Advertising with LARA

frankie Magazine

Australia

frankie Magazine print

Full Page, Double Page and Half Page Horizontal

Trim (W × H): 210 × 275 mm, 420 × 275 mm and 210 × 136 mm respectively. Bleed dimensions: 220 × 285 mm, 430 × 285 mm and 220 × 146 mm. Type areas: 186 × 251 mm, 396 × 251 mm and 186 × 112 mm.

Inner Cover Section

Full Page: 205 × 275 mm trim, 215 × 285 mm bleed, 181 × 251 mm type. Double Page: 410 × 275 mm trim, 420 × 285 mm bleed, 386 × 251 mm type. Sizes are W × H.

Artwork

Use CMYK at 300 dpi with a 300% total ink limit. Send spreads as two single PDFs. Include crop marks for Adsend and omit them for Quickcut.

frankie digital and branded content

Website display

Super Leaderboard 970 × 90 px, Billboard 970 × 250 px, Half Page 300 × 600 px, Mobile Leaderboard 320 × 50 px and Mobile Billboard 320 × 100 px. The specifications table lists HTML, GIF and JPG. Initial load limits are 100 KB for Super Leaderboard and Half Page, 200 KB for Billboard and 50 KB for either mobile unit.

E-news banner

728 × 90 px. Supply a GIF or JPG up to 50 KB.

Exclusive section sponsorship and newsletter buyouts

Website section sponsorship covers all section ad units. The exclusive email buyout includes top and middle leaderboard banners. The premium email buyout includes the top banner and a content box.

Branded content

Options include a double-page print story produced by frankie, website articles or Q&As, product pages or photo series, social promotion or social-only work, bespoke video for web/social, and online or in-person events. The kit also lists print specials, giveaways and audience research.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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