

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 Avalon

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 FY 2023/24 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.

Insert / flyer advertising

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 the above for a breakdown of letterboxes per suburb.

Rates

22c per flyer (includes GST) Minimum 10,000 insert flyers.

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	930
Freshwater	2,990
South Curl Curl	897
North Curl Curl	1,254
Dee Why	5,085
Narraweena	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
Avalon	1,000
Elanora Heights	425
Total	47,604

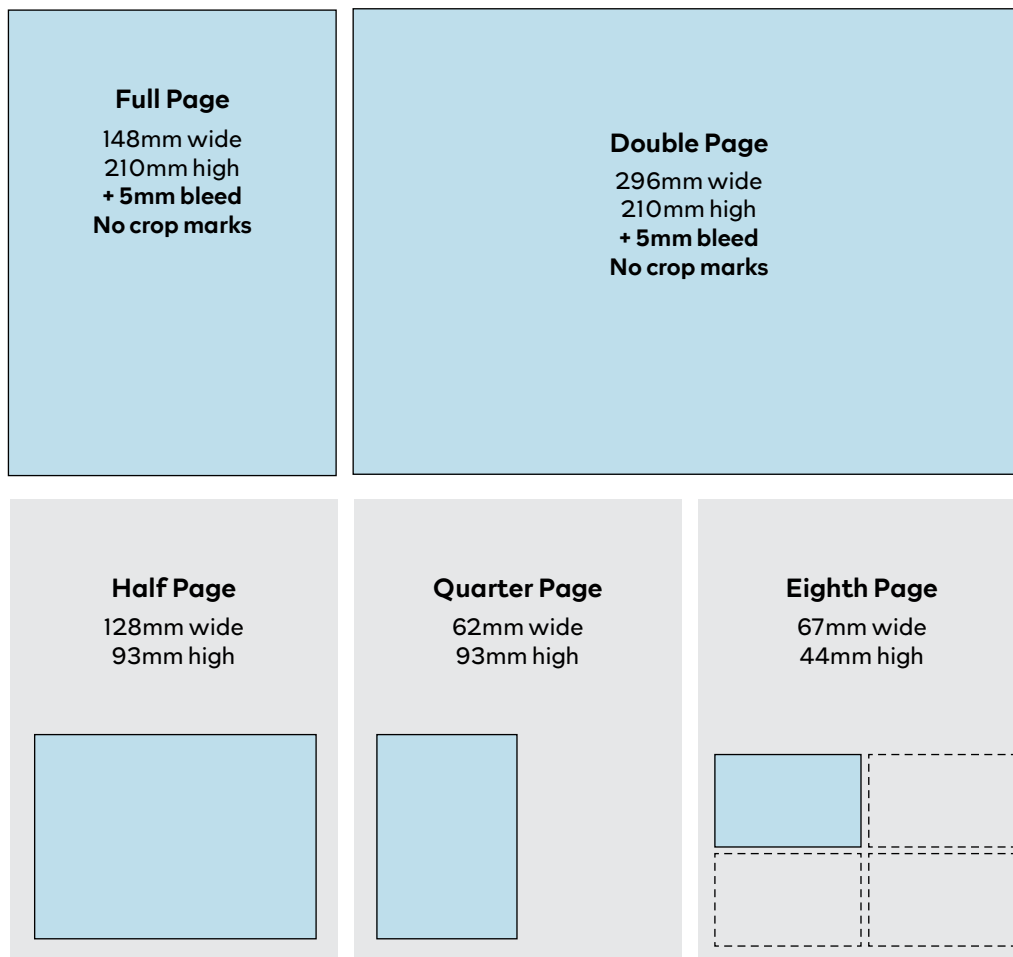
Ad rates

*All prices include GST

Standard ad size	Casual	Three months	Six months	1 year (11 issues)	Design (set-up)
Full page	\$1750 / issue	\$1665 / issue	\$1575 / issue	\$1400 / issue	\$149
Half page	\$900 / issue	\$855 / issue	\$810 / issue	\$720 / issue	\$89
Quarter page	\$475 / issue	\$450 / issue	\$430 / issue	\$380 / issue	\$69
Eighth page	\$250 / issue	\$238 / issue	\$225 / issue	\$200 / issue	\$49
Double page	\$2800 / issue	\$2660 / issue	\$2520 / issue	\$2240 / issue	\$149

Prime position loading	Single issue	Three months	Six months	1 year (11 issues)	Design (set-up)
Inside front cover	\$2000 / issue	\$1900 / issue	\$1800 / issue	\$1600 / issue	\$149
Inside back cover	\$1900 / issue	\$1805 / issue	\$1710 / issue	\$1520 / issue	\$149
Back cover	\$2800 / issue	\$2660 / issue	\$2520 / issue	\$2240 / issue	\$149

Specs



Booking and Material Schedule - 2024

No February 2024 Issue

Holiday

August 2024 - Issue 41

Final ad confirmation	Tuesday, 2 July 2024
Ad artwork required	Friday, 5 July 2024
Docs sent to print	Tuesday, 9 July 2024
Deliveries commence from	Friday, 19 July 2024

March 2024 - Issue 36

Final ad confirmation	Tuesday, 6 February 2024
Ad artwork required	Friday, 9 February 2024
Docs sent to print	Tuesday, 13 February 2024
Deliveries commence from	Friday, 23 February 2024

September 2024 - Issue 42

Final ad confirmation	Tuesday, 6 August 2024
Ad artwork required	Friday, 9 August 2024
Docs sent to print	Tuesday, 13 August 2024
Deliveries commence from	Friday, 23 August 2024

April 2024 - Issue 37

Final ad confirmation	Tuesday, 5 March 2024
Ad artwork required	Friday, 8 March 2024
Docs sent to print	Tuesday, 12 March 2024
Deliveries commence from	Friday, 22 March 2024

October 2024 - Issue 43

Final ad confirmation	Tuesday, 3 September 2024
Ad artwork required	Friday, 6 September 2024
Docs sent to print	Tuesday, 10 September 2024
Deliveries commence from	Friday, 20 September 2024

May 2024 - Issue 38

Final ad confirmation	Tuesday, 9 April 2024
Ad artwork required	Friday, 12 April 2024
Docs sent to print	Tuesday, 16 April 2024
Deliveries commence from	Friday, 26 April 2024

November 2024 - Issue 44

Final ad confirmation	Tuesday, 1 October 2024
Ad artwork required	Friday, 4 October 2024
Docs sent to print	Tuesday, 8 October 2024
Deliveries commence from	Friday, 18 October 2024

June 2024 - Issue 39

Final ad confirmation	Tuesday, 7 May 2024
Ad artwork required	Friday, 10 May 2024
Docs sent to print	Tuesday, 14 May 2024
Deliveries commence from	Friday, 24 May 2024

December 2024 - Issue 45

Final ad confirmation	Tuesday, 5 November 2024
Ad artwork required	Friday, 8 November 2024
Docs sent to print	Tuesday, 12 November 2024
Deliveries commence from	Friday, 22 November 2024

July 2024 - Issue 40

Final ad confirmation	Tuesday, 4 June 2024
Ad artwork required	Friday, 7 June 2024
Docs sent to print	Tuesday, 11 June 2024
Deliveries commence from	Friday, 21 June 2024

January 2025 - Issue 46

Final ad confirmation	Tuesday, 10 December 2024
Ad artwork required	Friday, 13 December 2024
Docs sent to print	Tuesday, 17 December 2024
Deliveries commence from	Friday, 27 December 2024



MEDIA ENQUIRIES

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