

frankie magazine

for schools



Media Resources

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About frankie

frankie is a bi-monthly Australian magazine published by frankie press, that captures the attention and imagination of its readers with a smart, straight-shooting attitude (and darn nice looks, as well).

frankie is known for funny articles, inspirational real-life stories, pretty fashion, delightful photography and beautiful design. It's a magazine that makes you laugh, but also think.

frankie's offices are based in Melbourne, and the magazine is printed in Sydney (books and brand extensions are printed off-shore). frankie's contributors (writers, illustrators, photographers) come from all over the world.

website

www.frankie.com.au

facebook

www.facebook.com.au/frankiemagazine

twitter

@frankiemagazine

instagram

@frankiemagazine

About frankie press

frankie press is a publishing company that making magazines and books that are smart, funny, eclectic and a little outside the mainstream. Starting with frankie magazine, the publisher has grown to produce a photo album, cookbooks, diaries and calendars, an interiors book called SPACES, Smith Journal (a quarterly publication for people with curious minds) and Slow (a magazine celebrating sustainability, mindfulness, and living a gentler paced lifestyle).

Media glossary / terms and information

ADVERTISING

Advertising uses representations and stereotypical conventions to convey meaning in a short space of time, or even in a single image. Advertisers want to encourage you to purchase a product. Advertising appears alongside and within other media products, and is also a media product in itself! It has an audience, and uses conventions for the medium.

More information and tasks on advertising can be found at:

<http://lessonbucket.com/media/year-9/advertising>

<http://lessonbucket.com/media/year-9/body-image>

AUDIENCE

Media products are made for audiences. The audience for a media product impacts on the content, style and format of the media product. The audience is the people who watch, read, and listen to the product.

Audience might be gendered or have an age range. It might be based on ethnicity or some other grouping concept – sometimes this data and categorising is called 'demographics'. You can use demographics to describe audiences. This does not imply that only that group of people will engage with products produced for that audience, but it is one way of discussing how some products might look and feel different from other media products. Demographics can be used to create concepts and ideas for marketing, and also content for a product.

For example, the content, style and conventions of a children's television program will differ from the content, style and conventions of a car magazine. This is because their intended audience is different.

CONVENTIONS

Each type of media product has a set of conventions that defines that product, helps an audience recognise the media type, and gives an indication of how to negotiate and interact with that media product.

For example, a book will have a set of codes and conventions such as a title, author, chapters, and the use of words and sometimes pictures to tell a story. Particular genres of books will have other conventions, such as fantasy stories taking place in an imagined world.

GENRE

A way of describing and categorising media products based on understood codes and conventions of that category. Media product genres define and differentiate them from other media products of the same type, and provide audiences with clues and information about what to expect when they engage with them.

Magazine genres are usually based on the main content of their product, such as cars, health, or fashion, to name a few.

MEDIA PRODUCT (SOMETIMES KNOWN AS A MEDIA ARTWORK)

A product created for consumption by an audience, such as a movie, a podcast, a newspaper, etc. There are many more types of media products.

MAGAZINES ARE A MEDIA PRODUCT

Magazines are produced as periodicals. They are produced and printed periodically – multiple times per year. They can be monthly, bi-monthly, quarterly, etc.

Magazine revenue (money coming in so that they can pay staff and production costs) comes from sales of the magazine and sales of advertising pages.

The sales of the magazine occur in newsagents, supermarkets, some bookshops, and also to subscribers (readers who pay the total cost yearly or bi-annually to receive the magazine direct to their letterbox/inbox). Subscribers are often provided a slight discount on cover costs for their loyalty and advance payment.

REPRESENTATIONS

The characters, organisations and ideas contained in media products are 'representations'. The creators of media products have made 'representations' of a person, thing or idea – it is not the actual person or thing – it might be a photograph of them. This is particularly important to understand when looking at non-fiction, documentary and real people who are depicted in media products, either by their own choice – such as on their Instagram feed – or by other media makers. What you see, read or hear has been created by someone for your consumption!

STEREOTYPES

A generalisation used to convey meaning more quickly by using understood conventions of an idea or group of people. Stereotypes can help provide meaning, because an audience understands the conventions of a stereotype – but stereotypes can also limit the understanding of a group based on being superficial (how something appears on the surface), or not taking into account the individual and other factors that inform them, their behaviour etc. Often stereotypes can be harmful and/or derogatory.

FRONT COVER

- masthead – the magazine title shown in a particular font
- cover image – usually a single image, could be photographic or illustrative
- publisher details – name
- edition – time of year
- issue – counted from the beginning of the publication's first issue
- price and barcode – for sales
- ISSN number - What is an ISSN?

