



**FRANCHISE**  
**magazine**

Media Kit

## FRANCHISING at a glance...

Franchising in Australia represents a dynamic small business sector and comprises enterprising entrepreneurs as franchisors and franchisees employing many hundreds of thousands of Australians within their workplaces.

Compiled from the Asia-Pacific Centre for Franchising Excellence *Franchising Australia 2012 research report*, PwC's *Private Clients Franchise Sector Indicator Spring 2012 Fourth Edition* and other sources, here are some franchising facts and highlights at a glance:

- There are approximately 1,180 business format franchisors in Australia in 2012, compared with 1,025 in 2010 and 1,100 in 2008.
- The decline in the franchise sector that occurred during the Global Financial Crisis (GFC) and subsequent economic downturn in Australia between 2008 and 2010 has shifted into recovery mode with a return to net growth in the sector.
- There are an estimated 73,000 units operating in business format franchises, reflecting an increase of 4 percent during the recovery phase.
- The net growth in franchising has occurred predominantly in non-retail industries.
- More than 400,000 people are employed directly in franchising.
- Sales turnover of the entire franchising sector was estimated at \$131 billion.
- 92 percent of franchise systems were fully developed in Australia.
- Almost 40 percent of franchise systems engage in online sales with customers.
- Strong revenue growth recorded with Franchisors maintaining double digit growth of 10%.
- Franchising systems achieving growth cited a robust strategy and Franchisee performance as the key reason to maintaining growth.
- Franchisors predicted continued double digit increases for both revenue and profits for the 2013 financial year and beyond.
- Key challenges to meeting growth targets are Franchisee recruitment, economic conditions and funding highlighting the need for robust strategic planning along with the ability, commitment and skills for implementation.
- Franchising remains one of the most stable sectors of the Australian economy and enjoys a small business success rate more than two and a half times greater than stand-alone small business.



JOIN THE CONVERSATION



# FRANCHISE MAGAZINE

## in a nutshell...

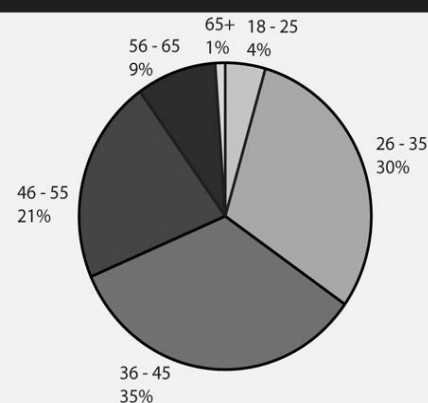
- Established in 2002, Franchise Magazine is **Australia's FIRST ONLINE magazine** dedicated to the franchising sector delivering news, editorial, franchise opportunities, expert views and opinions, feature articles, relevant information on current franchising issues, industry trends in Australia and overseas and more, to a **targeted audience**.
- Franchise Magazine remains a **FREE subscription** publication.
- Reaching a wide range of national and international readers, Franchise Magazine is delivered bi-monthly to 30,000+ subscribers made up of intending and existing franchisors and franchisees, business owners and people in senior business management positions.
- Franchise Magazine is actively promoted through national and international expos, magazines, websites, directories and various social media channels.
- Whether you are a franchisor, franchisee and/or a franchise/business related services and/or product supplier, Franchise Magazine is a premium source for advertising and marketing to a targeted audience.
- We like to keep it real – ask us how we can tailor a cost effective and flexible campaign to suit your requirements and budget.

## READERSHIP & DISTRIBUTION

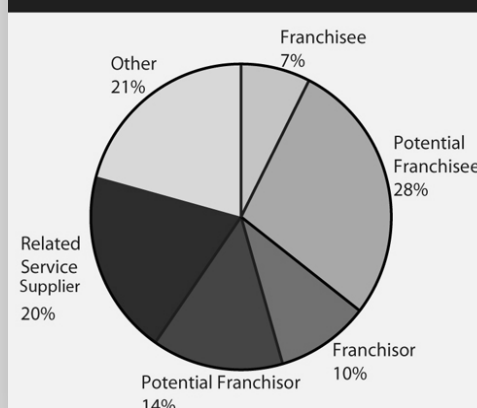
### consider this...

- Franchise Magazine is distributed via email notification **bi-monthly to 30 000+ online subscribers**.
- A recent survey<sup>1</sup> of Franchise Magazine subscribers demonstrated the following:
  - Over 85% of our subscribers are between 25 - 55 years of age.
  - 32% of our readers are CEO's, CFO's, Directors or Owners of their Business.
  - 49% are potential Franchisees.
  - 56% own their own business.

