

franchise — ● — central

'bringing the best together'

media kit 2012



An Innovative and Dynamic Way to Advertise

The entire world has come to realise the potential of the Internet marketplace, let alone the success of the franchising industry. 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.

By advertising on the World Wide Web, we can help get your business to thousands of potential buyers!

Who is Franchise Central?

Franchise Central is Australia's leading Marketing, Development, Expansion & Recruitment Firm in the franchising sector. We successfully represent in excess of 100 franchise clients throughout Australia and overseas with their marketing & advertising, recruiting, consulting and development.

What separates us is that we truly have more than a web presence. We promote your business through Franchising expos, magazines and websites that generates the exposure your business needs to succeed. By participating in our marketing activities your franchise will be exposed to tens of thousands of potential buyers not only in Australia but around the world.

FranchiseCentral prides itself on 'BringingTheBestTogether' with all of the work being done by a professional team who have been setting the benchmark in Franchising since 1991.



Stand out from the rest!

Some quick Franchise Central facts

- The Franchise Central team was the first to enter online in Australia with direct marketing and promotions as well as producing the first online Franchise Magazine.
- Franchise Central are completely independent and do not pay kickbacks to Franchise Associations and / or other parties.
- Franchise Central have over 26,000 unique visitors per month which is one of the largest and fastest growing of its kind in Australian Franchising.
- Get access to the largest email subscriber and reader base in Australia with over 30,000 waiting to read about you.
- Franchise Central does not artificially inflate your enquiries by churning. Unlike most of our competitors, Franchise Central does not artificially inflate traffic flow by passing on advertisers enquiries to other advertisers creating a false impression of enquired numbers. Instead you receive quality enquiries that link directly to you.
- Your enquiries are not re-introduced to others during your negotiations with other opportunities.
- You deal directly with your enquiries.



Stand out from the rest!

Some quick Franchise Central facts

- Franchise Central has more than an online presence. Unlike most other websites that offer an online presence, we do it all - develop, market, advertise, promote and consult online and at the various expos Franchise Central attends around the world.
- Regular email blasts allow advertisers to send an informative piece to the Franchise Central reader/subscriber base (over 30,000) about potential franchising opportunities, services and products.
- Advertising packages are tailored to suit you. No matter what your budget Franchise Central has a package that suits your needs at reasonable prices.
- The best part of it all is that you get exposure 24 hours a day 7 days a week in Australia and around the world.





A CUTTING EDGE OPPORTUNITY!

Who is the King of Knives?

King of Knives was established in 1986. The concept was to create a highly specialised store that retailed every conceivable cutting and sharpening instrument for the domestic, trade and professional markets. The first store opened in Westfield Chatswood in November 1987 and since this time the Group has grown to be the largest Australian retailer of its kind with over 50 stores throughout Australia and New Zealand.

The product range has expanded over the years and the stores carry a core range of cutting and sharpening tools as well as a variety of quality kitchenware, trade uniforms, outdoor tools and more.



"To offer proven and innovative products together with outstanding service to meet the needs of our customers"

The King of Knives Advantage

If you are considering a franchise, we would like to invite you to consider King of Knives. Some of the key advantages that King of Knives has to offer are:

- A wide range of products in a specialised field of expertise.
- Excellent buying power and relationships with suppliers which ensures the ability to negotiate extremely favourable pricing and trade terms.
- A range of exclusive brands, which offer security and no direct competition in the marketplace.
- Direct importation of products and brands giving competitive margins as well as unique and exclusive product lines.
- A team of professional and experienced buyers who are continually sourcing the world for innovative or new products at competitive prices.
- A great range of well known and established brands from around the world.



- A destination 'gift store'
- A specialist range of products allowing staff to become experts within the field and offer unparalleled customer service.
- A choice of products for both the professional and amateur alike providing stores with the ability to attract both a retail customer as well as develop business to business relationships.
- The product range is not perishable or greatly effected by fashion trends.
- An ongoing and proven marketing and promotional strategy which effectively attracts customers and develops brand equity.
- An experienced and dedicated management team with vast retail knowledge and proven successes.

Web Listings

A web listing on FranchiseCentral.com.au is a great way to advertise your franchise business to potential franchisees. You can have a listing in our directory which gives you control over what is being viewed. Also, any email enquiries that come through our site get sent to you instantly so you only receive the most genuine of enquiries. We also offer news publishing, so if you have any franchise news about your business you can send it to us and we will link it to your listing.

