



frankie



MEDIA KIT • 2024

“Thank you for giving me a reason to smile and breathe a little slower and deeper.” frankie fan, Frances

get to know frankie

everyone says they're storytellers these days — but they haven't seen our stories!

We are real 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, design, craft, photography, music, fashion, travel, real-life and serious stuff, too. And we share it all everywhere.

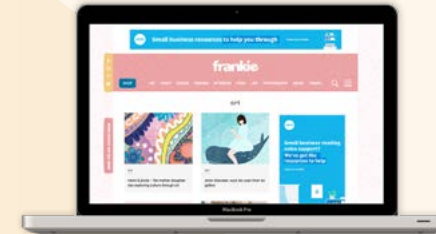


bi-monthly magazine

283,000+ readership*

Digital version available on any iOS or Android device through Zinio

- ADVERTISING
- DIRECT RESPONSE
- BRAND AWARENESS
- PARTNERSHIPS



frankie.com.au desktop + mobile

50,000+ unique
visitors monthly**
142,000+ average page
views monthly**

- ADVERTISING
- BRAND AWARENESS
- ENGAGEMENT
- ECOMMERCE
- CONTENT

e-newsletter

33% average open rate
77,000 subscribers

the frankie world

monthly masthead reach

1,131,000+*



social media

- 351,000+ Facebook followers
- 64,000+ X (Twitter) followers
- 263,000+ Instagram followers
- 30,000+ Pinterest followers
- 3,000+ Tik Tok followers



studio frankie
Studio Frankie Creative Services
Full-service agency creating
culture-driven content for clients

strictly business

A dedicated pillar for the creative and small business industries
e-newsletter subscribers 10,000+
30% average open rate

PLUS OUR
SUITE OF AWESOME
FRANKIE BRAND
EXTENSIONS:



**ARTIST
COLLAB MERCH**
featuring cute frankie
aprons and tea towels

EVENTS
throughout the year, including
frankie mate dates and bespoke
commercial events

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

BOOKS
on makers (Look What
We Made), creative
interiors (SPACES 1-6),
feel-good stories, craft,
cooking and more

our curious community

the frankie audience is smart, funny, creatively inclined and kind-hearted, with a genuine curiosity about the world around them.

They're also super-loyal, and tend to stick with frankie as they move through different stages of their lives. Our audience have diverse interests and respond to anything from an artist feature to a quirky fashion shoot or delicious recipe, though it's often our relatable or eye-opening real-life content that really strikes a chord.

For them, we're more than just a media company. We're a creative and friendly way of life that's become part of their lexicon... "that's so frankie!"



"Thank you for being my friend and always making my day brighter."
frankie fan,
Karly



meet our audience

our 3 key audience segments

GEN Z

- 25% of our audience
- Young adults
- Time rich
- Self discovery
- 16-24 years old

CORE MILLENNIALS

- 34% of our audience
- Sinks and dinks
- High discretionary spend
- Self expression
- 25-34 years old

LATE MILLENNIALS AND GEN X

- 20% of our audience
- Sinks and dinks
- Experience rich
- Self exploration and rediscovery
- 35-44 years old


“Thank you for sharing the message that we can all pursue the dreams we want, no matter how unique or challenging they may be.” frankie fan, Laura

audience insight

75% have visited
a website after
seeing it in
frankie




6 in 10 say they'd
like to live more
sustainably



3 in 4 say they
love to travel

73% would prefer to
do something that
makes them happy
over making money



80% consider
themselves
creative in the
fields of art, craft,
music, writing,
photography
or film

improving their
mental health
and spending more
time with friends
and family are top
priorities in the next
12 months



clothing & accessories
and eating out are
the top areas of
discretionary spending

partner with us



Our goal is a partnership that creates authentic connections, engages new audiences across different platforms and delivers brand uplift (with some great storytelling along the way). frankie isn't just a magazine or Instagram account – it's a community. When you advertise with frankie, you associate with the power of the brand.

We 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.

you'll be in good company



what our clients have to say

Xero has had the pleasure of partnering with frankie on their strictly business series since early 2019, working together on content that's equal parts informative and inspiring. Right from the start, frankie has been a natural fit for Xero as our core principles and values align on doing all that we can to support small business.

