



FRANCHISE

2026 MEDIA KIT

Journal™

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Franchise Journal.

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year's Franchise Journal.

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all over the world.

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For bookings,
please contact us.

Our Publication

FRANCHISE JOURNAL IS THE LEADING INFORMATION RESOURCE FOR THE WORLD OF FRANCHISING.

FJ operates across multiple platforms including a monthly news resource, direct email news digest, FJ Magazine (monthly) and a number of monthly updates.

With subscribers in every single North American DMA and over 60 countries, FJ Magazine reaches over 300,000 individuals and businesses interested in owning a franchise, franchising their business or growing their franchise.

FJ's readership includes the leading innovators and operators in every aspect of franchising including marketing, construction, finance, the visionaries who create the systems and the entrepreneurs who operate them.

In short, FJ is a digital magazine that is built to grow Franchise systems, educate, enlighten and help your brand harness the entrepreneurial power that is The World of Franchising.

Welcome to Franchise Journal.



WHAT WE DO

REPORTS:

Including market focus specials, sector profiles and FJ's Top 100 Franchises, Women in Franchising and other reports

SPOTLIGHT:

The world's best franchises and their owners under the spotlight

PROFILES:

Celebrating leading figures in franchising at key moments in their careers

COMMENT:

Leading business figures offer opinions on the latest trends and developments

NEW TECHNOLOGY:

A heads-up on the latest innovations driving the business

RESALES:

Opportunities to purchase existing businesses

TRADE SHOW NEWS:

The latest developments from the trade shows supporting and powering the business

FOUNDATIONAL:

The legislation that you need to know about

NUTS & BOLTS:

The Legal & Financial aspects of franchising and the people who make it happen

SEEKING ROCKSTARS:

Franchisors looking to add Team Members

FEATURED SECTIONS

The Cover

Where it all starts.

Franchisee Spotlight

Nobody can tell a franchise story better than the franchisees who own, operate and grow them

Visionary Profile

Interviews with the titans of franchising, their origin and vision for the future of their brand.

Comment

Opinion pieces by industry leaders and decision makers

Check In Features

Unique feature articles about your franchise highlighting its growth and success

The Facts

The overview of your business. Designed to engage.

Events

Detailed previews of forthcoming industry events and trade shows.

Check Out

The last word. Always memorable.



2026 EXPECTED READER STATS

- Total users in 2026: **300,000**
- Unique users per month: **50,000**
- Pageviews: **750,000**



"Its global reach, expert analysis and in-depth coverage of the entire franchise business makes FJ my first choice for franchise news"

– Kurt Landwehr, Regis Corp — Supercuts

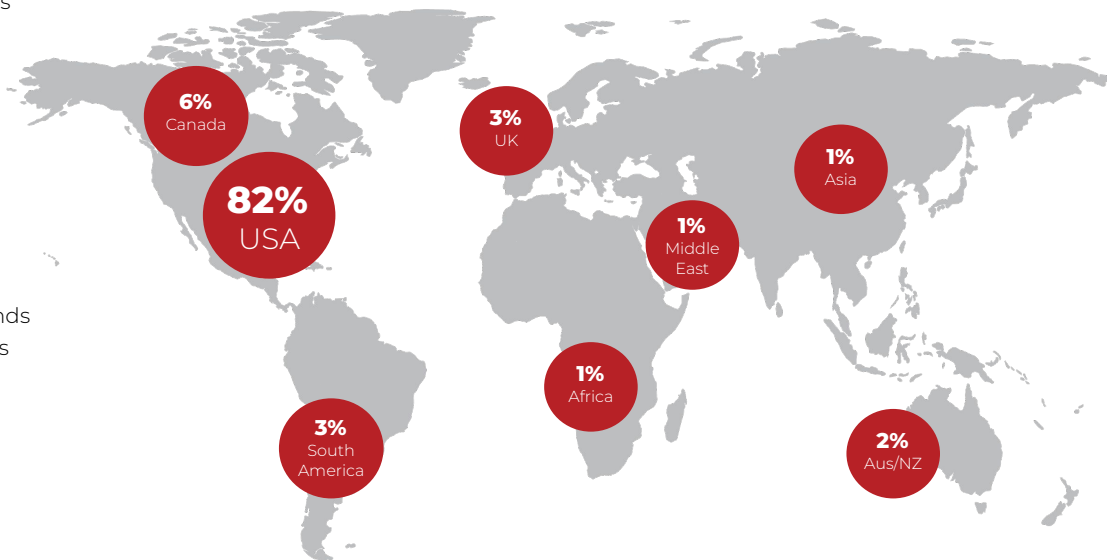
"FJ is consistently ahead of the pack in breaking the latest stories."

