone of voice
The yearly frankie Good Stuff awards is our way of shining a light on artists, designers, photographers, filmmakers, entrepreneurs, writers, musicians, crafters and socially minded types in Australia and New Zealand. We’re giving them a leg-up – with prizes, networking and ongoing exposure.

Good Stuff also offers category sponsors a chance to connect with this influential community through targeted marketing, editorial coverage, in-person events and inspiring content that is shareable across all of our platforms – and yours.

**Good Stuff is supported by a stellar lineup of inspiring judges. For our frankie fans, it’s a chance to be seen and heard. For our clients, it’s a chance to become a part of a movement for creativity, innovation and all that Good Stuff.**
Allpress have had an amazing partnership with frankie magazine for over six years now and each year it grows a little stronger and a little more special.

“This year [2017] we had the pleasure of supporting the SPACES publication, which felt like such a natural fit for us to be part of. Due to the frankie press team’s strong understanding of who we are and our values, we were able to trust them fully with the content creation and execution, which resulted in a really seamless addition to the book that both brands were proud of.”

Listen to what one of our clients has to say
advertising: the nitty gritty

**magazine**
- Full page
- Double page spread
- Half page
- Inside front cover spread
- Inside back cover spread
- Inside back full page
- Outside back cover

**directories**
- 1/4 page shop directory
- 1/6 page themed directory

**branded content**
- Double page spread – print
- Branded content article – online
- Branded content video – online and social
- Bespoke social media – Facebook and Instagram

**frankie.com.au**
- Leaderboard
- Top med rec
- Med rec
- Small rec

**e-newsletter**
- Top banner
- Bottom med rec
- Exclusive (top and bottom banner)

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**editorial calendar**

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*frankie has something for everyone, contact us with a brief and a budget and we will create a campaign just for you.*
digital options

for our full range of sizes and specs head to frankie.com.au/specs
take a closer look at frankie

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