

franchise



central

'bringing the best together'

MEDIA KIT

Who is Franchise Central?

THE CENTRE OF EVERYTHING FRANCHISING!

We are a national group of specialist franchise consultants providing a wide range of tailored franchise consultancy services to intending and existing franchisors and franchisees throughout Australia and overseas.

We specialise in the design development and/or expansion of franchise brands from conception to becoming National and international franchise success stories.

Our team of senior franchise consultants bring to the company a wealth of industry experience that has been carefully cultivated since the early 1990's. Indeed our people have been instrumental in the development and/or expansion of many successful franchise brands over the years.

Franchise Central's strength is derived in the ability to FOCUS and work closely with clients and their respective requirements. Our team has a strong local knowledge and representation throughout Australia, thereby providing total franchise solutions under one collaborated system and banner.

If you are contemplating about:

- Franchising Your Business;
- Advertising Your Franchise System or Your Supplier Services &/or Products;
- Buying or Selling a Franchise;
- Assessing or Reviewing Documents; and/or,
- Getting Consultation and/or Advice.

All initial meetings with [Franchise Central](#) are obligation free!

We offer a multitude of specialist services and invite you to visit our website at www.franchisecentral.com.au or call **1300 558 278** to speak to one of our experienced franchise consultants.



ADVERTISE WITH US

Success is being in the know. Being masters of the game, always in the loop, consistently cultivating leading edge solutions and constantly tapping in on the latest news and market intelligence in order to stay abreast of competitors.

The entire world has come to realise that an online presence is paramount. By advertising on the Franchise Central website, you leverage on our marketing activities to a targeted market.

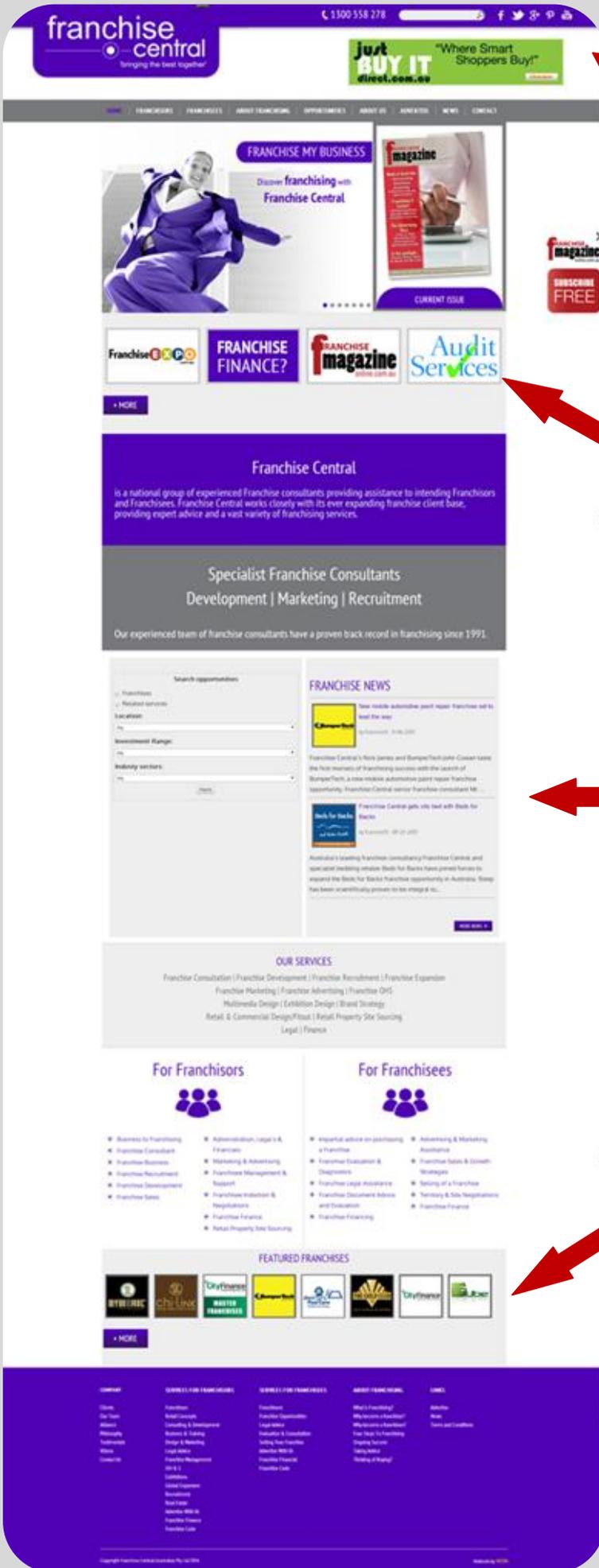
The Franchise Central website is actively promoted through expos, magazines, websites, directories and various social media channels thus, generating exposure for all businesses listed.

By participating in our marketing activities your franchise and/or supply of related services and/or products is exposed to thousands of potential buyers throughout Australia and the world.

Franchise Central prides itself on 'Bringing the Best Together'...
can you afford not to be seen on www.franchisecentral.com.au?

Consider the following:

- The Franchise Central team was the first to enter online in Australia with direct marketing and promotions as well as producing Australia's first online Franchise Magazine.
- 7,000+ users per month with an average of 4 page views per visitor and 4 minutes time spent on site.
- The Franchise Central website is actively promoted through expos, magazines, websites, directories and various social media channels thus, generating exposure for all listings.
- Our web visitors and 30,000+ subscribers are looking for a franchise opportunity and/or a supplier of related services and/or products.
- Franchise Central is completely independent and does not pay kickbacks to Franchise Associations and/or other parties.
- Enquiries come direct to you cutting out the middle man.
- Regular eBlasts promote listings to Franchise Central's 30,000+ subscribers.
- Cost competitive and flexible packages tailored to suit your requirements and budget.
- An established long term reputation of experienced franchise specialists.
- Much more than just a directory - Franchise Central offers a one stop shop for all franchising requirements.