– Ryan Zink, Franchise FastLane

OUR AUDIENCE

WHO THEY ARE

- + Franchise Buyers
- + Multi-Unit Franchisees
- + Entrepreneurs
- + Franchisors
- + Private Equity
- + Family Offices
- + Suppliers
- + Professional Services
- + Tech Companies
- + Recruiters
- + Financial Firms
- + Sovereign Wealth Funds
- + Trade Show Producers
- + Government Officials



READER SAMPLE

- ◆ Regis Corporation
 - ◆ BrandOne
 - ◆ Belfor
- ◆ Franchise FastLane
 - ◆ FranFund
- ◆ Lanard & Associates
 - ◆ Martinizing
- ◆ Alliance Franchise Brands
- ◆ Barber Power Law Group
 - ◆ Benetrends Financial
 - ◆ Best Life Brands
 - ◆ Guidant Financial
 - ◆ NuVinAir
- ◆ Premium Service Brands
 - ◆ Restoration 1
 - ◆ Rhino7
- ◆ XPONENTIAL
 - ◆ ecomaid
- ◆ Express Employment Pros
- ◆ Franchise Marketing Systems
 - ◆ FranDevCo

"FJ is a thoroughly enjoyable read and has more up to date and relevant information in every issue. I look forward to receiving it."

– Michael Mudd, Partner BrandOne



WHY ADVERTISE?

□ FRANCHISE FOCUS

If you or your company are looking to grow your franchise then FJ is the most efficient gateway to relay your message to the franchise investors.

□ FIND NEW CLIENTS

If you or your company are suppliers of services to franchisors or franchisees, your business or product will be brought directly to the attention of those who can help make your business a success.

□ COMPETITIVE RATES

Our rates are highly competitive with attractive series discounts, while bundle packages offer significant value. All options allow you to plan a strong, visible and cost-effective campaign.

□ EXCLUSIVE READERSHIP

FJ's exclusive readership are actively engaged in our content across multiple platforms, ensuring sharp focus on your marketing campaigns.

□ REPEAT READ VALUE

FJ is shared and used as a reference by franchise professionals across multiple social media platforms such as LinkedIn, Facebook, Instagram, Twitter and many others.

□ DIGITAL IMPACT

Read it on the go. Our issues are designed to be accessed effortlessly by busy professionals.

"FJ cuts through the fluff and gives me the news and updates I like to see regarding our business. With the limited time we all have to catch up on reading all the trade magazines, it is helpful to have a magazine that gets to the point."

– Steve Greenbaum

2026 EDITORIAL CALENDAR

For custom advertising options please contact us.

All prices are listed excluding Tax

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MONTH	SUBJECT	THEME
JANUARY	THE FRESHMAN CLASS	EMERGING BUSINESSES
FEBRUARY	MINORITIES IN BUSINESS	TITANS OF FRANCHISING
MARCH	WOMEN IN FRANCHISING	IMPACT & GRACE
APRIL	FOOD	WHO'S COOKING
MAY	FITNESS	GET READY FOR SUMMER
JUNE	PETS	CUTE & CUDDLY
JULY	CHILDREN & EDUCATION	BACK TO SCHOOL
AUGUST	INDIAN HERITAGE MONTH	MEDIA, BUSINESS, POLITICS
SEPTEMBER	SENIOR & MEDICAL	WHAT'S NEXT?
OCTOBER	PROPERTY SERVICES	ALWAYS NEEDED
NOVEMBER	VETERANS	OUR HEROES
DECEMBER	BEST OF 2026	TOP ZORS OF 2026

EDITORIAL CALENDAR:



JANUARY

The Freshman Class

Highlighting the new and emerging franchises /trends of 2026.

