

# the franchise review

OFFICIAL JOURNAL OF THE FRANCHISE COUNCIL OF AUSTRALIA



# 2020 MEDIKIT

# about

## The Franchise Council of Australia

The Franchise Council of Australia Limited (FCA) is the national peak body for the \$184 billion franchise sector in Australia, representing franchisors, franchisees, service providers and advisors to the sector.

The FCA aims to support, promote and develop Australian franchising to drive economic and entrepreneurial success for the 1,344 franchise systems, and 98,000+ franchise units that comprise this valuable and vibrant business sector in Australia.

Membership of the FCA is voluntary, and is open to any individual or organisation involved in franchising and the small business sector, including professional services and suppliers.

## Franchise Review magazine

The Franchise Review is the FCA's official publication and is the pre-eminent journal in the franchise sector. This full-colour journal is published four times a year and features news, issues, case studies, and commentary aimed at increasing the sector's knowledge base and informing decision-making.

Available to view and download at the FCA website [www.franchise.org.au](http://www.franchise.org.au) as well as being distributed in hard-copy format, The Franchise Review is seen by senior managers, stakeholders and decision-makers across small to medium business all around Australia. Additional copies are available at exhibitions, conferences and upon request. Total readership is estimated to be more than 10,000 decision makers each issue.

The Franchise Review provides a unique opportunity for franchisors, suppliers and other stakeholders to reach the decision-makers of Australian franchising. The magazine provides a number of great opportunities for advertisers to reinforce messages and provide information about services on offer in the sector.



### Showcase your business to the decision makers of Australian franchising

Franchising in Australia generates \$184 billion annually comprising more than 98,000+ individual franchised businesses across Australia.

More than 90% are small businesses, representing a key contribution to the nation's economy and employment.

As the sector's peak body, the Franchise Council speaks with authority and influence and Franchise Review is the sector's pre-eminent journal.

# features

## Advertising features

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### March

Special feature:  
Strategy and planning

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### June

Special feature:  
Future directions

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### September

Special feature:  
People and culture

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### December

Special feature:  
Best practice

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### Regular features includes:

FCA Message  
Franchisor Profile  
Management  
Legal  
Technology  
Finance  
Education and Training  
News  
Events

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# specs

## Advertising Specifications

### Full Page

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**Bleed Size**

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220mm W x 307mm D

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**Page Size**

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210mm W x 297mm D

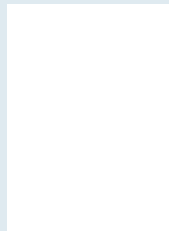
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**Live Area**

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177mm W x 260mm D

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### Double Page Spread

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**Bleed Size**

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440mm W x 307mm D

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**Page Size**

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420mm W x 297mm D

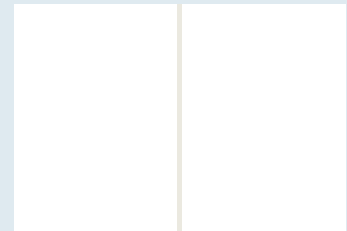
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**Live Area**

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370mm W x 260mm D

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Allow 15mm gutter

### Half Page

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**Horizontal**

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177mm W x 125mm D

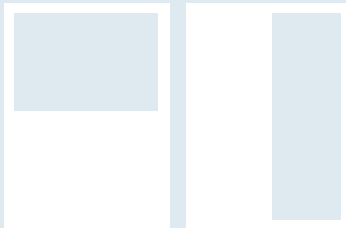
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**Vertical**

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85mm W x 260mm D

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### Quarter Page

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**Horizontal**

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177mm W x 60mm D

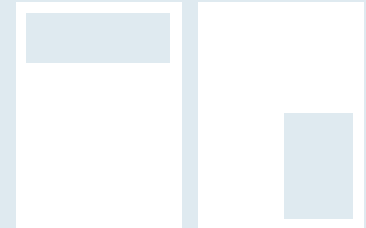
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**Vertical**

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85mm W x 125mm D

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### File types accepted:

- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Editorial must be supplied as a Microsoft Word file.
- Images must be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.

### We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, or Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK).