

the franchise review

OFFICIAL JOURNAL OF THE FRANCHISE COUNCIL OF AUSTRALIA



2022 MEDIKIT

about

The Franchise Council of Australia

The Franchise Council of Australia Limited (FCA) is the national peak body for the \$155 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 three 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 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 \$155 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 of Australia speaks with authority and influence and *Franchise Review* is the sector's pre-eminent journal.

features



Regular features

- FCA Message
- Franchisor Case Studies
- Industry Updates
- Management
- Leadership
- Expert Analysis
- Technology
- Legal
- Education and Training
- Compliance & HR
- Finance
- Events

specs

Advertising Specifications

Full Page

Bleed Size

220mm W x 307mm D

Page Size

210mm W x 297mm D

Live Area

177mm W x 260mm D



Double Page Spread

Bleed Size

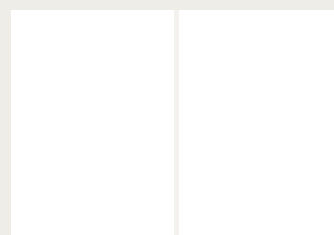
440mm W x 307mm D

Page Size

420mm W x 297mm D

Live Area

370mm W x 260mm D

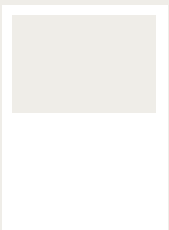


Allow 15mm gutter

Half Page

Horizontal

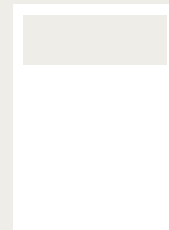
177mm W x 125mm D



Quarter Page

Horizontal

177mm W x 60mm D



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).