Vladka Kazda, Xero Marketing Director - AU, Xero

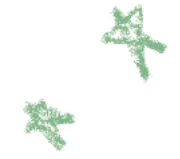
frankie has continued (rightfully so) to be very careful and protective of their editorial integrity and for that reason have garnered a fiercely loyal and trusting audience. frankie has supported us by sharing Status Anxiety with their audience/ readers and it's proven a powerful partnership when combined with the alignment of each other's brands.

Will Sked, Founder, Status Anxiety

We have been collaborating with frankie for almost two years now. Their target market aligns with Blundstone's and is a perfect fit to enhance the brand awareness of our lifestyle products. Claire and the team at frankie are always looking for ways to add value and personalise our partnership—the combination of digital and print is a successful advertising stream for us.

Laura Tilley, Australasian Marketing Coordinator, Blundstone

display advertising options



MAGAZINE

- Double Page Spread
- Full Page
- Half Page
- Inside Front Cover Spread
- Outside Back Cover

WEBSITE

- Super Leaderboard
- Billboard
- Half Page
- Mobile Leaderboard
- Mobile Billboard
- Exclusive Section Sponsorship (all ad units)

E-NEWSLETTER

- Exclusive ad buyout (top & middle leaderboard banners)
- Premium buyout (top banner + content box)

For dates, deadlines, specs and rates, click [here](#)

branded content options

inspiring storytelling that brings you closer to the frankie consumer, curated by our dedicated in-house branded content director. rates on application.

PRINT
STORIES

DIGITAL
STORIES

SOCIAL
MEDIA

VIDEO

EVENTS

PRINT
SPECIALS

PODCAST

GIVEAWAYS

AUDIENCE
RESEARCH

branded content print stories

crafting for canines
WHIP UP AN EASY-PEASY SHUFFLE MAT TO KEEP YOUR POODLE ENTERTAINED.

Works and project: *Daily Research*, Photography: *Thomas Reinhold*

Even though our spitz pups love lying on our fancy couches and recliners, as far as our furry friends, they are always prowling they're still wild dogs in a sense. That is where the shuffle mat comes in. Helping limit damage to the fabric, strips for them to sniff out makes them feel like they're experiencing the first game of hide-and-seek. It can be super mentally stimulating for them, but if your animal dog needs a bit of a distraction or you're looking to keep their mind but don't want them to wreck your house, a little session with the shuffle mat can help. It's made of fabric strips, so it's a harmless way if you also be used as a fun reward, or even to give them super-soft changes before to help with their calm or their grumpy-like moods, to use one.

WHAT YOU'LL NEED
Remix fabric for an old heavy blanket
scissors
a rubber mat with holes (you can find this at a hardware store)
high-quality kibble for used Scratch!

HOW TO
Cut your fabric into strips, about 1cm wide and 1.5cm long. It doesn't matter if they're not exactly the same width or length - a bit of variety adds to the interesting texture.
Starting in one corner, poke a fabric strip down through the hole, under the mat, and back up through the next hole. To a single knot to keep it secure.
Do the same thing for the next hole over and be another knot. Continue all the way along the row. Then, move along to the next row and create another row of single knots.
Once you have one row complete, join them together with strips of fabric. Do, instead of knotting vertically, you're knitting vertically! This will make your mat start to form itself!
Continue with the steps above for the rest of the mat, working in batches of four rows. Then, once you've done the whole mat, do some fabric strips around the edges to help the mat work of the rubber mat.
Add now the best things! Sprinkle some high-quality kibble on top for your dog to find. If you'd like to give them more of a challenge, hide the dry food bag between the fabric strips so they really have to work to find it. Make sure you use the shuffle mat when you're around to supervise, though, so your pooch doesn't decide the mat itself is rather tasty, long after the kibble is gone!

scratch

This pooch-focused craft project was produced in partnership with Scratch. If your furry friend needs a boost in high-quality, Australian dog food, then Scratch is for you. Made with sustainable, natural ingredients and delivered to your door with free carbon-neutral shipping, check out scratchdogfood.com.au and use the code **FRANKIEKIT** for some free treats with your dog's first order!

hit refresh
Discover some business ideas to do a wild winter getaway. Here's what we got up to when we visited the city and its surrounds over three days.

