



With over 25,000 members receiving our weekly newsletter, and 10,500 fans on Facebook and growing, Getfrank has cornered the New Zealand male 20-39 years market.

NielsenOnline research shows that Getfrank's 47,000 Unique Kiwi visitors in May 2010 was the highest online concentration of New Zealand males aged 20-39 earning over \$80,000pa\*

A large factor behind this success is Getfrank's reputation for quality content, and with our goal to partner and showcase similar premium brands we have compiled a selection of balanced opportunities on how you can connect with our high profile audience below.

## Editorial Opportunities

Getfrank.co.nz does not provide any advertorial spots in the general content run, the only exception is with our feature interview.

This provides prominent placement on the front page for the week, and as our lead article in our weekly newsletter to our database of members.

This is a great way to promote your client and more so the depth of their brand, e.g.; Interview with Paul Greengrass, Director of The Bourne Ultimatum.

## Competitions

We have found our audience highly receptive to advertorial placement when packaged alongside a competition to create a competitive demand for your client's goods & services.

Competitions are promoted on the right hand side, and on every page of Getfrank.co.nz for a minimum of one week (120,000+ page impressions) and included in two newsletter inclusions - one announcing the competition and the other announcing the winner(s).

Getfrank provides free of charge placement for one week, per brand, per release for prizes which exceed \$250 RRP in value. For additional placements, ratecard value is \$500+gst via our sales agency Adhub.co.nz

## Subscription incentives:

Promoted above the fold on every page of getfrank.co.nz, subscription incentives receive significant exposure over a month long campaign.

Media value for this campaign is as calculated at 480,000 page impressions @ \$20 CPM, \$9,600 rate card value.

Further exposure is gained via inclusion in all newsletters and competition placement so our existing members can enter via our Facebook Fan Page.

## Frank's Top 7 in Style

Frank now showcases on a bi-monthly basis our 'Top 7 in Style', profiling the latest releases in style and trends for our audience, we have created a separate .pdf to provide an overview of the incredible leverage we're able to gain via this initiative for new brands, products, and services.

## Endorsed Events

From business to sport, whiskey tasting to dance parties if you have a suitable event let us know.

**Correspondence**  
mail@getfrank.co.nz

c/o Adhub - Unit 7, Level 3 Textiles Centre  
St George Bays Rd, Parnell, Auckland



## The 10 Commandments of Feature Interviews

The feature article is our premier article on the site – if we were a print magazine it would be our cover story

It's prominent site placement, as well as dominant takeover of the newsletter means that it attracts a significant amount of attention. Getfrank.co.nz is a sophisticated men's magazine and our content needs to fit with our philosophy about "keeping it direct, honest and evident."

Our readers enjoy new business ideas and hearing the real story behind inspirational leaders. The feature article is the best place for this and helps to promote Getfrank and its industry partners as market leaders.

Often this works in with interesting products and promotional material – however, we need to be about good quality content first and foremost. If it reads like an advertorial or straight off a press release it's not content for us.

Below are ten guidelines on how to effectively structure a feature interview in a Q&A format.

1. Getfrank is a men's lifestyle magazine and the interview needs to be catered to a sophisticated male demographic.

2. Interviewee's need to be industry leaders - CEO's, directors, professional athletes or just incredibly noteworthy individuals. Getfrank is a white collar magazine so many of our readers are General Managers, or entrepreneurs themselves.

3. The object of the interview is to find out about the person as an inspirational role model. The company or product or service is not the value in the interview and should not be mentioned unless objectively necessary.

4. The structure of the interview needs to be

- Introduction – this briefly introduces the person as well as establishing credibility.
- Body – A series of Q&A's

5. The introduction is the only point in which a "product placement" can be made. This inclusion is there to establish credibility and give background to the person being interviewed

6. Review prior Q&A's on Getfrank for reference of style and suitable questions.

7. The questions are allowed to be cheeky and a little off the cuff. This makes for something interesting to read.

8. Images are essential and generally a minimum of 3 high res images are required. The images need to be sharp and "cover worthy".

9. The interview must be fully transcribed and edited and must be sent through to Getfrank in a "ready to publish" format (i.e no pdf's or raw transcripts)

10. Getfrank will ultimately have discretion as to whether something goes on the site and if the content or images are not up to par the feature article simply won't run.