Basic Web Listing

- 350 Words Maximum
- Category x 1
- State x 1
- 6 Month Listing
- Logo
- Link to your Website

\$350
Plus GST

Premium Web Listing

- Unlimited Words
- Category x 3
- State (All and international)
- 12 Month Listing
- Logo/Photos/Visuals
- Link to your Website

\$950
Plus GST

Web Advertising

Related Services Banner 3 months

Related Services Banner Locating on every page of the website the Related Services Banner is designed for Accountants, Solicitors, Advisors & Brokers to market their business not only to potential Franchisees and Franchisors but to the existing Franchising market. All four services will be seen at once with a rotating list every time a viewer surfs the website.

\$2,000
Plus GST

Payment Option Available

Exclusive Banner 6 or 12 months

This is an opportunity for a Company to list themselves on the most exclusive part of the website. Your icon which links directly to your site and is seen on more than 200 pages on franchisecentral.com.au which predominantly enhances your company's brand positioning. The opportunity is limited to exclusively one banner advertiser.

6 months
\$20,000
Plus GST

12 months
\$35,000
Plus GST

Payment Options Available

Featured Franchise Opportunity 6 months

Featured Franchise Opportunity Grab the attention of potential Franchisees with a Featured Franchise Opportunity. You will be able to promote yourself on the main page of the website. There are limited numbers available. You will be able to expose your Franchise to over 250,000 potential customers each month and increase the amount of quality enquires you receive.

Your icon which links directly to your Franchise Listing is seen on every page of the website (over 200 pages & counting).

\$3,000
Plus GST

Payment Option Available



Email Advertising

Exclusive Email Blasts

An email blasts provides advertisers with a convenient service that allows you to reach thousands of potential franchisees via email.

Our email blast advertising structure promotes your business by setting up a highly targeted Opt-in Franchise reader/subscriber base, which in turn generates quality enquires with your personal and exclusive email broadcast.

We maintain a targeted opt-in email list of over 30,000 Franchise interested subscribers and growing.

- Emailed to over 30,000 people
- Up to 350 words with visuals
- Link to your website
- Email blast exclusive to your opportunity/offer

1 Email Blast **\$2,000**
Plus GST

2 Email Blasts **\$3,200**
Plus GST
Save 20%

3 Email Blasts **\$4,500**
Plus GST
Save 25%

If you are having trouble viewing this email [click here to view online](#)

AUSTRALIAN
FRANCHISE OPPORTUNITIES

franchise central Website Franchise Opportunities Magazine Advertise Contact us

G.J. Gardner. HOMES

"We're Great Together"

Making Small Builders To
Volume Builders

About G.J. Gardner Homes

G.J. Gardner Homes is a well established, world class building company that is currently designing and building homes and dreams alike for home buyers across the globe. G.J. Gardner Homes now have franchises operating in America, Australia, New Zealand, and South Africa.

With innovative and exciting styling, G.J. Gardner Homes are easy to spot and quick to impress. This can be directly accredited to the architects who are committed to originating concepts and styles that suit each home buyer on the market while maintaining the highest level of quality.

"Functional designs with very impressive street appeal that are both practical and liveable, without compromising on our quality and building methods, is what G.J. Gardner Homes strive to provide." Greg Gardner

The Benefits of Joining With G.J. Gardner Homes

Buying Power

At 2000 homes every year and growing – we are one of the biggest customers to some of the world's largest suppliers of construction materials." Greg Gardner

It is no secret that the bigger you get the better buying power in the market you can demand. G.J. Gardner Homes combines the power of its many franchised offices to offer buying power to all Franchisees.

Marketing


G.J. Gardner Homes use their capacity and knowledge to produce appropriate marketing plans that certainly make an impact. The sheer size of the company unlocks potential that taps into markets on a global scale. The power of franchising creates a higher and quicker brand awareness than would normally be the case.

G.J. Gardner Homes Marketing entails the following (which may be area specific):

- Advertising in Print, Radio and T.V. mediums
- Web site
- Portable displays for exhibitions
- Thank you cards and envelopes
- Brochures
- Stationary
- Clothing
- Posters
- Site Signs
- Banners

Advertising Delivery

Advertising is delivered onto the market at both national and local levels. G.J. Gardner Homes employs a top level advertising agency to ensure the most current marketing and advertising trends are employed, yet Franchisees still have a level of creativity in creating advertisements which apply to their local area. Advertisements and marketing are directed both at branding and retail in the appropriate areas and within the



The G.J. Gardner Homes Team

With over ninety offices across Australia, New Zealand, South Africa, and the U.S.A, the G.J. Gardner Homes brand is now a household name in some states. G.J. Gardner Homes are the leading builder in New Zealand, building almost 50% or more homes than their closest competitor and with only three more franchise areas available, it's only going to be another year before all of the opportunities are gone. Also with most of the east coast of Australia now almost sold there are only a limited number of areas available in Queensland Victoria, New South Wales, Tasmania and Western Australia. Future growth areas are going to be South Africa where we expect to establish fifty offices within three to five years and America where we are planning 300 offices within ten years.

