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FRANKIE SALES UP 32.57%*

frankie magazine's phenomenal growth spurt continues, with sales up a whopping 32.57%* year on year. This makes frankie the fastest-growing magazine in Australia, a title it's held for the past three audit periods.

And the result – released today as part of the ABC Aust ANPS Audit Jul-Dec 2010 – has given the frankie team yet another reason to smile. They've cracked the 50,000 issue mark and now sit at 50,832*, with a total readership of 199,000 (RMR).

"We're rapt," says frankie editor Jo Walker. "The industry has been in a bit of a sorry state recently, but these figures prove that readers still respond with passion and loyalty when they find a mag that speaks to them."

Reader connection is key for the title and those hefty numbers aren't limited to print. frankie's online popularity is through the roof too, proving its engagement with Australia's tech-savvy 20- and 30-somethings. frankie's Facebook page sits at 84,700 fans and counting, with other web platforms going strong.

"All this growth really comes down to the relationship we have with our readers. We connect and engage with them 100%," Walker says.

This is good news for advertisers too. frankie's unique connection means 86% of readers have been directly influenced to purchase something after seeing it in frankie**. And for the most part, their engagement is solely with frankie: 81% don't read other women's lifestyle magazines and 70% don't read other fashion titles**.

That's big growth, big numbers and big-time reader connection, all in one little magazine. For advertising opportunities call Amanda Gillett, 0433 501 965.

*ABC Aust. ANPS Audit Jul-Dec 2010

**Source: online reader survey via www.frankie.com.au.

The survey ran over March and April 2010, with 5,500 responses.

FRANKIE AT A GLANCE

CONTENT:

Fashion, culture, design, arts, music, life

AUST. MAG SALES:

50,832 per issue

TOTAL MAG SALES:

55,494 per issue

WEBSITE:

60,000 + unique visitors per month & 446,000 + page impressions

FACEBOOK:

84,700 + fans

TWITTER:

23,000 + followers

For a title snapshot, fast facts or media kit VISIT www.frankie.com.au/fastfacts

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