

Who We Are

A free, independent, authentically local variety magazine, we publish 50,000 copies monthly, featuring the important and fascinating stories, events, people, and initiatives taking place on the Northern Beaches.

What We Offer

We connect the community with the news, businesses and services of the region, working in partnership with local businesses and community initiatives to advertise and share local stories in a way that resonates.

Who Should Advertise

- Are you looking to connect with the Northern Beaches community?
- Do you have a unique and compelling story to tell?
- Is your ability to be discovered online hindered rather than assisted by the Google Algorithm?
- Can you benefit from an alternative path to reach Northern Beaches residents?

If you answered **YES** to any of these questions, you should be advertising in The Tawny Frogmouth.

Monthly Roll of Honour

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

Testimonials

"Advertising in The Tawny Frogmouth resulted in the Co-op's biggest day of sales since the start of the pandemic. We've tried other social media, including Facebook, but the Tawny was the one to get people's attention."

Victoria Milner, Manly Food Co-op Marketing Director

"As a new brewery in Brookvale that no one had ever heard of, The Tawny Frogmouth has been epic at spreading the word and getting punters through our doors."

Nick McDonald, Bucketty's Brewing Co. Founder



Content and full page ad



Quarter, half and eighth page ads



Editorial campaign and full page ad

Distribution

Monthly Reach - 50,000 magazines

47,500 - direct to home letterboxes from Manly to Narrabeen

2,500 - businesses & shopping precincts from Manly to Palm Beach

In-house distribution

Distribution is managed entirely in-house so that it gets done properly.

We don't risk copies being left stacked outside or discarded.

Distribution Timing

Delivery for each issue commences on the second last Friday of the month.

See page 4 for the full 2023 schedule.

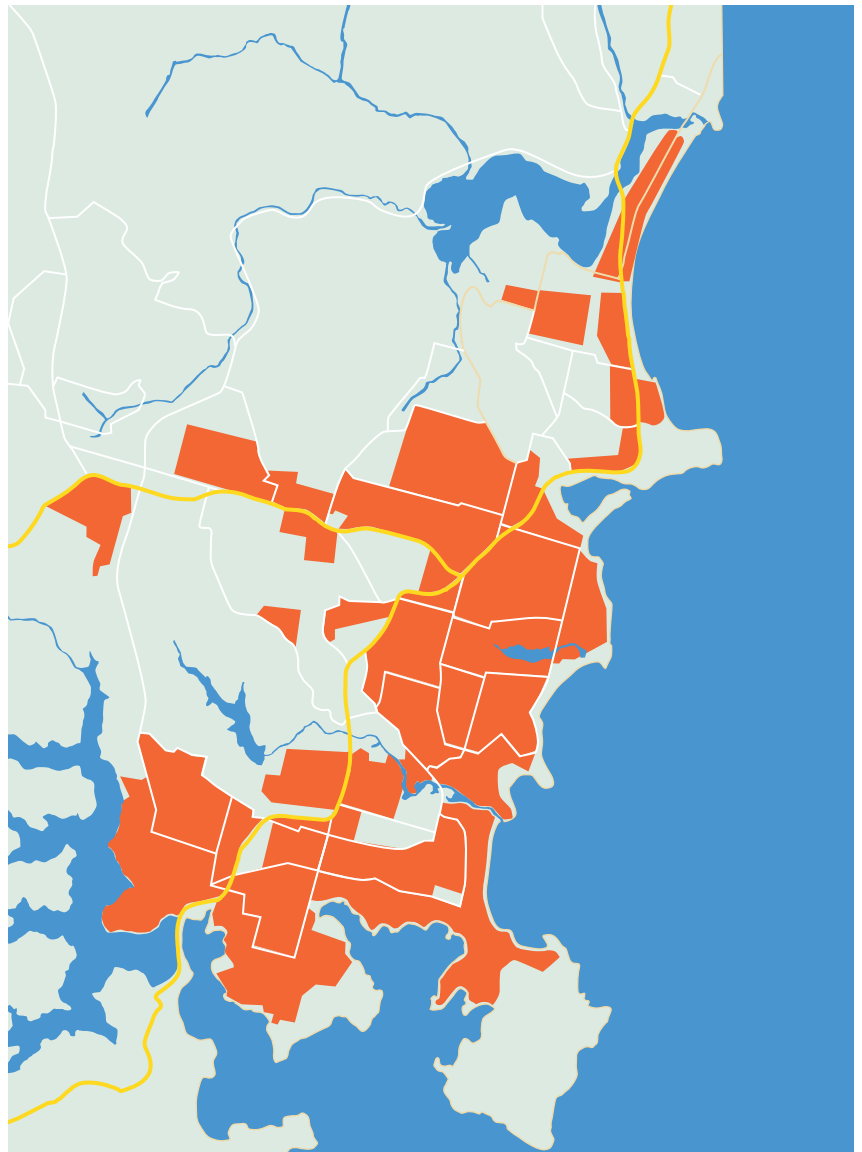
Purpose-Built Design

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.

Loyal Locals with Consumer Clout

The Northern Beaches is home to over 250,000 locals, deeply passionate about their community. 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.