Due: December 10, 2025

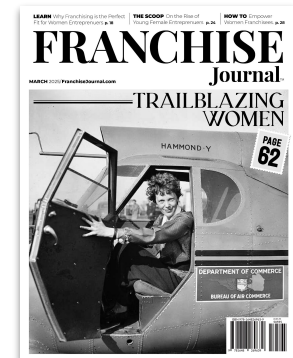


FEBRUARY

Minorities in Business

Celebrating minorities in the franchising industry.

Due: January 15, 2026



MARCH

Women in Franchising

Highlighting the women in the franchising industry.

Due: February 15, 2026

EDITORIAL CALENDAR:



APRIL

Food

See what's cooking in the food industry.

Due: March 15, 2026



MAY

The Fitness Issue

Getting summer ready! The businesses that keep us moving.

Due: April 15, 2026



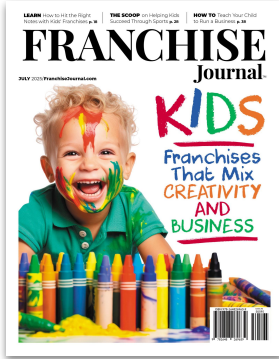
JUNE

The Pet Issue

We won't forget about the pet industry in this issue.

Due: May 9, 2026

EDITORIAL CALENDAR:

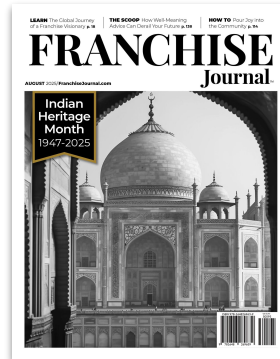


JULY

Children & Education

Last year education changed drastically.
What's happening a year later?

Due: June 15, 2026



AUGUST

Indian Heritage Month

Celebrating Indian Heritage within the
franchising industry.

Due: July 15, 2026



SEPTEMBER

Senior & Medical

Highlighting the medical field and the
seniors who need them most.

Due: August 15, 2026

EDITORIAL CALENDAR:



OCTOBER

Property Services

Learn about the industry that's always needed.

Due: September 15, 2026



NOVEMBER

Veterans

Honoring veterans in the franchising industry.

Due: October 15, 2026



DECEMBER

Top Brands

Our annual final issue of the year highlights all the top brands in the industry.

Due: November 6, 2026

ADVERTISING RATES: FJ Magazine

Standard Position	1-3 Issues	6 Issues	12 Issues
DPS	\$1050	\$950	\$800
Full Page	\$550	\$500	\$400
Full Page + 1 Page Article	\$750	\$700	\$600
Half Page	\$500	\$450	\$400
Quarter Page	\$300	\$250	\$200
Special Position	1-3 Issues	6 Issues	12 Issues
Inside Front	\$1400	\$1250	\$1150
Inside Back	\$1250	\$950	\$800
Outside Back Cover	\$1550	\$1450	\$1300

Price Per Issue

For Special Series bookings, please contact

info@FranchiseJournal.com

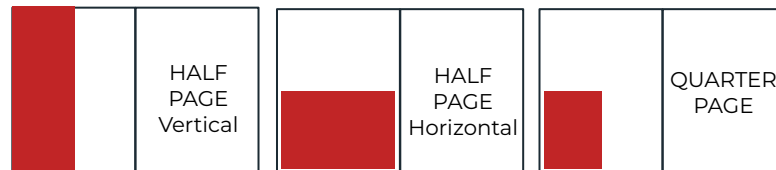
FOR SUBMISSION:

