

# Fran Magazine

www.franmagazine.com  
advertising@franmagazine.com  
(213) 250-3788



## about us

*Fran Magazine* is a unique blend of keen social satire and genuine social concern. We've been written about as everything from "hilarious" to "ballys" to "a catalyst for personal change". We've been featured in Best New Independent Publishers articles and Best of LA columns, collaborated in art shows and called "party provocateurs". Our involvement within our various areas of focus (music, film, art, partying, etc.) is what keeps the magazine fresh and relevant.

*Fran* is a rare form of lifestyle magazine that's about real living, not celebrity gratification. We capture the humor, horror, anger and playful excitement of life on a quarterly basis. The idea for *Fran* came from the teachings and favoritions of Fran Halsbourg, an obscure 18th Century Prussian philosopher who essentially advocated promiscuity in all its forms. Not necessarily immorality, but general revelment and extreme reaction to one's surroundings.

"Fran has taught me much: about Ben Affleck's nether regions, about Desmond Tutu's fractal regions, about Eastern Oregon's regional rock. It is an indispensable dispensable magazine."

**-Eli Horowitz**, managing editor, *McSweeney's*

"Fran has distinguished itself, in my opinion, from the mass of music-oriented press, with its unique combination of intelligent writing, genuine fan-level appreciation for what they are covering, and a fundamental understanding of their readers' interests, politics and the relative cultural nuances."

**-Sonny Kay**, founder/owner, *GSL Records*



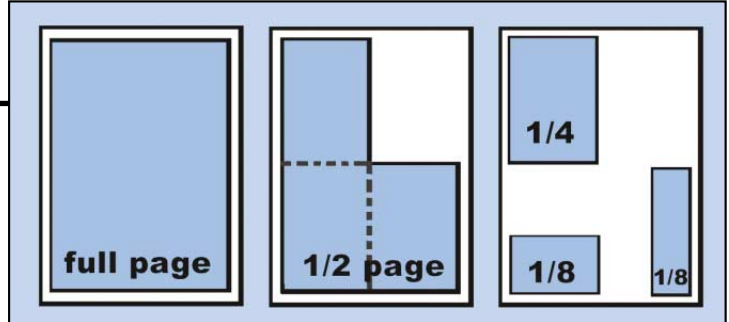
inside:  
Donovan...Dave Carnie on James Joyce...Todd Solondz...jokes  
The Books...The Ambassador Hotel...CocoRosie...Coloring...

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**Color:**  
 Full page...\$650  
 1/2 page....\$350  
 1/4 page.....\$200

**Black and White:**  
 Full page...\$500  
 1/2 page....\$225  
 1/4 page.....\$150  
 1/8 page.....\$80



advertising

- Pages are 7.5" wide x 10" tall. Printed in black and white on newsprint paper with a web offset.
- Full page ad–7.5" wide x 10" tall.
- 1/2 page ad (horizontal)–7.5" wide x 5" tall, (vertical)–3.75" wide x 10" tall
- 1/4 page ad–3.75" wide x 5" tall
- 1/8 page ad (horizontal)–3.25" wide x 2.5" tall, (vertical)–1.875" wide x 5" tall
- Please send an electronic file, delivered via email or CD-ROM (Macintosh formatted media is preferred).
- Files must be the correct size.
- JPEG or TIFF file formats are acceptable.
- Make the ads grayscale, not RGB or CMYK color.
- 300 DPI resolution is ideal.

## Ad Deadlines:

DATES	DUE	RELEASE
Issue 10, 2005.....	07/01/05.....	08/01/05
Issue 11, 2005.....	10/01/05.....	11/01/05
Issue 12, 2006.....	01/01/06.....	02/01/06
Issue 13, 2006.....	04/01/06.....	05/01/06

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