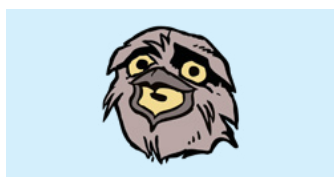
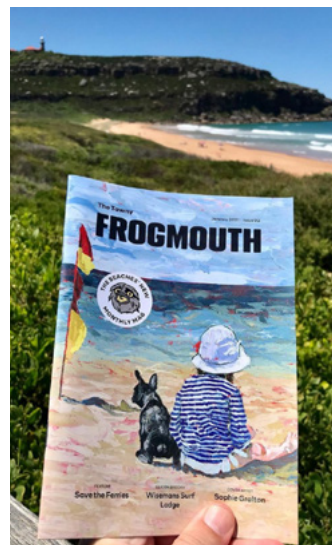


# The Tawny FROGMOUTH

## Media Kit & Editorial Packages



**YOUR LOCAL & TRULY  
INDEPENDENT  
MAGAZINE**



### What is The Tawny Frogmouth

We are a free, independent, authentically local magazine, publishing 50,000 copies monthly, featuring the important and fascinating stories, events, people, and initiatives taking place on the Northern Beaches. The magazine covers topics of community interest, health, education, sport, crime, politics, events, careers, music, innovation, entrepreneurs, property, book reviews, dating and more.

### What We Offer

The true power of a local publication is connecting the community with the news, businesses and services of the region. We work in partnership with local businesses and community initiatives to advertise and share your story in a way that resonates.

### Loyal Locals with Consumer Clout

Known as the Insular Peninsula for good reason; 250,000 locals are deeply passionate about the Northern Beaches. 51.4% of residents are couples with kids, 34.1% of households have gross weekly incomes in excess of \$3,000, with an average of 3.2 people per household.

### Monthly Roll of Honour

We love our advertisers and sponsors. To say thanks, we feature them all on the inside back cover in our monthly "Roll of Honour".

### Purpose-Built Design

The A5 format fits perfectly inside a letterbox. This removes the risk of ruin by bad weather, ensures minimal space is clogged up in the delivery process, and allows readers to easily carry it with them.

### Distribution Timing

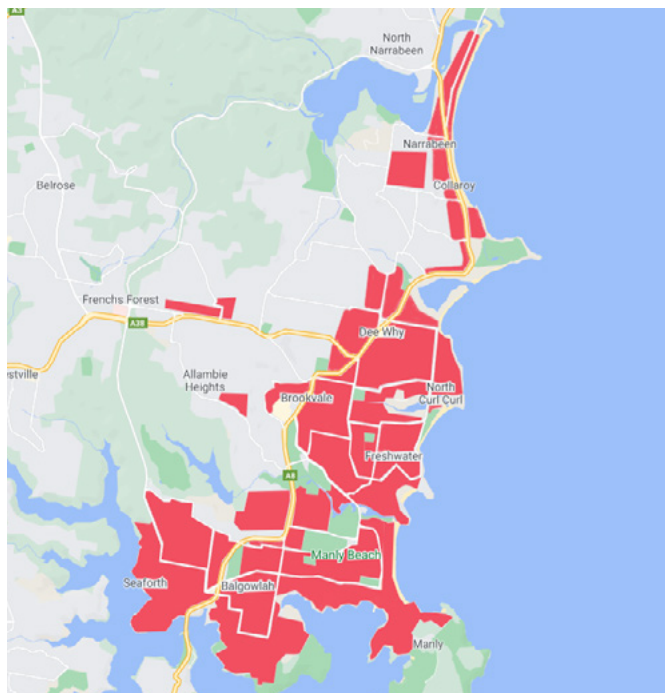
The magazine is released from the middle Thursday of the month which may fall anywhere from the 13th - 19th. The issue released is for the month ahead. E.g. from Thursday April 15, we begin distributing the May issue.

### Monthly Reach

Each month we distribute 50,000 magazines; 47,500 direct to home letterboxes from Spit Bridge to North Narrabeen and 2,500 to businesses and shopping precincts from Manly to Palm Beach.

The direct letterbox drop zone includes; Manly, Fairlight, Balgowlah, Balgowlah Heights, Clontarf, Seaforth, North Balgowlah, Manly Vale, North Manly, Freshwater, Curl Curl, Brookvale, Dee Why, Long Reef, Collaroy and Narrabeen.

Distribution is managed entirely in-house so that it gets done properly. We don't risk copies being left stacked outside or discarded.



**Media Enquiries:** [liam@thetawnyfrogmouth.com.au](mailto:liam@thetawnyfrogmouth.com.au) | Liam 0414 556 038

# Advertisement Rates, Dates & Specs

\*All prices include GST

Standard Ad Size	Single Issue	Three months	Six months	1 year
Full Page	\$1600 / issue	\$1520/month	\$1440/month	\$1280/month
Half Page	\$800 / issue	\$760 / month	\$720 / month	\$640 / month
Quarter Page	\$400 / issue	\$380 / month	\$360 / month	\$320 / month
Eighth Page	\$200 / issue	\$190 / month	\$180 / month	\$160 / month

Prime Position Loading	Single Issue	Three months	Six months	1 year
Inside Front Cover (+10%)	\$1760 / issue	\$1672/month	\$1584/month	\$1408/month
Centre Spread (+20%) per page	\$1920 / issue	\$1824 / month	\$1728 / month	\$1536 / month
Back Cover (+30%)	\$2080 / issue	\$1976 / month	\$1872 / month	\$1664 / month

## Booking and Material Deadlines

We require final materials by the 31st of the month, and appreciate booking confirmation as early as possible.

<b>Full Page</b> 148mm wide 210mm high + 5mm bleed	<b>Half Page</b> 128mm wide 93mm high	<b>Quarter Page</b> 62mm wide 93mm high	<b>Eighth Page</b> 67mm wide 44mm high
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## Editorial Packages

We offer editorial packages to suit your needs, whether you're a commercial enterprise with a story to tell, a not-for-profit with an upcoming fundraising event to promote, or a local business with an interesting initiative.

Editorial Size	Single Issue
Full page editorial	\$2000

Receive a full page of editorial with any of the following:  
3x full page ads, 6x half page ads or 12x quarter page ads

## Testimonials

### HSC CoWorks

"Working with Liam has been a pleasure from the get-go. His commitment to the Northern Beaches and the businesses that serve this community has been evident in all of our interactions. The editorial piece written on our business articulated the problem we are solving for potential clients better than we could've have put it ourselves. We highly recommend working with the Tawny if you're passionate about serving the Northern Beaches community and want to get your story out there." - Jesse Gardiner, MD

### ICMS

"It's important for us to connect with our fellow Northern Beaches locals and to have an active presence within the area - we have found that appearing in the Tawny Frogmouth's local print media is a great way to share our student stories and to keep us in the hearts and minds of our community. It's invaluable brand-building and awareness for our institution." - Georgina Gain, ICMS Marketing & Communications Manager

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