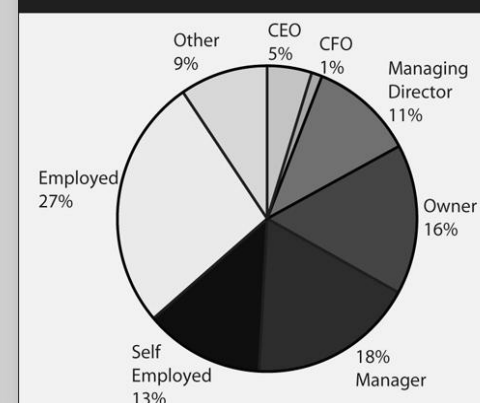
Readership by Age



Readership by Industry



Readership by Position



<sup>1</sup> Source: Franchise Central Research Department, Internet Survey 2013.

# FEATURED SPACES showcasing YOU...



Made In Australia FRANCHISOR



Made In Australia FRANCHISEE



SPOTLIGHT

## MADE IN AUSTRALIA \$3,500 +GST

- Up to 10 pages 'interview style' feature designed to showcase franchisors and franchisees.
- Relevant links as required (eg: website, email, social media).
- Feature listing on Franchise Magazine's cover.
- Mention in a 'Quick Word with Nick James'.



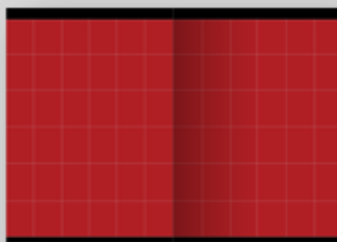
## SPOTLIGHT \$1,500 +GST

- 2 page advertorial feature designed for franchisors, franchisees, related service and/or product suppliers, etc.
- Relevant links as required (eg: website, email, social media).
- Listed on Franchise Magazine's cover.
- Mention in a 'Quick Word with Nick James'.

## ARTWORK SPECS & RATES

All images must be a minimum of 72 dpi jpg file format however, we do prefer PC compatible Adobe CS4 (or below) Illustrator AI, PDF, EPS or Photoshop PSD or TIFF file formats. Where possible, please include all fonts and/or create outlines to avoid distortion of file image appearance.

All files must be submitted via email to [fmo@franchisemagazineonline.com.au](mailto:fmo@franchisemagazineonline.com.au).



2 Page Spread



Full Page



Half Page



Large Banner



Large Column



Third Page



Small Banner



Small Column



Quarter Page

Advertisement	Dimensions		Dimensions in grid spaces		Casual Rate	3+ Issue Rate (20% discount rate)
	pixels (w x h)	picas (w x h)	(w x h)	total		
2 Page Spread	1191 x 775 px	99p3 x 64p7	12 x 6	72	\$2,000	\$1,600
Full Page	595 x 775 px	49p7 x 64p7	6 x 6	36	\$1,200	\$960
Half Page	595 x 384 px	49p7 x 32p0	6 x 3	18	\$700	\$560
Third Page	595 x 250 px	49p7 x 20p10	6 x 2	12	\$480	\$384
Quarter Page	291 x 384 px	24p3 x 32p0	3 x 3	9	\$400	\$320
Large Banner	1191 x 384 px	99p3 x 32p0	12 x 3	36	\$1,200	\$960
Small Banner	1191 x 250 px	99p3 x 20p10	12 x 2	24	\$840	\$672
Large Column	291 x 775 px	24p3 x 64p7	3 x 6	18	\$700	\$560
Small Column	190 x 775 px	15p10 x 64p7	2 x 6	12	\$480	\$672

## DEADLINES

### JAN/FEB

Booking:  
FRI 22 NOV

Material:  
THU 28 NOV

Distributed:  
FRI 17 JAN

### MAR/APR

Booking:  
FRI 14 FEB

Material:  
THU 20 FEB

Distributed:  
FRI 14 FEB

### MAY/JUN

Booking:  
FRI 11 APR

Material:  
THU 17 APR

Distributed:  
FRI 16 MAY

### JUL/AUG

Booking:  
FRI 13 JUN

Material:  
THU 19 JUN

Distributed:  
FRI 18 JUL

### SEP/OCT

Booking:  
FRI 15 AUG

Material:  
THU 21 AUG

Distributed:  
FRI 19 SEP

### NOV/DEC

Booking:  
FRI 16 OCT

Material:  
THU 23 OCT

Distributed:  
FRI 21 NOV

## FREE SUBMISSIONS TO THE EDITOR

If you have relevant articles, media and/or press release news along with accompanying images, feel free to submit to the editor for consideration via email at: [editor@franchisemagazineonline.com.au](mailto:editor@franchisemagazineonline.com.au).

If we choose to publish your submission and require further information, we will contact you accordingly.

## CONTACT DETAILS

Let us tailor an advertising package to suit your requirements – contact us today!



FRANCHISE MAGAZINE

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**FREE**

**HAVE YOU GOT YOURS?**

**CLICK on the image to SUBSCRIBE!**

**Franchise Magazine** is a **FREE SUBSCRIPTION** online publication providing **30,000+ subscribers** with informative business articles, views from experts, business spotlights, franchise opportunities and much more!

**Franchise Magazine** also provides advertisers with an excellent advertising medium – here's where you can communicate your franchise opportunity and/or your supplier related services and/or products directly to a database made up of intending and existing franchisees and franchisors, related service providers and decision makers in the franchising business arena.