WILLIAMS BROS. PHOTOGRAPHY

wine and dine
Discovering what the wine scene of the region has to offer is a great way to spend your time. The wine scene is a mix of traditional and modern, with a focus on quality and sustainability. The region is known for its diverse range of wine varieties, from classic to experimental. The wine scene is a mix of traditional and modern, with a focus on quality and sustainability. The region is known for its diverse range of wine varieties, from classic to experimental.

fire and dink
The fire and dink scene is a mix of traditional and modern, with a focus on quality and sustainability. The region is known for its diverse range of wine varieties, from classic to experimental.

THE FIRE - AND YOU CAN ONLY TAKE UP TO FIVE WOODS TO BURN AT A TIME. THE FIRE IS 100% WOODS AND 100% WOODS.

rustic beauty
The rustic beauty of the region is a mix of traditional and modern, with a focus on quality and sustainability. The region is known for its diverse range of wine varieties, from classic to experimental.

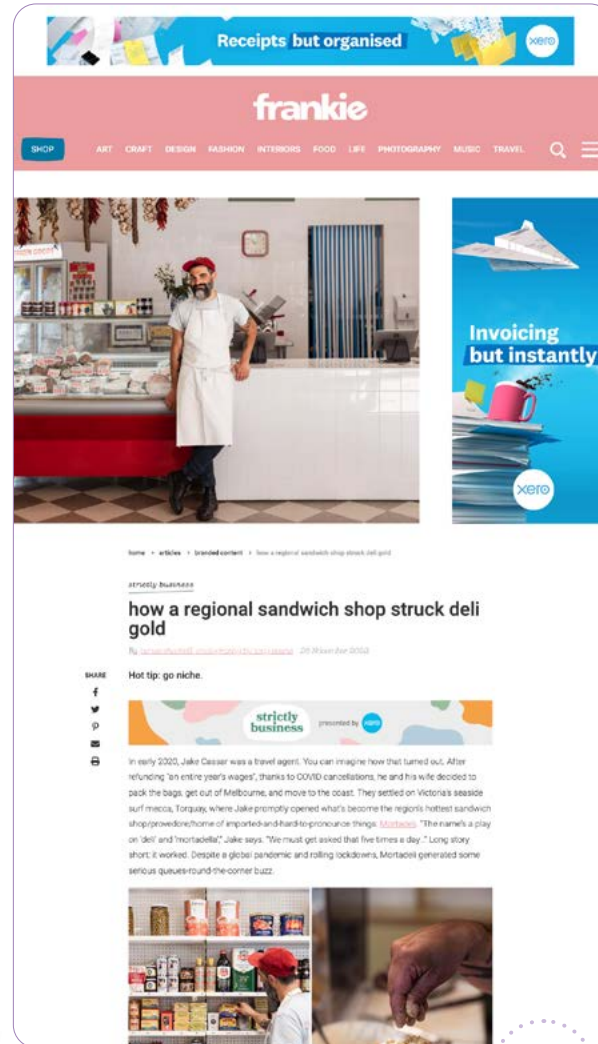
cooking with herbs
Cooking with herbs is a mix of traditional and modern, with a focus on quality and sustainability. The region is known for its diverse range of wine varieties, from classic to experimental.

THE FIRE - AND YOU CAN ONLY TAKE UP TO FIVE WOODS TO BURN AT A TIME. THE FIRE IS 100% WOODS AND 100% WOODS.