- tagline and coverlines – extra text that provides more information about the genre and content of the magazine

[illegible]

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INSIDE A MAGAZINE

Inside a magazine there are many more conventions. Some conventions apply to all magazines of all genres, and some conventions apply within and across all issues of a magazine to give it a specific identity.

You already have some of this knowledge. You don't pick up a book and think, I'd really like to watch this movie. You know the difference between a book and a movie because you understand that those media products have different conventions. You just might not have called that book a media product, or used the term 'conventions'. You automatically understood them, as you were taught how to use them.

These are some of the conventions inside magazines:

- publication page
- contents
- letters to the editor
- feature articles
- images
- advertising
- articles (even articles have media conventions!):
 - article title
 - byline (author details)
 - text written in columns (often)
 - images to support/ decorate text/ expand the text
 - page numbers (to correspond with finding content from the 'Contents' page)

frankie magazine production roles

Meet the frankie team here: www.frankie.com.au/meet-the-family

EDITOR

Hi, I'm the editor of frankie magazine. This basically means that I decide on all the content you see in the mag, including words, images and ads. On a day-to-day basis you'll find me coming up with ideas for stories, writing, commissioning content from our freelance writers and photographers, interviewing people, sub-editing (checking for errors and sometimes reworking copy), playing with the layout of the magazine, approving ads and marketing pages, and proofreading the whole lot before it goes to print. I chat a bit with everyone in the team, from my assistant editor to the designer and the advertising and marketing crew, which makes every day interesting, and very busy! The main point of my role is to make sure the magazine comes together smoothly, has a good flow, and is fun, curious and eye-catching so that you'll want to keep reading it.

ASSISTANT EDITOR & ONLINE EDITOR

Hello, I'm frankie magazine's assistant editor and online editor. My job involves coming up with loads of ideas for articles (some of which I end up writing, some of which other folks end up writing). I also organise all our online content – so, all the posts on our website frankie.com.au, our social media and our e-newsletters. My favourite part of the job is interviewing cool and interesting people for the mag (for example, I recently chatted to a penguin keeper, a vet who helps out homeless folks' pets, some swell local musicians and indie icon Regina Spektor). As someone who needs to write and be creative, I'm lucky I get to feed my soul every day at work. I'm also lucky to be collaborating with such a passionate and funny team of people – I crack up laughing at least once a day.

SENIOR DESIGNER

I am the designer of frankie magazine, and many of the other bits and bobs that frankie puts out each year, like our calendar, diary and special frankie books. I lay out the images and text for each magazine issue using InDesign, and make sure everything is ready for print from a design and technical perspective. I also brainstorm story and visual ideas for each issue, then commission the photography and illustrations we need. A lot of my job is researching photographers and illustrators to work with or feature, writing briefs for what we want in photoshoots, and giving people feedback when things don't turn out quite right. I work closely with the editor to make sure each layout works for the magazine from a story-telling perspective.

DESIGNER & STUDIO MANAGER

I am the studio manager and designer. I co-ordinate the internal design jobs with the other designers and make sure the design team is running smoothly. I personally design the magazine Smith Journal using InDesign, and love it lots. Designing this magazine means I work with my editor and assistant editor to put together an issue. When designing a magazine, some tasks I do are commissioning photo shoots, finding archival images, making images look nice for print, and laying out the magazine on my computer programs. When I am not working on Smith Journal, I will be designing online marketing ads, e-newsletters, social media tiles, and anything else that needs to be done to help promote our brand.

PROOFREADER

I am the freelance proofreader for frankie press. My job requires a lot of reading. I read through all the copy that appears in frankie and Slow before the stories are sent to the designer to be laid out, checking for spelling, grammar, punctuation and consistency throughout the magazines. I am in regular contact with the editor of frankie and the editor of Slow, and because we communicate via email, I am lucky enough to be able to work from home. As frankie is not a full-time job, I also freelance for a few other magazines, writing and proofreading. This means I get to work on a variety of publications, but also juggle busy life as a mum. Also, I can wear my pyjamas to work if I want to!

GENERAL MANAGER

Hello. I'm the general manager of frankie press. I'm responsible for the business performance of the brands, so I work closely with all areas of the business – editorial, advertising, circulation, marketing and of course, finance. My role involves developing strategies for each brand that stay true to our primary aims: to create original, authentic and relatable media; to design high-quality, beautiful publications with an eye for detail and quirky style; and to share what we love best with the frankie press audience. Day-to-day, I'm involved in decisions on print runs, marketing activity, advertising sales, editorial content, digital activity and production issues, while keeping a close eye on budgets. My goal is to lead a profitable and successful business so that we can continue to grow our brands and develop new products.

