

Who We Are

Northern Beaches' Monthly Mag, the Tawny Frogmouth is an independent community resource utilising the full colour print format 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.

Residential Letterboxes	
Manly	4,235
Fairlight / Balgowlah	5,475
Balgowlah Heights	2,500
Clontarf	300
Seaforth	1,230
North Balgowlah	1,950
Queenscliff	1,680
North Manly	1,360
Manly Vale	2,000
Allambie	1,450
Brookvale	1,000
Freshwater	3,000
South Curl Curl	900
North Curl Curl	1,255
Dee Why	6,460
Narraweena	725
Beacon Hill	1,200
Frenchs Forest/Davidson	900
Cromer	1,200
Collaroy	1,680
Long Reef	750
Collaroy Plateau / Wheeler Heights	1,750
Narrabeen	1,600
Warriewood / Mona Vale	1,100
Newport	550
Avalon	700
Elanora Heights	600
Total	47,500

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

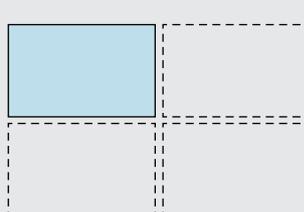
Half Page
 128mm wide
 93mm high



Quarter Page
 62mm wide
 93mm high



Eighth Page
 67mm wide
 44mm high



MEDIA ENQUIRIES

thetawnyfrogmouth.com.au

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

Booking and Material Schedule 2026



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 2026 - Issue 61	
Final ad confirmation	Tuesday, 2 June 2026
Ad artwork required	Friday, 5 June 2026
Docs sent to print	Tuesday, 9 June 2026
Deliveries commence from	Friday, 19 June 2026

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

August 2026 - Issue 62	
Final ad confirmation	Tuesday, 7 July 2026
Ad artwork required	Friday, 10 July 2026
Docs sent to print	Tuesday, 14 July 2026
Deliveries commence from	Friday, 24 July 2026

No February 2026 Issue

Summer Break

September 2026 - Issue 63	
Final ad confirmation	Tuesday, 4 August 2026
Ad artwork required	Friday, 7 August 2026
Docs sent to print	Tuesday, 11 August 2026
Deliveries commence from	Friday, 21 August 2026

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

October 2026 - Issue 64	
Final ad confirmation	Tuesday, 1 September 2026
Ad artwork required	Friday, 4 September 2026
Docs sent to print	Tuesday, 8 September 2026
Deliveries commence from	Friday, 18 September 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

November 2026 - Issue 65	
Final ad confirmation	Tuesday, 6 October 2026
Ad artwork required	Friday, 9 October 2026
Docs sent to print	Tuesday, 13 October 2026
Deliveries commence from	Friday, 23 October 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

December 2026 - Issue 66	
Final ad confirmation	Tuesday, 3 November 2026
Ad artwork required	Friday, 6 November 2026
Docs sent to print	Tuesday, 10 November 2026
Deliveries commence from	Friday, 20 November 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

January 2027 - Issue 67	
Final ad confirmation	Tuesday, 1 December 2026
Ad artwork required	Friday, 4 December 2026
Docs sent to print	Tuesday, 8 December 2026
Deliveries commence from	Friday, 18 December 2026

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