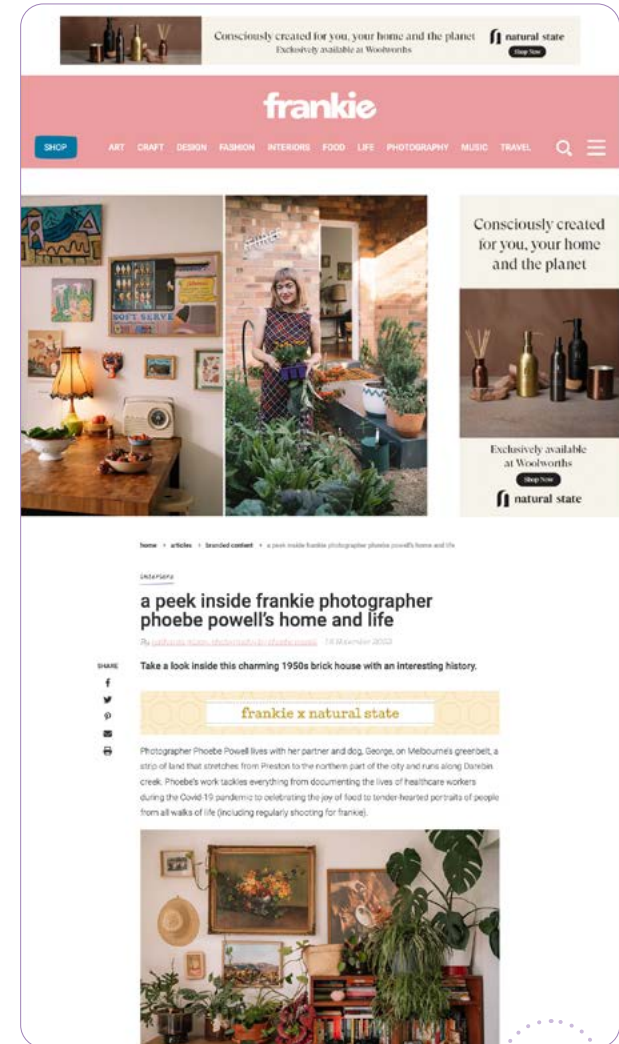
Featured in frankie's print magazine across a double page spread. Engaging storytelling for and about your brand, created by frankie writers, photographers and illustrators.

branded content digital stories

Featured on the frankie website in the form of articles, Q&As, product pages and extended photo series