EXCLUSIVE BANNER

\$500 +GST per month

- Exclusive static banner.
- Visible on every page.
- Add your link.
- Limited places due to demand.
- No contract – pay as you go.

SUPPLIER'S BANNER

\$150 +GST per month

- Rotating on every page.
- Add your link.
- No contract – pay as you go.

FRANCHISE NEWS

FREE to advertisers

- Leverage on brand exposure and help boost your enquiries.
- Post your Press/Media Releases, franchise/business news and/or articles.
- Links back to your web listing.

FEATURED FRANCHISE ICON

- Great brand exposure.
- Available only with a Featured Franchise Listing.
- 8 brands shown at any time with option to expand.
- Rotating on every page.
- Links to your Featured Franchise Listing.



AN ERUPTION of FLAVOUR to BLOW YOUR MIND

The fast food industry in Australia continues to grow at a strong rate so there has never been a better time to expand the **Vulcano Gelato** success than now. Modern times bring with it a strong drive toward healthy food alternatives with new products and players continually entering the market.

In Italian, **gelato** means ice cream and in Australia, we certainly **love** our ice cream! So much so that according to IBISWorld Industry Market Research 2010, we are the third largest consumer of ice cream in the world with an annual average per capita consumption of 18 litres per year trailing the USA with 23 litres and New Zealand with 20 litres.

With statistics such as these and the current health trend in mind, **Vulcano Gelato** franchises are sure to be erupting in all locations!

ABOUT VULCANO GELATO

Vulcano Gelato offers a truly unique and authentic Italian gelato that is **made fresh daily** using a **recipe established in 1960** pre-packaged and imported **exclusively for Vulcano Gelato** from Vulcano Sicily, Italy. In fact, the only ingredients sourced locally and added to this phenomenal base include, but are not limited to, the fresh fruits and sugars.

Of course, a multitude of other additions from chocolate to pistachios also allows for an extensive and versatile flavour selection – the pinnacle being the secret recipe to our iconic and signature 'Vulcano' flavour.

Like all our gelato, this one guarantees an unsurpassable **'eruption of flavour'** that dances on the tongue with a wicked tempo. Seriously, gelato has never been this hot!

As director of the Franchisor, Gino Maniaco is a young vibrant business man who grew up in the family business – 'Ritrovo (Bar) Remigio' – established by his grandfather in 1960 as a thriving seasonal, cafe/bar style business on the breathtakingly beautiful island of Vulcano located off the coast of Sicily, Italy. It was here at Ritrovo Remigio that the secret base recipe of the world renowned gelato served in Vulcano Gelato today was inspired and cultivated.

In 2008, Gino opened the first Vulcano Gelato in Melbourne's destination suburb of Rye to extraordinary results.

A seasonal destination, in the warmer months it is nothing to witness lines extending 100 metres long of families, lovers, the young and the old alike waiting patiently ... wistfully ... and in sheer anticipation for the Vulcano Gelato experience!



FEATURED FRANCHISES



+ MORE

STANDARD WEB LISTING

\$550 +GST

- 12 month listing.
- 3 – 5 categories.
- Your choice of State listing (all plus International).
- Maximum 2500 words.
- Your Logo, images & video.
- Enquiry form directs to you.
- FREE submission of Press/Media Releases, franchise/business news and/or articles – links back to your web listing.

FEATURED WEB LISTING

\$950 +GST

Includes everything from the 'STANDARD WEB LISTING' above, PLUS

...

- Rotating Featured Icon linking back to your premium listing.
- Rotating appearance in Franchise Central's 'Featured Franchise Opportunities' eBlast.

ARTWORK SPECIFICATIONS

All images must be a minimum of 300dpi jpg or tiff file format.

For logo/brand images, we prefer PC compatible Adobe CS3 (or below) Illustrator AI, PDF, EPS or Photoshop PSD or TIFF file formats. Where possible, please include all fonts and/or create outlines to avoid distortion of file image appearance.

All files must be submitted via email to franchise@franchisecentral.com.au.

IMAGE SIZES

DIMENSIONS (Height x Width)

Exclusive Banner	131 x 535 pixels
Supplier Banner	160 x 263 pixels
Featured Franchise Icon	121 x 121 pixels
Web Listing Profile Logo Banner Image	550 x 1124 pixels

CONTACT DETAILS

Let us tailor an advertising package to suit your requirements – contact us today!

FRANCHISE CENTRAL

T: 1300 558 278

E: franchise@franchisecentral.com.au

www.franchisecentral.com.au



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**HAVE YOU GOT YOUR FREE SUBSCRIPTION
To the Franchise Central Newsletter?
CLICK HERE to SUBSCRIBE**

Franchise Central's Newsletter is a **FREE SUBSCRIPTION** online delivery providing **30,000+ subscribers** with regular informative business articles, views from experts, the latest franchise opportunities and much more!

Our Newsletter also provides advertisers with an excellent advertising medium – here's where you can communicate your franchise opportunity and/or your supplier related services and/or products directly to a database made up of intending and existing franchisees and franchisors, related service providers and decision makers in the franchising business arena.

A woman in a purple blazer is smiling. To her right is text that reads "Qualified Leads, Powerful Leverage, Franchising Experts, Your Control".

www.franchisecentral.com.au
LEAD GENERATOR FOR FRANCHISORS