- Link any mention of websites or emails in design
- Export ad as a hi-res (300 DPI) interactive pdf
- Send ads to chantae@franchisejournal.com and brenda@franchisejournal.com



No Bleed
Ad Size: 17 x 11 inches
Type area: 16.5 x 10.5 inches

No Bleed
Ad Size: 8.5 x 11 inches
Type area: 8 x 10.5 inches



No Bleed
Ad Size: 4.2 x 11 inches

No Bleed
Ad Size: 7.75 x 4.75 inches

No Bleed
Ad Size: 3.5 x 4.75 inches

All prices are listed excluding Tax

Any advertising placed with FJ is subject to our standard terms and conditions.

These can be read in full at **[TERMS & CONDITIONS](#)**

ADVERTISING RATES: A La Carte

	Up To 3 Issues	6 Issues	12 Issues
Front Cover Plus 2 Page Article	\$2250	N/A	N/A
Cover Box, Ad Plus 1 Page Article	\$1250	N/A	N/A
Inside Front Cover Plus 1 Page Article	\$1600	\$1450	\$1400
Inside Front Cover	\$1400	\$1250	\$1150
Back Cover Plus 1 Page Article	\$1750	\$1650	\$1500
Back Cover	\$1550	\$1450	\$1300

	Up To 3 Issues	6 Issues	12 Issues
Inside Back Cover Plus 1 Page Article	\$1250	\$1100	\$1000
Inside Back Cover	\$1050	\$950	\$800
2 Page Spread	\$1050	\$950	\$800
Full Page Ad Plus 1 Page Article	\$750	\$700	\$600
Full Page Ad	\$550	\$500	\$400
One Page Article Only	\$350	\$300	\$250

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ADVERTISING RATES: FJ Online

All website advertising includes rotated banners in FJ's email news, magazine and specials. FJ-Mag.com is a responsive site, built to display on multiple devices, so we require adverts sized for desktop, mobile and Index.

	1 Month	2 Months	3 Months
Super Leaderboard	\$2,000	\$1,800	\$1,600
MPU	\$1,500	\$1,350	\$1,200
Banner	\$995	\$900	\$825

Rate includes advert placement on website, and rotation in weekly Index emails during period. All website adverts are sold on rotation (up to 3x)

Special Positions	1 Week
Site-wide pop-up	\$2,750

Recruitment	1 Month	2 Months
Single Job Advert	\$250	\$400
3 Job Advert Bundle	\$550	\$1,000

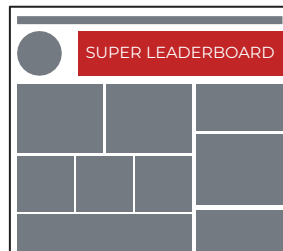
PLEASE SUPPLY ARTWORK AS 72 DPI, RGB FILES

* Index Banner (h)132px x (w) 598px: file size may not exceed 99kb

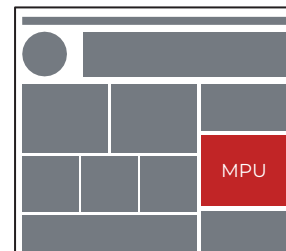
Animated gifs: File size may not exceed 300K.

A maximum of 5-second rotation is allowed.

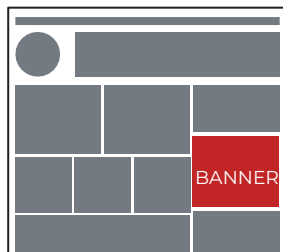
Java Applets and CGI Scripting are not supported.



