



FRANKIE MAGAZINE
ISSUE 55
NEW ISSUE ON SALE
MONDAY 19th AUGUST 2013

AUSTRALIAN ANPPS: 64,931*
FACEBOOK FANS: 198,000+
TWITTER FOLLOWERS: 64,000+

PUBLISHERS: **FRANKIE PRESS & MORRISON MEDIA**
FREQUENCY: **BI-MONTHLY**
(6 ISSUES A YEAR)
PLUS SPECIALS (DIARY & CALENDAR, SMITH JOURNAL, SPACES)
RANGE: **WOMEN'S INTEREST/CULTURE**
DEMOGRAPHIC: **WOMEN & MEN 15-39 YRS**

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Did you know: *frankie* outsells publications like: *Vogue* (51,305*)
Harper's Bazaar (52,642*) and
Russh (19,457*)

*ABC AANPPS audit JAN-JUN, 2013

FRANKIE CONTINUES TO GROW IN SALES TEN AUDITS IN A ROW

In the latest figures released by the Audit Bureau of Circulations, Australian sales of *frankie* magazine are up again. This time, average sales have increased by a **HUGE 10.75%** year-on-year for the period JAN-JUN 2013*.

THAT'S 64,931* COPIES SOLD EACH ISSUE.

This is also a huge milestone, as it's the 10th audit period and 10th growth period in a row for *frankie*.

With the Australian reader moving away from glossy and fad mass-consumer titles, *frankie* is still connecting and experiencing growth throughout its eight-week on-sale period. But this wouldn't happen without loyal newsagents and retailers pushing and promoting *frankie* to their customers.

"In a volatile market, and even with tougher trading conditions, newsagents and retailers continue to find *frankie* worthy of supporting with each issue." says *Circulation Manager Alf Santomingo*.

"We've also seen a continual reduction in early returns with our allocation policy of reducing supply in outlets which do return copies within the first month. This has resulted in stronger sales efficiencies for each store selling future issues, and allowing more copies to be available to outlets who continue to sell out".

"It's humbling to know that against more mainstream and more frequent publications, *frankie* is worthwhile in connecting with sellers' communities, as well as their day-to-day trading. We'd like to thank these '*frankie* hubs' for their continued support."



FRANKIE PRESS TITLES PUBLISHED BY MORRISON MEDIA ALSO INCLUDE: **SMITH JOURNAL**, THE ANNUAL **FRANKIE DIARY AND CALENDAR** AND **FRANKIE SPACES**.