Residential Letterboxes	
Manly	4,235
Fairlight / Balgowlah	5,472
Balgowlah Heights	2,439
Clontarf	303
Seaforth	1,230
North Balgowlah	1,984
Queenscliff	1,680
North Manly	1,360
Manly Vale	1,905
Allambie	1,435
Brookvale	1,930
Freshwater	2,990
South Curl Curl	897
North Curl Curl	1,254
Dee Why	5,085
Narrabeena	725
Beacon Hill	1,180
Frenchs Forest	2,415
Davidson	400
Cromer	1,200
Collaroy	1,680
Long Reef	850
Collaroy Plateau / Wheeler Heights	1,750
Narrabeen	1,700
Warriewood / Mona Vale	1,080
Elanora Heights	425
Total	47,604



Ad rates

*All prices include GST

Standard ad size	Single issue	Three months	Six months	1 year (11 issues)
Full page	\$2000 / issue	\$1900 / issue	\$1800 / issue	\$1600 / issue
Half page	\$1000 / issue	\$950 / issue	\$900 / issue	\$800 / issue
Quarter page	\$500 / issue	\$475 / issue	\$450 / issue	\$400 / issue
Eighth page	\$250 / issue	\$238 / issue	\$225 / issue	\$200 / issue
Double page	\$3500 / issue	\$3325 / issue	\$3150 / issue	\$2800 / issue

Prime position loading	Single issue	Three months	Six months	1 year (11 issues)
Inside front cover	\$2400 / issue	\$2280 / issue	\$2160 / issue	\$1920 / issue
Inside back cover	\$2200 / issue	\$2090 / issue	\$1980 / issue	\$1760 / issue
Back cover	\$4000 / issue	\$3800 / issue	\$3600 / issue	\$3200 / issue

Advertorial	Single issue	Three months	Six months	1 year (11 issues)
Full page	\$2500 / issue	\$2375 / issue	\$2250 / issue	\$2000 / issue

Specs

Full Page
148mm wide
210mm high
+ 5mm bleed
No crop marks

Half Page
128mm wide
93mm high

Quarter Page
62mm wide
93mm high

Eighth Page
67mm wide
44mm high

Insert / flyer rates

We can help you facilitate targeted advertising campaigns with use of insert/flyer advertising. Identify the suburbs you want to target and the amount of letterboxes you want to reach within our dropzone. We will insert the flyer in the magazine and take care of the deliveries. Refer to page 2 for a breakdown of letterboxes per suburb.

Magazines	Cost per Flier	Total Cost*
47,500	10c	\$4,750
30,000	12.5c	\$3,750
20,000	15c	\$3,000
10,000	17.5c	\$1,750
5,000	20c	\$1,000

*All prices include GST

MEDIA ENQUIRIES

www.thetawnyfrogmouth.com.au

ads@thetawnyfrogmouth.com.au | Liam 0414 556 038 | Quyen 0423 407 303

Booking and Material Schedule - 2023

March 2023 - Issue 25	
Final ad confirmation	Tuesday, 7 February 2023
Ad artwork required	Friday, 10 February 2023
Docs sent to print	Tuesday, 14 February 2023
Deliveries commence from	Friday, 24 February 2023

September 2023 - Issue 31	
Final ad confirmation	Tuesday, 1 August 2023
Ad artwork required	Friday, 4 August 2023
Docs sent to print	Tuesday, 8 August 2023
Deliveries commence from	Friday, 18 August 2023

April 2023 - Issue 26	
Final ad confirmation	Tuesday, 7 March 2023
Ad artwork required	Friday, 10 March 2023
Docs sent to print	Tuesday, 14 March 2023
Deliveries commence from	Friday, 24 March 2023

October 2023 - Issue 32	
Final ad confirmation	Tuesday, 5 September 2023
Ad artwork required	Friday, 8 September 2023
Docs sent to print	Tuesday, 12 September 2023
Deliveries commence from	Friday, 22 September 2023

May 2023 - Issue 27	
Final ad confirmation	Tuesday, 4 April 2023
Ad artwork required	Friday, 7 April 2023
Docs sent to print	Tuesday, 11 April 2023
Deliveries commence from	Friday, 21 April 2023

November 2023 - Issue 33	
Final ad confirmation	Tuesday, 3 October 2023
Ad artwork required	Friday, 6 October 2023
Docs sent to print	Tuesday, 10 October 2023
Deliveries commence from	Friday, 20 October 2023

June 2023 - Issue 28	
Final ad confirmation	Tuesday, 2 May 2023
Ad artwork required	Friday, 5 May 2023
Docs sent to print	Tuesday, 9 May 2023
Deliveries commence from	Friday, 19 May 2023

December 2023 - Issue 34	
Final ad confirmation	Tuesday, 7 November 2023
Ad artwork required	Friday, 10 November 2023
Docs sent to print	Tuesday, 14 November 2023
Deliveries commence from	Friday, 24 November 2023

July 2023 - Issue 29	
Final ad confirmation	Tuesday, 6 June 2023
Ad artwork required	Friday, 9 June 2023
Docs sent to print	Tuesday, 13 June 2023
Deliveries commence from	Friday, 23 June 2023

January 2024 - Issue 35	
Final ad confirmation	Tuesday, 5 December 2023
Ad artwork required	Friday, 8 December 2023
Docs sent to print	Tuesday, 13 December 2023
Deliveries commence from	Friday, 22 December 2023

August 2023 - Issue 30	
Final ad confirmation	Tuesday, 4 July 2023
Ad artwork required	Friday, 7 July 2023
Docs sent to print	Tuesday, 11 July 2023
Deliveries commence from	Friday, 21 July 2023

No February 2024 Issue	
Holiday	

