

**Who We Are**

Northern Beaches' Monthly Mag, the Tawny Frogmouth is an independent community resource utilising high gloss 80 GSM print to showcase the fun, intriguing, fascinating, important and uniquely local stories, events, people, and initiatives that define the world's greatest peninsula.

**What We Offer**

With the power of 50,000 monthly magazines hand-delivered by an army of 75 Tawny Delivery Foot Soldiers, we connect the Northern Beaches residents with the news, events, people, initiatives, businesses and services of the community.

**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 by the Tawny Delivery Army comprising 75 Foot Soldiers.

It rains a lot in the Emerald City, so we make sure the Tawny is safe, snug, dry and secure inside readers' letterboxes, and 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 all distribution timelines.

## 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

Insert/flyers are 8-12 times more effective than direct letterbox drops. To achieve this pathway to Tawny readers, 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.

## Rates

25c per flyer (includes GST) Minimum 5,000 insert flyers.

# Social Media

Combining 50,000 mags with fun, informative, engaging social media is incredibly powerful to fully show your business off, truly stand out in a Tawny reader's mind, and drive consumer decisions. If you'd like to find out more about how the Tawny can assist with your social media storytelling, let's have a pow wow asap. Email [liam@thetawnyfrogmouth.com.au](mailto:liam@thetawnyfrogmouth.com.au) or call 0414 556 038

# Creative Services

Having trouble crafting the perfect brand story that transforms a Tawny reader into a life-long devoted customer, or designing the ultimate ad that best illustrates the problem you solve that can immediately improve a Tawny reader's life? It's no picnic, extremely time consuming, but crucially important to your business' success. If you're unsure where to start or how to execute, the Tawny can help. Rates vary depending on what precisely you're after. Email [liam@thetawnyfrogmouth.com.au](mailto:liam@thetawnyfrogmouth.com.au) or call 0414 556 038.

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>

# Exclusivity Options

The Tawny Frogmouth is an unapologetically biased publication forever in favour of anyone and everyone that calls the Northern Beaches home but if you have a direct competitor who you're in the midst of a battle for the ages with that not even Machiavelli could envisage, to ensure you take the Frogmouth advantage on the path to commercial, spiritual, geopolitical, and existential victory, you can seek Tawny exclusivity for a line of business or type of service, and have your competitor banished from the Tawny's pages. This is not a decision the Tawny would take lightly or can guarantee. There will be a premium charged and a healthy degree of reasoning needed too. But we're happy to chat more and see what exclusivity we can provide for your business' success. Email [liam@thetawnyfrogmouth.com.au](mailto:liam@thetawnyfrogmouth.com.au) or call 0414 556 038 to further explore this option.

# Ad Rates

**\*All prices INCLUDE GST**

Standard Ad	Single Issue	Two to Five Months	Six to Twelve Months
Full page	\$2,000 / issue	\$1,880 / issue	\$1,760 / issue
Half page	\$1,000 / issue	\$940 / issue	\$880 / issue
Quarter page	\$500 / issue	\$470 / issue	\$440 / issue
Eighth page	\$250 / issue	\$235 / issue	\$220 / issue
Double page	\$3,000 / issue	\$2,820 / issue	\$2,640 / issue

Prime Position	Single Issue	Two to Five Months	Six to Twelve Months
Inside front cover	\$2,200 / issue	\$2,070 / issue	\$1,940 / issue
Inside back cover	\$2,100 / issue	\$1,970 / issue	\$1,850 / issue
Back cover	\$3,000 / issue	\$2,820 / issue	\$2,640 / issue


Editorial	Single Issue	Two to Five Months	Six to Twelve Months
Full page	\$2,000 / issue	\$1,880 / issue	\$1,760 / issue
Half page	\$1,000 / issue	\$940 / issue	\$880 / issue
Double page	\$3,000 / issue	\$2,820 / issue	\$2,640 / issue

# Specs


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

**Double Page**  
 296mm wide  
 210mm high  
 + 5mm bleed  
 No crop marks

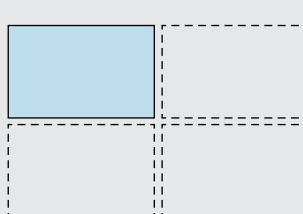
**Half Page**  
 128mm wide  
 93mm high



**Quarter Page**  
 62mm wide  
 93mm high



**Eighth Page**  
 67mm wide  
 44mm high



**MEDIA ENQUIRIES**

[thetawnyfrogmouth.com.au](http://thetawnyfrogmouth.com.au)

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

# Booking and Material Schedule



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

No June 2025 Issue	
<h2>Holiday</h2>	

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

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

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

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

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

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

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

No February 2026 Issue	
<h2>Holiday</h2>	

March 2026 - Issue 57	
Final ad confirmation	Tuesday, 3 February 2026
Ad artwork required	Friday, 6 February 2026
Docs sent to print	Tuesday, 10 February 2026
Deliveries commence from	Friday, 20 February 2026

April 2026 - Issue 58	
Final ad confirmation	Tuesday, 3 March 2026
Ad artwork required	Friday, 6 March 2026
Docs sent to print	Tuesday, 10 March 2026
Deliveries commence from	Friday, 20 March 2026

May 2026 - Issue 59	
Final ad confirmation	Tuesday, 7 April 2026
Ad artwork required	Friday, 10 April 2026
Docs sent to print	Tuesday, 14 April 2026
Deliveries commence from	Friday, 24 April 2026

June 2026 - Issue 60	
Final ad confirmation	Tuesday, 5 May 2026
Ad artwork required	Friday, 8 May 2026
Docs sent to print	Tuesday, 12 May 2026
Deliveries commence from	Friday, 22 May 2026