

# farquhar

KITCHEN MAGAZINE

*inside*  
**Jock & Lauren  
Zonfrillo's**  
HOME KITCHEN

+ THE NEW PRODUCT EXPERIENCE  
CENTRE AT FARQUHAR

+ HAMPTONS STYLE KITCHEN  
RENOVATION

SECURE  
YOUR ADVERT  
PLACE NOW

## MEDIA KIT 2021

LIMITED ADVERTISING OPPORTUNITIES AVAILABLE IN THE 2021  
**FARQUHAR KITCHEN MAGAZINE**





**Leading suppliers have  
already confirmed their  
support for FKM IV.**

## Announcing **FKM IV!**

Did you love issue one, two and three of Farquhar Kitchen Magazine? The feedback was outstanding - readers told us they enjoyed the well-written articles and beautiful photos of real South Australians. They enjoyed seeing tips and ideas for kitchen design, and loved the sneak peaks inside the homes of some interesting Adelaideans, including Chef Jack Zonfrillo. The digital editions of FKM were also a huge success, and are still being downloaded from the Farquhar website to this day. Plans are underway for FKM IV, to be launched in mid 2021. Don't miss this chance to be involved in this exciting Adelaide magazine.

### INSIDE FKM ISSUE IV:

- **Masterchef Callum Hann and his business partner Themis Chryssidis share kitchen tips and recipes**
- **Inspiration from over 10 of our favourite recent projects**
- **The latest in product innovations**
- **The kitchen renovation checklist you need**
- **+ much more**

### WHAT IS FARQUHAR KITCHEN MAGAZINE?

Farquhar Kitchen Magazine is a glossy lifestyle magazine for South Australian homeowners and renovators. The magazine celebrates the latest trends, technologies and design possibilities in kitchens and other areas of the home.

Published by the Farquhar family, 15,000 copies of each issue are distributed to a wide pool of home buyers and renovators.

The Farquhar name has been synonymous with quality Adelaide kitchens for over 40 years. Farquhar is a strong brand within both the home renovation and builder markets. The family also owns the companies KT3 Kitchens To The Trade, and U-Install-It Kitchens.

# Advertising OPPORTUNITIES

You're invited to be part of the story.

The Farquhar Kitchen Magazine provides suppliers with a premium platform to showcase their products, brands and services to leading builders and renovation customers. The magazine also provides the opportunity to launch new products into the marketplace as each new issue of the magazine hits the shelves.

Premium and limited advertising opportunities exist in our Farquhar Kitchen Magazine. Endorsement opportunities in our new 'Hot Products' section are available to advertising partners.

Limited Major Sponsor opportunities are also available. This offers key suppliers a package of advertising and promotional opportunities for a cost of \$5,000 per issue. This package includes a full page advert, a Major Partner logo on page 3, Major Partner logo on our front cover and product editorial.

## Advertising Rates

SIZE	AD CODE	X1	X2
Double Page Spread	DPS	\$3950	\$2900
Full Page	FP	\$2200	\$1600
Half Page	HP	\$1200	\$880
Quarter Page	QP	\$680	\$480

\*Prices ex. GST

DPS PARTNERS RECEIVE 2 X 'HOT PRODUCTS'  
FP PARTNERS RECEIVE 1 X 'HOT PRODUCT'

### PRIME POSITIONS

Inside Front Cover (IFC)	+35% loading
Back Cover (BC)	+35% loading
Inside Back Cover (IBC)	+15% loading
Early Right Pages (1,3,5,7)	+10% loading

## PARTNERS

**blum**

**nikpol**

**FISHER & PAYKEL**

**caesarstone**

**Olivieri**

**BEAUMONT TILES**  
all the best

**Laminex**

**smeg**

**ROMEO'S**  
family owned - community minded

**Cornes Toyota**





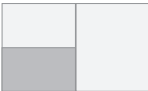
# Advertising SPECS



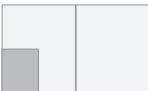
**DOUBLE PAGE SPREAD**  
460mm wide X 275mm high  
+ 5mm bleed all sides



**FULL PAGE**  
230mm wide X 275mm high  
+ 5mm bleed all sides



**HALF PAGE HORIZONTAL**  
230mm wide X 137.5mm high  
+ 3mm bleed all sides



**QUARTER PAGE VERTICAL**  
115mm wide X 137.5mm high  
+ 3mm bleed all sides



**QUARTER PAGE HORIZONTAL**  
230mm wide X 69mm high  
+ 3mm bleed all sides

**NO CROP MARKS ON PDF FILES / NO TRIM MARKS ON PDF FILES.**



# DISTRIBUTION

15,000 copies of each FKM issue are printed and distributed by Farquhar’s two showrooms, and read by their current and prospective customers.

Copies are also distributed in Romeo’s Foodland Stores, and via a network of cafes, hotels, architects, accommodation providers, fashion and lifestyle stores, hair and beauty salons and many more outlets in the metro area.

Research suggests that each copy of a magazine is read by an average of 3.5 people, taking the total readership to more than 50,000.

We also release a popular digital edition of FKM, and promote the magazine to our online database of 3000+ active subscribers, as well as on our website and social media

# Technical SPECIFICATIONS

Cover Stock	300gsm matt stock/plasticote
Internal Stock	100gsm gloss stock
Size (Trim size)	230mm X 275mm
Number of copies	15,000
Estimated readership	50,000
Printing	Full Colour (CMYK)
Finishing	Stapled

Farquhar Kitchen Magazine is owned by Farquhar Kitchens & designed by Avenue De Saxe