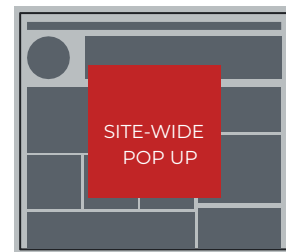
Desktop (h)200px x (w)900px
Mobile (h)349px x (w)456px
Index (h)132px x (w)598px



Desktop (h)310px x (w)376px
Mobile (h)198px x (w)241px
Index (h)132px x (w)598px



Desktop (h)151px x (w)376px
Mobile (h)97px x (w)241px
Index (h)132px x (w)598px*



Desktop (h)600px x (w)600px
Mobile (h)300px x (w)300px
Index (h)132px x (w)598px

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ADVERTISING RATES:

Digital Super Packages

SINGLE MONTH PACKAGE

This package is for 1 issue of FJ Magazine online

\$6,450/mo

Package for one advertiser per magazine feature:

Online site for digitally-repurposed editorial feature

\$6,450

Front Cover	Included
2 Page Story + MPU	Included
Full Page Ad + Banner	Included
Editorial + Social blasts	Included

For custom advertising options please contact us.

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ADVERTISING RATES:

Digital Super Packages

This package is for 12 issues of FJ Magazine online

\$1000/mo

Package for one advertiser per magazine feature:

Online site for digitally-repurposed editorial feature

Total \$12,000

1 Front Cover + Super Leaderboard	Included
1 Two Pg Cover Story + MPU	Included
Monthly Full Page Ad	Included
(2) Two Pg Editorials	Included
(4) 1 Pg Editorials	Included
1 Year Logo on Website	Included
1 Year "The Facts" + Social blasts	Included

For custom advertising options please contact us.

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**DIAMOND
PACKAGE**

ADVERTISING RATES:

Digital Super Packages

This package is for 12 issues of FJ Magazine online

\$600/mo

Package for one advertiser per magazine feature:

Online site for digitally-repurposed editorial feature

Total \$7,200

Monthly Full Page Ad	Included
(2) Two Pg Editorials	Included
(4) 1 Pg Editorials	Included
1 Year Logo on Website	Included
1 Year “The Facts” + Social blasts	Included

For custom advertising options please contact us.

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**PLATINUM
PACKAGE**

ADVERTISING RATES:

Digital Super Packages

This package is for 6 issues of FJ Magazine online

\$750/mo

Package for one advertiser per magazine feature:

Online site for digitally-repurposed editorial feature

\$4,500

Monthly Full Page Ad

Included

(1) Two Pg Editorials

Included

(2) 1 Pg Editorials

Included

Monthly Logo on Website

Included

Monthly “The Facts” + Social blasts

Included

For custom advertising options please contact us.

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ADVERTISING RATES:

Digital Super Packages

This package is for 3 issues of FJ Magazine online

\$1000/mo

Package for one advertiser per magazine feature:

Online site for digitally-repurposed editorial feature

\$3,000

Monthly Full Page Ad

Included

(1) Two Pg Editorials

Included

(1) Pg Editorial

Included

Monthly Logo on Website

Included

Monthly “The Facts” + Social blasts

Included

For custom advertising options please contact us.

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ADVERTISING RATES:

Digital Super Packages

RESALES

With FJ's editions going to 300,000+ readers and 4000+ franchisors, the promoted content offers exceptional exposure for your company to find new talent or sell existing units.

FJ's editorial team will work directly with you to craft promoted content for the magazine & website to help your system grow.

1 month Full Page Resales, Online

Super Leaderboard (inc. \$200 production charge).	\$5,000
Story + Super Leaderboard	\$2,500
Story + MPU	\$1,950
Story + Banner	\$1,450

JOB ADVERTS

Package includes the cost of content origination, with banners sold on up to 3x rotation.

Advertise your job openings to thousands of franchise professionals across the USA.

Job adverts cost \$250 per month, including display on the FJ Website.

Discounts are available for longer terms and multiple adverts - contact us for more information.

For custom advertising options please contact us.

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CONTACT

Whatever your marketing budget dictates, Franchise Journal offers a cost-effective way to reach the largest audience in the franchise space.

For bookings or more information on the best options to get your campaign, company or product noticed, please contact:

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