

## 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 Solders, 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

# Print 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 Advertising

The Tawny Frogmouth utilises social media, primarily Instagram, to achieve the same goal as the print - serving as a resource of fun, entertaining, and informative Northern Beaches content.

If you have a post or video that shows off your business, initiative, upcoming event or broader campaign, and ensures Tawny followers better understand who you are, what you do, and why they need to get involved, we'd love to share that with our online community. We can help create the post or video too.

## Rates

Reshare a post or video, plus a story with link: **\$125**

Create a post, plus a story with link: **\$250**

Create a video, plus a story with link: **\$500**

**\*All prices INCLUDE GST**

\*Bespoke strategy or longer lasting initiative? We can chat further to see what's best.

| 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           |
| <b>Total</b>                       | <b>47,500</b> |

## MEDIA ENQUIRIES

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

[ads@thetawnyfrogmouth.com.au](mailto:ads@thetawnyfrogmouth.com.au) | Liam 0414 556 038 | Quyen 0423 407 303

## Print Ad Rates

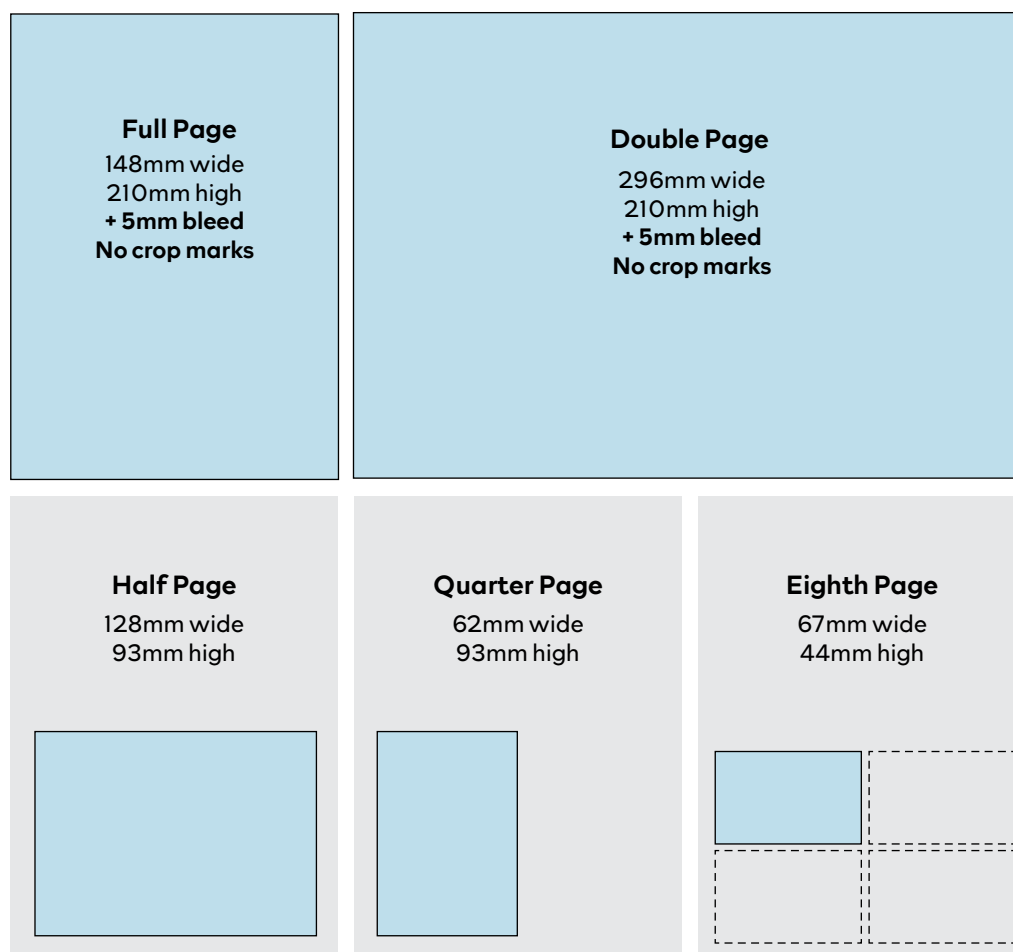
**\*All prices INCLUDE GST**

| 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      |

## Print Specs



**MEDIA ENQUIRIES**

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# Booking and Material Print Schedule FY 2026/2027



| 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  |

| 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  |

| 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 |

| 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  |

| 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  |

| 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 |

| No February 2027 Issue |  |
|------------------------|--|
| <b>Summer Break</b>    |  |

| March 2027 - Issue 68    |                          |
|--------------------------|--------------------------|
| Final ad confirmation    | Tuesday, 2 February 2027 |
| Ad artwork required      | Friday, 5 February 2027  |
| Docs sent to print       | Tuesday, 9 February 2027 |
| Deliveries commence from | Friday, 19 February 2027 |

| April 2027 - Issue 69    |                       |
|--------------------------|-----------------------|
| Final ad confirmation    | Tuesday, 2 March 2027 |
| Ad artwork required      | Friday, 5 March 2027  |
| Docs sent to print       | Tuesday, 9 March 2027 |
| Deliveries commence from | Friday, 19 March 2027 |

| May 2027 - Issue 70      |                        |
|--------------------------|------------------------|
| Final ad confirmation    | Tuesday, 6 April 2027  |
| Ad artwork required      | Friday, 9 April 2027   |
| Docs sent to print       | Tuesday, 13 April 2027 |
| Deliveries commence from | Friday, 23 April 2027  |

| June 2027 - Issue 71     |                      |
|--------------------------|----------------------|
| Final ad confirmation    | Tuesday, 4 May 2027  |
| Ad artwork required      | Friday, 7 May 2027   |
| Docs sent to print       | Tuesday, 11 May 2027 |
| Deliveries commence from | Friday, 21 May 2027  |

| July 2027 - Issue 72     |                      |
|--------------------------|----------------------|
| Final ad confirmation    | Tuesday, 1 June 2027 |
| Ad artwork required      | Friday, 4 June 2027  |
| Docs sent to print       | Tuesday, 8 June 2027 |
| Deliveries commence from | Friday, 18 June 2027 |