Read these articles and more on [getfrank.co.nz](http://getfrank.co.nz)

© 2010 - [getfrank.co.nz](http://getfrank.co.nz)  
 You've received this email because you have registered with Get Frank and opted in to receive email communication from [getfrank.co.nz](http://getfrank.co.nz) Limited.  
[Getfrank.co.nz](http://getfrank.co.nz) aligns itself with the NZ Anti-SPAM laws and you can unsubscribe at anytime by clicking the link below

Getfrank admin contact [mail@getfrank.co.nz](mailto:mail@getfrank.co.nz)  
 Advertising contact [adhub](http://adhub.co.nz)

getfrank.co.nz Frank's Top 7 in Style - October 2010. Win the Lot!

<http://www.getfrank.co.nz/frank-s-top-7-in-style-october-2010>

03 October at 19:02 · Comment · Like · Share

Rich Henry and 32 others like this.

View all 552 comments

Write a comment...

**Cj Mc T** A pair of Onitsuka Tiger - Wrestling 81  
 21 October at 03:11 · Like · 1 person · Flag

**John Miller** I would have to go with the Rum, I'm abit of a Rum fanatic  
 21 October at 11:28 · Like · Flag

**Benjamin Ng** Love to have the Onitsuka Tiger, goes well with my orange one :)  
 21 October at 11:32 · Like · Flag

**Jodie O'Shea** Rocawear for sure!! :)  
 21 October at 12:09 · Like · Flag

**Jacqui Tutuki** Id give the suit to my son, very sharp:-)  
 21 October at 12:17 · Like · Flag

**Marc Zabern** 3 Wise Men - "The Captain" Suit .... this is one sick suit.... girls would flock to me and guys would want to be me! NOW NOW don't be jealous  
 21 October at 12:18 · Like · Flag

**Adam Lambert** the captain suit for sure!!!  
 21 October at 12:26 · Like · Flag

**Jessica Matthews** The Captain Suit!! Give it to my man, so he can look even more fukin hot! :)  
 21 October at 13:42 · Like · Flag

**Martin Zelas** Icebreaker's Lancelwood Tech T Lite  
 21 October at 14:44 · Like · Flag

**Henare Howard** captain suit and icebreaker tee to look good; xroca to smell good; white rum to feel good; belkin music bridge to sound good - heck I'll take them all..  
 21 October at 15:29 · Like · Flag

**Alex Jeffcoat** The Captain Suit PULEAZE =D  
 21 October at 16:07 · Like · Flag

**Andrew Scott** For me the sum of the parts is not as great as the whole. I'd like to roll into work casually mid-morning on a Tuesday, having missed my team meeting, Icebreaker T under the JWM Captain suit, Tigers on my feet, STOLEN rum half finished in hand (and split down aforementioned Icebreaker T, but it's still warm when wet so all good), smelling of X and listening to Nite Liters on the old Belkin Bluetooth. I'd even take a video for the GetFrank website. Boom.  
 21 October at 17:13 · 2 people · Flag

## Frank's Top 7 in Style

On a bi-monthly basis Getfrank profiles our 'Top 7 in Style' showcasing seven releases from fashion, to gadgets, to fine food & dining.

Exposure of this authoritative piece is prominent with the feature being;

- Positioned as the feature article on the front page of the site for a week
- Positioned as the feature in our email newsletter to 25,500 members
- Promoted via a solus email to our database
- Positioned as a competition on every page of Getfrank for two weeks.
- Posted on our facebook fan page to currently 10,680 fans and growing

The big driver for coverage though is in packaging up the 7 items as a prize pack, this allows us to give the feature a life of its own by incentivising our audience to compete and interact with the feature via our Facebook fan page.

To enter our audience are required to comment on what element of the 'Frank's Top 7 in Style' prize pack they want most on our fan page seeing over 550 entries from our audience in our most recent campaign.

The value of this element beyond the interaction and the creation of competitive demand with our audience is that when an individual comments favorably he creates an endorsed statement for the products & services which is promoted on each of their friends Facebook news feeds.

If you have a product or service that could be suitable for this feature, please contact [rich@getfrank.co.nz](mailto:rich@getfrank.co.nz) with 'Frank's Top 7 in Style' as the subject line.

## Correspondence

[mail@getfrank.co.nz](mailto:mail@getfrank.co.nz)

c/o Adhub - Unit 7, Level 3 Textiles Centre  
 St George Bays Rd, Parnell, Auckland