

farquhar

KITCHEN MAGAZINE

eleven
OWNERS

Callum & Themis

Share a delicious recipe,
chat food & bringing
people together

+ 10 INSPIRATIONAL
PROJECTS



SECURE
YOUR ADVERT
PLACE NOW

MEDIA KIT 2023

LIMITED ADVERTISING OPPORTUNITIES AVAILABLE IN THE 2023
FARQUHAR KITCHEN MAGAZINE



Leading
suppliers have
already confirmed
their support for
FKM VI.

Announcing **FKM VI!**

Did you love issue five 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 inspiration the images provided. 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 VI, to be launched in late 2023. Don't miss this chance to be involved in this exciting Adelaide magazine.

INSIDE FKM ISSUE VI:

- Inspiration from over 10 of our favourite recent projects
- The latest in product innovations
- Expert kitchen design guides
- + 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	\$4150	\$3000
Full Page	FP	\$2300	\$1650
Half Page	HP	\$1250	\$900
Quarter Page	QP	\$700	\$500

*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

silestone

FISHER & PAYKEL

Haier

Laminex

Olivieri

nikpol

BIESSE

HÄFELE

BEAUMONT TILES

ROMEO'S
family owned - community minded

MOORE

Rawsons
Appliances

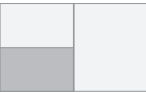
Advertising SPECS



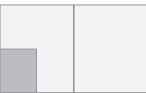
DOUBLE PAGE SPREAD
460mm wide X 275mm high
+ 5mm bleed all sides



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 7000+ 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