



**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 Northern Beaches 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.

**Should You Advertise in the Tawny?**

Are you looking to connect with the Northern Beaches community?

Do you have a great product or service to offer that can provide excellent value to Northern Beaches residents?

Is your ability to be discovered online hindered rather than assisted by the various enigmatic online algorithms?

Are you paying considerable amounts to compete online yet feel underwhelmed by the return on that investment?

If you answered **YES** to one or more of these questions, the Tawny's direct print pathway to residents is for you.

**Monthly Roll of Honour**

We love our advertisers. To say thanks, we feature you all in our monthly full page "Roll of Honour", a resource used by readers to identify local businesses supporting local news.

**Testimonials**

"Advertising in The Tawny Frogmouth resulted in the Co-op's biggest day of sales ever. 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 2024/25 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

25c per flyer (includes GST) Minimum 5,000 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
<b>Total</b>	<b>47,604</b>

## Complementary Social Media

When you advertise in The Tawny Frogmouth print magazine, we love to show you off on social media as well, ensure we reach our readers and your new and existing customers in print, online, every way we can.

Please let us know any posts or videos or other potential online storytelling options that can work best, and we can share those via the Tawny's social media channels, complement the print and show your business off to the fullest across all possible platforms at no extra cost.

# Ad rates

**\*All prices include GST**

Standard ad size	Single Issue	Two to Five Months	Six to Twelve Months
Full page	\$1,800 / issue	\$1,700 / issue	\$1,600 / issue
Half page	\$900 / issue	\$850 / issue	\$800 / issue
Quarter page	\$450 / issue	\$425 / issue	\$400 / issue
Eighth page	\$225 / issue	\$215 / issue	\$200 / issue
Double page	\$2,800 / issue	\$2,650 / issue	\$2,500 / issue

Prime position loading	Single Issue	Two to Five Months	Six to Twelve Months
Inside front cover	\$2,000 / issue	\$1,900 / issue	\$1,800 / issue
Inside back cover	\$1,900 / issue	\$1,800 / issue	\$1,700 / issue
Back cover	\$2,800 / issue	\$2,650 / issue	\$2,500 / issue

# Specs

**Full Page**

148mm wide  
210mm high  
**+ 5mm bleed**  
**No crop marks**

**Double Page**

296mm 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

# Booking and Material Schedule - Calendar Year 2025

## No February 2025 Issue

**Holiday**

## August 2025 - Issue 51

Final ad confirmation	Tuesday, 1 July 2025
Ad artwork required	Friday, 4 July 2025
Docs sent to print	Tuesday, 8 July 2025
Deliveries commence from	Friday, 18 July 2025

## March 2025 - Issue 47

Final ad confirmation	Tuesday, 4 February 2025
Ad artwork required	Friday, 7 February 2025
Docs sent to print	Tuesday, 11 February 2025
Deliveries commence from	Friday, 21 February 2025

## September 2025 - Issue 52

Final ad confirmation	Tuesday, 5 August 2025
Ad artwork required	Friday, 8 August 2025
Docs sent to print	Tuesday, 12 August 2025
Deliveries commence from	Friday, 22 August 2025

## April 2025 - Issue 48

Final ad confirmation	Tuesday, 4 March 2025
Ad artwork required	Friday, 7 March 2025
Docs sent to print	Tuesday, 11 March 2025
Deliveries commence from	Friday, 21 March 2025

## October 2025 - Issue 53

Final ad confirmation	Tuesday, 2 September 2025
Ad artwork required	Friday, 5 September 2025
Docs sent to print	Tuesday, 9 September 2025
Deliveries commence from	Friday, 19 September 2025

## May 2025 - Issue 49

Final ad confirmation	Tuesday, 1 April 2025
Ad artwork required	Friday, 4 April 2025
Docs sent to print	Tuesday, 8 April 2025
Deliveries commence from	Friday, 18 April 2025

## November 2025 - Issue 54

Final ad confirmation	Tuesday, 7 October 2025
Ad artwork required	Friday, 10 October 2025
Docs sent to print	Tuesday, 14 October 2025
Deliveries commence from	Friday, 24 October 2025

## No June 2025 Issue

**Holiday**

## December 2025 - Issue 55

Final ad confirmation	Tuesday, 4 November 2025
Ad artwork required	Friday, 7 November 2025
Docs sent to print	Tuesday, 11 November 2025
Deliveries commence from	Friday, 21 November 2025

## July 2025 - Issue 50

Final ad confirmation	Tuesday, 3 June 2025
Ad artwork required	Friday, 6 June 2025
Docs sent to print	Tuesday, 10 June 2025
Deliveries commence from	Friday, 20 June 2025

## January 2026 - Issue 56

Final ad confirmation	Tuesday, 2 December 2025
Ad artwork required	Friday, 5 December 2025
Docs sent to print	Tuesday, 9 December 2025
Deliveries commence from	Friday, 19 December 2025