BRAND & MARKETING MANAGER

Hi, I am the brand & marketing manager at frankie press, which means I look over the marketing for frankie, as well as the other magazines we make (Smith Journal and Slow). I'm always running around working on a bunch of different projects at once, but basically, everything I do should increase awareness of the magazine and the frankie brand, to help increase copy sales and subscriptions. Things I work on include partnerships and sponsoring of music gigs, market stalls and festivals, plus helping to get the word out about other frankie products, like our annual diary and calendar. I'm lucky that I get to interact with most people at frankie on a daily basis, including sales, design, circulation and editorial (and of course, frankie's marketing coordinator). I also get to meet and work with lots of people outside the office, such as people who are running the festivals/gigs/markets that we want to partner with.

MARKETING COORDINATOR

Hi, I am the marketing coordinator at frankie press, across all three magazines. I work very closely with the brand & marketing manager - the manager communicates the overall vision, and together we discuss long-term strategies, marketing campaigns and activities we would like to run or be involved in, and it is then my responsibility to make it all happen. Every day is different - in one day you might find me brainstorming some ideas for new products with the editorial team; briefing in designs and images to our designer for an ad in the magazine or newsletter; buried under a pile of boxes doing stocktakes for events; immersed in excel spreadsheets analysing data; looking for prizes to include in one of our many giveaways; or walking the aisles of Bunnings looking for tools for our market stall or props for a photoshoot. I also work very closely with the retail sales and marketing manager, as I am responsible for growing the number of stores that sell our magazines and other products in Australia, but also internationally. Because my job is so varied, I get to interact with most other staff members too, including the sales team, designers, digital and IT, the operations manager and editorial.

NATIONAL ADVERTISING MANAGER

Hi, I am the National Advertising Manager for frankie. My focus is on coming up with ideas and strategies to increase revenue for the business and ensure that we reach our revenue targets. I am constantly on the hunt for new brands looking to reach our audience by advertising in frankie magazine, on the frankie website and in the frankie e-newsletter. I also ensure that all our lovely clients are happy with their campaigns, and make suggestions on how to get the best results from their ads. In conjunction with the editorial, design and marketing teams, I ensure that all of the ads will visually appeal to our readers, are placed appropriately within the editorial pages, and ultimately uphold the editorial values of frankie.

OPERATIONS MANAGER

I'm the operations manager at frankie press. I make sure all aspects of the business run as smoothly as possible. I'm responsible for making sure the internal systems/process are working. I also manage the advertising spots on the frankie and Smith Journal websites and newsletters, and am responsible for the production of the magazine, which means I chase all our clients for their advertising artwork, liase with our designers for the main pages and then send the magazine to print.

RETAIL SALES AND CIRCULATION MANAGER

Hello, I am the retail sales and circulation manager at frankie press. I am responsible for the copy sales of frankie press products through retailers in Australia and around the world, as well as direct to our lovely subscribers. I am always analysing our performance and love to work with data. This helps us find new and better ways to get our beautiful products to you. Internally, I work closely with our general manager, as well as marketing and finance, to make sure we deliver our copy sale plans each issue. Externally, I work closely with our distributors and retailers to make sure you can always find your copy of frankie (as well as our other great products) wherever you may be.

PRODUCTION MANAGER

Hello! I'm the production manager at frankie press. My job is very behind the scenes and involves a lot of organising! Every year I set the production schedules to help things run smoothly, then monitor and tweak them throughout the year. I also source the printers for the magazines and work closely with them to pick the paper we use, making sure the quality meets our standards. If there's ever anything extra in the magazines - like special card inserts or cover finishes, or even things like the diary and calendar - I would've been the person that had it quoted and organised. In my role, there is a lot of solution finding and troubleshooting, and that could be to do with printing, binding, scheduling, or even with delivery.

IT MANAGER

Hi, I am the IT manager, this basically means I'm in charge of making sure all the IT within the company works! I'm the first person to contact if staff members are having any issues with their computers (emails not working properly, printer not connecting, etc). I manage the IT budgets, project plans, and also make sure the networks, servers and all programs are working smoothly. If a new staff member joins, I also make sure they have their computer and email address ready for their first day. It's a very busy job, so I am constantly multi-tasking, and it's important to have good time management skills to prioritise all the different issues and requests that arise. Due to the nature of my job, I am in regular communication with all internal staff, as well as external contractors and developers.

SUBSCRIPTIONS AND MERCHANDISE COORDINATOR

Hi, I'm the subscriptions and merchandise coordinator at frankie press, which means I fulfil any orders from our online shop for subscriptions or merchandise products (as well as the other magazines we publish, Smith Journal and Slow). I'm responsible for updating our online shop, maintaining our magazine/merchandise stock levels and providing customer service via email and over the phone. I work closely with our mail houses to ensure our magazines are sent out to our subscribers each issue, and also handle all of our merchandise sales in house, so I'm always sending a high volume of mail each day. I work very closely with our marketing department in regards to promotions that feature in the magazines, and also with the retail sales and circulation manager to ensure subscribers are receiving their magazines each issue.

