



FROCK

PAPER SCISSORS

MEDIA KIT 2011



ABOUT FROCK

Frock Paper Scissors - one simple poetic phrase that represents the creative integrity of a QUT student body throughout five years of existence. It represents new boundaries, discovered and unsurpassed. New personalities, embraced and manifested. It represents a collective consciousness that is local at heart, international at mindset. Prepare to turn its pages and succumb to your senses. This is *Frock Paper Scissors* Issue 06 2011 - and unlike its name may suggest, this is no child's play.

Founded in Brisbane in 2006, *Frock Paper Scissors* is a fashion and lifestyle magazine produced entirely by students from QUT's Fashion, Journalism, Media, Creative Industries and Business disciplines. It features intelligent, original, inspiring articles and editorials that give voice to the most creative fashionistas. As an annual publication, *FROCK* has recently expanded its online presence to include a website and Facebook page that boasts new and interactive content. This year the magazine will celebrate its sixth edition.

We would love for you to be a part of this dynamic magazine - and we think you would love to be a part of it too!



OUR READER

Frock Paper Scissors is written for the savvy and stylish media consumer aged 16 to 35. They are early adopters, innovators and leaders in fashion and technology, shaping the Brisbane community as we know it. They are students, artists, and creative's, always looking for new and original content that will inspire them to explore what the local industry has to offer - and thankfully, *FROCK's* strong editorial and design values give each label, designer, creative or aspiring student a space to tell their story.



DISTRIBUTION

So where will you find a copy of *Frock Paper Scissors*? Since its humble beginnings in 2006, the magazine has experienced a steady increase in growth and circulation - over 5,000 copies were distributed last year. Usually *FROCK* likes to hang out in cafes and restaurants, retail stores and boutiques. However, in the past they have also been known to find their way to universities, hairdressing and beauty salons and art galleries. The magazine has widely expanded throughout Brisbane and South East Queensland and this year we're hitting the Gold and Sunshine Coast as well. Road trip anyone?

Best of all, *FROCK* circulates for an entire year, giving you the opportunity to extend your advertising to thousands of potential customers throughout Queensland while maintaining an annual presence during the magazine's extensive distribution. We ensure that anywhere you want *FROCK*, there will be copies available.



ADVERTISING RATES

	DIMENSIONS	PRICING
Double Page Spread*	420 x 280mm	\$1900 +GST
Full Page*	210 x 280mm	\$1000 +GST
Outside Back Cover*	210 x 280mm	\$2000+GST
Half page	196 x 130mm	\$600 +GST
Quarter Page	94 x 130mm	\$400 +GST
Horizontal Banner	196 x 130mm	\$300 +GST
Third Vertical	65 x 266mm	\$300 +GST

*Must include 3mm bleed

*A fee of \$100 will be charged for an ad to be designed if one is not supplied

ALL ADVERTISEMENTS MUST BE SUBMITTED BY MONDAY, 23 OCTOBER

SPONSORSHIP

FROCK also offers a sponsor's donation of \$200 and your contribution will be mentioned on our 'Sponsor's Page'.



ONLINE ADVERTISING

frockpaperscissors.com is the magazine's home away from home - a growing independent website that is dedicated to delivering the latest in Brisbane fashion, culture and lifestyle. Online readers will be making notes on which new designers to keep a look out for, and which local bars, restaurants and clubs to check out on their Saturday night. From the latest news and current events, the *FROCK* team always has one eye open for what's next in Brisbane.

Online advertising is also available to all potential sponsors and advertisers. You must provide a PDF of your logo which will serve as a link to your company website. This will be featured on our official Sponsor's Page.

A payment of \$150 will include a link and company logo displayed on the *Frock Paper Scissors* website for approximately 12 months.



SOCIAL MEDIA

In recent years, *FROCK* has migrated online and adopted new forms of social media that have expanded its circulation on a national and international scale.

FACEBOOK

With almost 1300 friends and growing, *FROCK'S* Facebook fan page gives readers the opportunity to personally interact with the team and other fashion forward individuals, through sharing comments, photos and links.

TWITTER AND TUMBLR

This year we are also embracing Twitter and Tumblr as a way to showcase, in bite-sized (low-calorie) snippets, all that *FROCK* has to offer.



OUR TEAM

MADISON DRABBLE

Editor

madison.drabble@connect.qut.edu.au

MEAGAN LAWRENCE

Editor

meagan.lawrence@connect.qut.edu.au

SONIA KWEK

Creative Director

sonia.kwek@student.qut.edu.au

LAUREN GIBSON

Layout Editor

lauren.gibson@connect.qut.edu.au

SHEA CAMERON

Fashion Editor

s23.cameron@student.qut.edu.au

ALICIA COLEMAN

Fashion Editor

ae.coleman@student.qut.edu.au

SAM ALDENTON

Mens Fashion Editor

sam.aldenton@connect.qut.edu.au

MADELINE PLUNKETT

Advertising and Distribution Manager

madeline.plunkeh@connect.qut.edu.au

BIANCA RIDGE

Public Relations Manager

bianca.ridge@student.qut.edu.au

KAY MCMAHON

Managing Editor

k.mcmahon@qut.edu.au



frock.advertising@gmail.com



Frock Paper Scissors