Exclusive Territories

One key ingredient in the on-going success of G.J. Gardner Homes is that each franchise has an exclusive territory in which to operate. This ensures the business will grow and develop goodwill in the area and add value to the Franchisee's business.

My Area is Different!

You may ask, will it work in my area? The answer is very simple... Yes. G.J. Gardner Homes' systems have been proven and refined over 20 years (and allow our Franchisees to build whatever the local area demands – from brick, timber, steel, concrete block, glass) and joined with the expertise the company can provide in the areas of sales, marketing, business development, business management and team building and support, G.J. Gardner Homes have the proven ability to make Franchisees succeed.

Asset to Sell

A common complaint amongst builders is that they work their entire life but have nothing to sell when they retire. We have set about changing this. By investing in a G.J. Gardner Homes franchise you are investing in your future and helping to build a business that can later be sold.

G.J. Gardner Homes' goal for Franchisees is to allow Franchisees to build a valuable and saleable asset that will continue to grow in value.

What Makes G.J. Gardner Homes So Successful?

- Excellent Value of the Homes

Web Advertising Specifications

Artwork Submissions

All images must be a minimum of 300 dpi jpg or tiff file format. We also accept PC compatible Adobe Illustrator ai or Adobe Photoshop psd file formats, CS3 or older. Please include all fonts or create outlines. All artwork must be submitted via email to franchise@franchisecentral.com.au.

Advertisement	Dimensions (H x W)
Related Services Banner	60 x 140 px
Exclusive Banner	95 x 380 px
Featured Franchise Opportunity	50 x 130 px

Want us to take care of your artwork?

Contact Franchise Central on 1300 558 278 or franchise@franchisecentral.com.au to arrange for us to take care of your artwork for your advertising needs.

An extra fee is payable for this service.



Booking Form

1. Company Details (Please print clearly)

Name:

Position Title:

Company:

Address:

Suburb / City:

State: Postcode: Country:

Telephone: Mobile: Fax:

Email:

Website:

A. Basic Web Listing

BASIC LISTING 6 Month Listing Includes:
\$350 + GST

- 350 Words Maximum
- Category x 1
- State x 1
- Link to your website

State

Category

B. Premium Web Listing

PREMIUM LISTING 12 Month Listing Includes:
\$950 + GST

- Unlimited Words
- Category x 3
- State (All and International)
- Logo
- Photo x 3
- Link to your website

12 x Monthly Payments of \$100 + GST

Category (1)

Category (2)

Category (3)

C. Exclusive Banner

EXCLUSIVE BANNER 6 or 12 Month Listing Includes:
6 months \$20,000 + GST

- Exclusive to 1 advertiser
- Seen on every page of FranchiseCentral.com.au
- Link to your website
- Prime position
- Design yourself or use one of our professionals

6 x Monthly Payments of \$3,370 + GST

EXCLUSIVE BANNER 12 months \$35,000 + GST

12 x Monthly Payments of \$2,950+ GST

D. Featured Franchise Opportunity

FEATURED FRANCHISE 6 Month Listing Includes:
\$3,000 + GST

- Seen on every page of FranchiseCentral.com.au
- Exclusive to 7 franchises
- Link to your website
- Access to over 250,000 viewers monthly
- Design yourself or use one of our professionals

6 x Monthly Payments of \$550 + GST

E. Related Services Banner

SERVICE BANNER 3 Month Listing Includes:
\$2,000 + GST

- Seen on every page of FranchiseCentral.com.au
- Link to your website
- Four services seen at once
- Discounts for longer term agreements

3 x Monthly Payments of \$750 + GST

F. Exclusive Email Blast

1 BLAST Email Blast Includes:
\$2,000 + GST

- Emailed to over 30,000
- Up to 350 words with visuals
- Link to your website
- Email blast exclusive to your opportunity/ offer

2 BLASTS \$3,200 + GST
save \$800

3 BLASTS \$4,500 + GST
save \$1,500

Booking Form

Credit Card Payment

Visa Mastercard

Credit Card Number

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Expiry Date:

Card Holder Name:

Billing Address:

Suburb / City:

State:..... Postcode: Country:

Card Holder Signature:

Telephone:..... Mobile:..... Fax:

Email:

I the Card Holder above authorise Franchise Central (Australia) Pty Ltd
to debit my credit card the total amount of:

Total: AUD\$..... (GST Inclusive)

EFT Payments Welcome

Please contact Franchise Central for account details.

Booking Form Submissions

By Fax: +61 3 9848 4993

By Email: franchise@franchisecentral.com.au

An invoice will be emailed or faxed to you upon receipt of this Booking Form