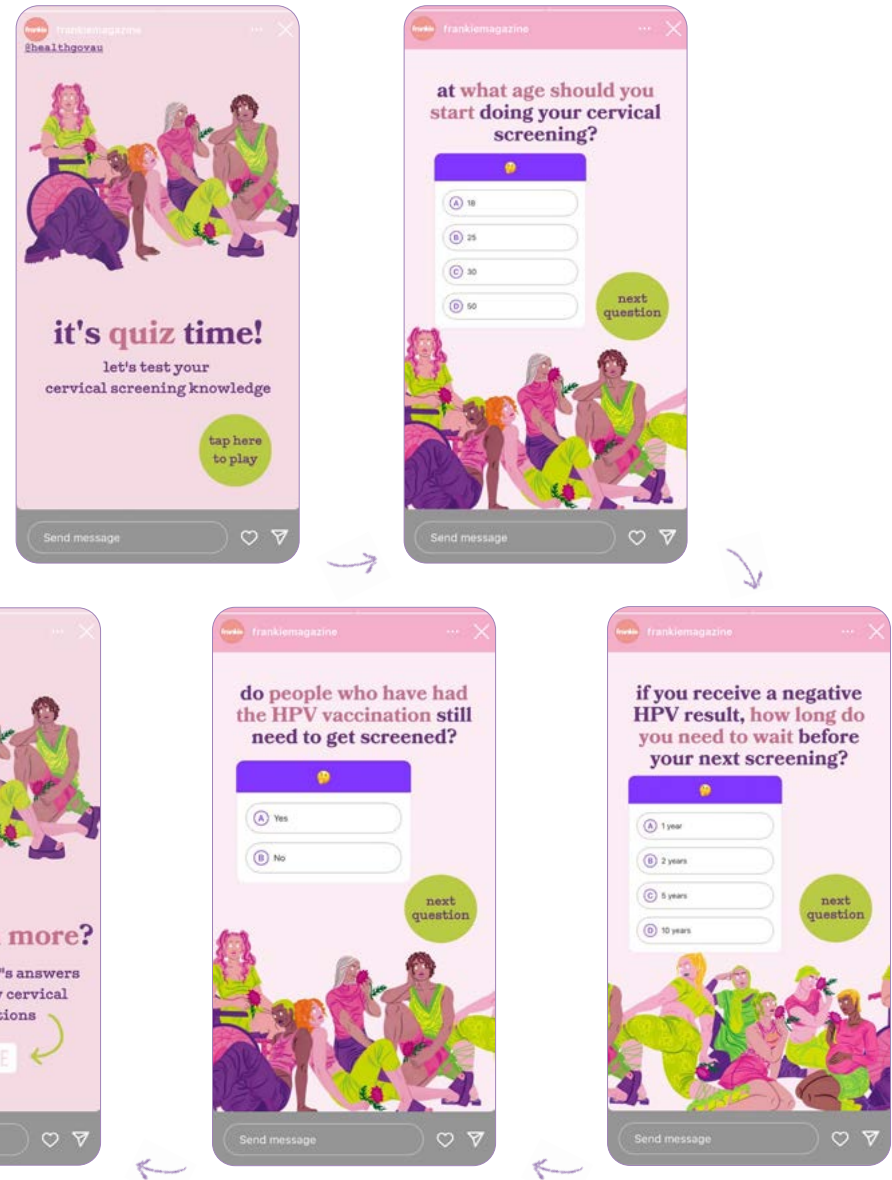


read me



read me

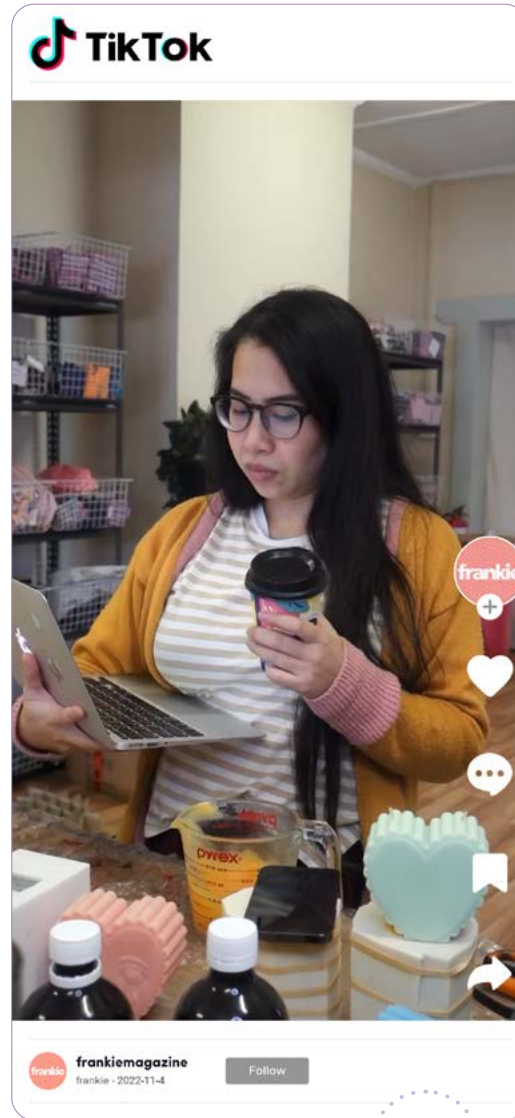
branded content social



Social amplification of digital content, or social-only executions tailored for our audience with shareability in mind.

branded content video

Bespoke video executions curated for our clients and featuring frankie 'celebrities' or staff. Amplified across our social channels and website.



watch me



watch me

branded content events

Online or in-person events that build a stronger relationship between our clients and audience. Always beautifully styled, intimate and full of personality

.....

*“frankie, this is SO BRILLIANT.
What a valuable session”* frankie x Bank
Australia, Money Matters Webinar

*“I thought it was great, aimed at all levels
and it is especially useful to know
it was recorded so i can watch again
down the line as my business grows.”*
frankie x Xero, Side Hustler’s Guide
to Finance Webinar



frankie has something for everyone,



**contact us with a brief and a budget and we
will create a campaign just for you**



Partnerships Director

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still reading?



don't just take it from us, here's what the industry says

Mumbrella Publish Awards 2022

winner: frankie studio,
branded content studio of
the year

Mumbrella Publish Awards 2023

finalist: alice buda,
designer of the year

Mumbrella Publish Awards 2023

finalist: frankie studio,
branded content studio of
the year

Mumbrella Publish Awards 2023

finalist: strictly business,
newsletter of the year

Mumbrella Publish Awards 2020

winner: sophie kalagas,
editor of the year -
consumer/custom

Mumbrella Publish Awards 2020

finalist: caitlin wyne,
designer of the year

Mumbrella Publish Awards 2020

finalist: frankie Strictly
Business, newsletter of
the year

Mumbrella Publish Awards 2021

winner: strictly business
for Xero, best publisher-led
advertising campaign