FREELANCE WRITERS/ PHOTOGRAPHERS/ ILLUSTRATORS

These folk don't work from the frankie office, but there would be no frankie without their input. They are the content creators who work with the editors and designers to write the commissioned articles, take photos and create illustrations that make frankie the magazine it is. They might work in offices or studios elsewhere, or from their homes, and they probably work on other jobs for other media organisations, too. They can choose their hours, as long as they get the tasks done to the specifications and deadlines set by the editorial and design team at frankie. frankie utilises about 10 writers, 10 photographers and 3 illustrators per issue.

basic production timeline per bi-monthly issue

PRE-PRODUCTION (PLANNING)

1. The editorial and design team research ideas for the magazine and decide what will go in the upcoming issue, ensuring there's stuff that covers all our pillars (music, art, craft, travel, fashion etc).
2. The editorial and design team decide which contributors will be assigned to which articles - who will write what, who will photograph what, who will illustrate what.
3. The editorial and design team commission stories / photography / illustrations and provide contributors with deadlines.

PRODUCTION (MAKING)

4. Articles come back from writers and are edited
5. Images come back from photographers and illustrators
6. Designer lays out images and text
7. Layout meetings. Decide on final layouts/images
8. Send file to printers

POST-PRODUCTION (PRINTING AND DISTRIBUTION TO AUDIENCE)

9. Magazine is printed
10. Magazine is sent to subscribers
11. Magazine is available at shops/ newsagencies/ supermarkets (Australia and worldwide)

questions for frankie

Why is the magazine called frankie?

frankie was chosen because it sounded friendly and was unisex.

Why does frankie persist with a print magazine in the digital age?

Because we love all things print! While we have a very strong digital presence and digital community (across app, website and social media), we have always been, and always will be champions of print. We and our readers love the tactile nature of the magazine, and it fits perfectly with the creative people that read the magazine. It's a beautiful object to hold, touch and smell, and it's perfect to put in your bag or have proudly displayed on your desk or coffee table.

Has digitisation and online content impacted frankie positively/negatively, and has it changed/adjusted the business model?

Online (web/social media) has been great for us, because it means our readers can interact with us on a daily basis, in between print issues. It's also a great tool to share articles and artists/content that we might not have room for in the magazine. It's enabled more people to discover frankie as a brand (and then hopefully get to know/buy the magazine). Online is also useful as it's where we can sell mags, subscriptions, and the other stuff we do (calendars, diaries, cookbooks etc)

Does frankie have the same audience internationally?

Yes we have a similar audience in terms of demographics. We are particularly popular in New Zealand, USA and Europe, but we get reader letters from, and are stocked in, many many countries.

How does frankie break through to reach their market in a saturated media industry?

Many people first discover frankie in a newsagent/bookstore or through word of mouth. We also partner and collaborate with different music/craft/design festivals where we think our readers (and potential readers) might be. Many mass market or glossy magazines have closed or are losing readers because they are offering something that is mass, and not niche or special. In other words, stuff people can find anywhere online.

Where is frankie and its associated material printed?

frankie magazine is printed in Sydney, and extras (books, calendars etc.) are printed offshore.

some other online links about industry changes

What are the three most critical challenges facing magazines & digital publishing?

<http://www.pagelizard.com/challenges-digital-publishing/>

*company trying to sell software but discussing industry issues

The Future of Magazines

The Elevator Pitch for the Future of Magazines

<http://thefutureofpublishing.com/industries/the-future-of-magazines/>

Magazines Don't Have a Digital Problem, They Have a Bundling Problem

<https://pando.com/2012/08/13/magazines-dont-have-a-digital-problem-they-have-a-bundling-problem/>

Pacific Magazines ceases publication of Prevention, Dec/Jan issue to be its last

<https://mumbrella.com.au/pacific-magazines-ceases-publication-prevention-decjan-issue-last-389659>

Key readings in Media Today: Mass Communication in Contexts

(academic paper as a downloadable PDF)

https://www.academia.edu/14664802/Time_Ahead_Digital_Challenges_Facing_Print_Magazines

frankie publisher Morrison Media bought out in \$10m deal

<https://mumbrella.com.au/frankie-publisher-morrison-media-bought-10m-deal-262164>

The shifting 'indie' femininities of frankie magazine

(academic paper as a downloadable PDF)

http://popcaanz.com/wp-content/uploads/2015/12/GENDER_Hunt-2015_Indie-Femininities.pdf

Mag mouse roars as frankie does it her way

<http://www.smh.com.au/national/mag-mouse-roars-as-frankie-does-it-her-way-20120810-23zy6.html>

frankie magazine: How to Launch A Successful Mag

<http://www.abc.net.au/tv/bigideas/stories/2010/04/09/2868830.htm>