

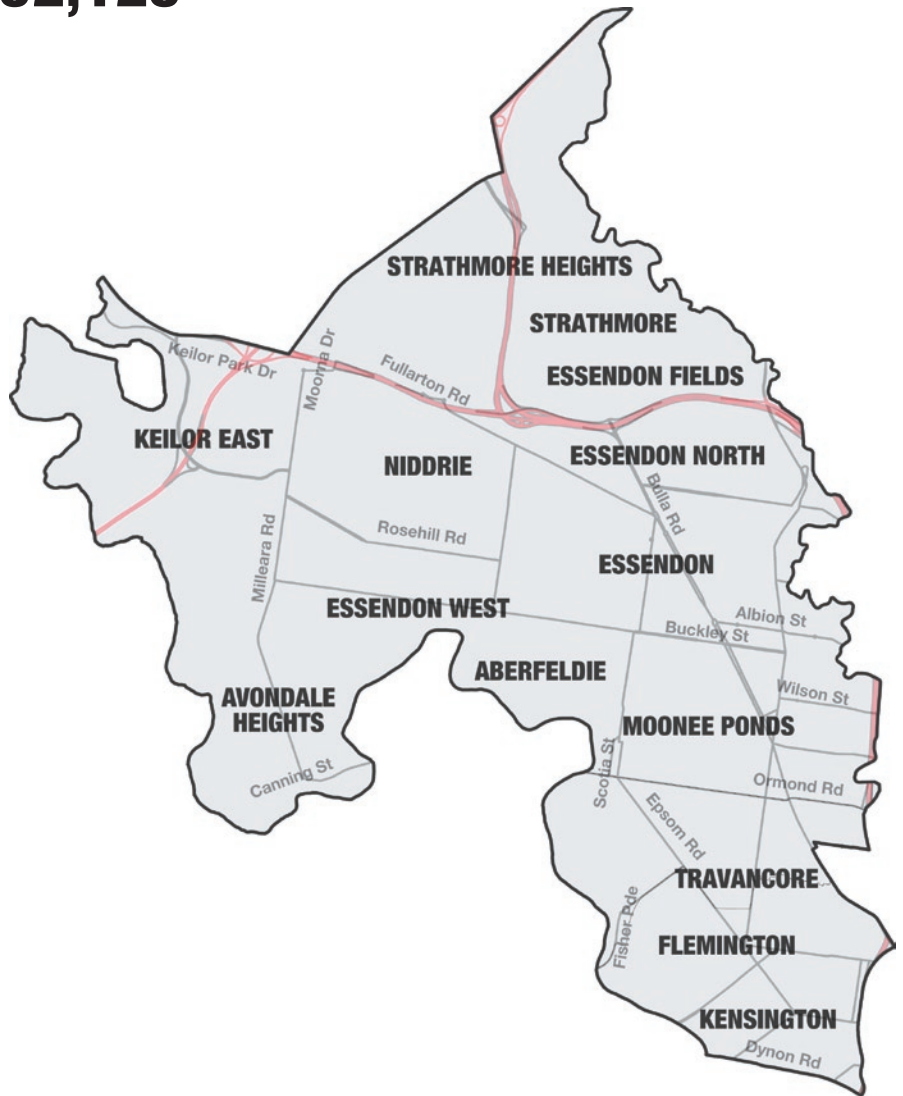


YOUR COMMUNITY VOICE
MOONEE VALLEY WEEKLY

Published Tuesday



CIRCULATION
52,125*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.mooneevalleyweekly.com.au

DELIVERY SUMMARY

Airport West.....3042	Flemington.....3031	Kensington.....3031
Ascot Vale.....3032	Gowanbrae.....3043	Moonee Ponds.....3039
Avondale Heights.....3034	Keilor.....3036	Niddrie.....3042
Essendon.....3040	Keilor East.....3033	Strathmore.....3041
Essendon North.....3041	Keilor Park.....3042	West Melbourne.....3003



*CAB Audit Sep 11

Delivery to addresses marked with "No Advertising Material" or "No Junk Mail" may vary. The delivery summary is a guide only. Some publications may deliver to part suburbs only. For more details, please refer to your account manager.

YOUR COMMUNITY VOICE
MOONEE VALLEY WEEKLY

Since 1979 the Moonee Valley Weekly has been servicing the community. It is highly regarded for its ongoing coverage of local news, sport and entertainment.

Stretching from the northern boundary of Melbourne's CBD to Tullamarine, The City of Moonee Valley is home to The Melbourne Cup (Australia's most famous horse race) and the Moonee Valley Racecourse.

When it comes to advertising, businesses rely on the Moonee Valley Weekly, and it is the newspaper of choice for buyers and sellers of real estate and motoring.

The City of Moonee Valley hosts many annual events that are supported by the Moonee Valley Weekly including:

- Moonee Valley Festival
- The Spirit of Moonee Valley awards
- Melbourne Cup Carnival

Regular sections in the Moonee Valley Weekly include:

Time Out: Find out what's new, upcoming and tried and tested in food and wine, music, theatre and the arts, galleries, festivals and community events.

Domain: This section goes to the heart of the local real estate market, providing current property news, information and latest listings. It's just what you're looking for.

Drive: This section showcases new and used vehicles, supported by reliable and comprehensive information.

Classifieds: The best place to find all trades and services and the premium location for localemployment advertising and information.

READERSHIP FACTS**

- 50% are women, 50% are men
- 42% of readers are aged between 25-49 years
- 96% of readers are aged over 18 years
- 41% have a diploma or degree
- 54% own 2 or more vehicles
- 7% of readers plan to buy a car in the next 4 years
- 44% own their own home
- 57% of readers went to a café for coffee or tea in the last 3 months
- 64% of readers went to a clothing store or boutique in last 3 months
- 75% of readers went to a department store in last 3 months
- 84% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08-Sep 10

DISPLAY DEADLINES

Booking..... Wednesday 10.00am (6 days prior)
Supplied Material Thursday 5.00pm

REAL ESTATE DEADLINES

Booking..... Tuesday 2.00pm
Supplied Material Thursday midday

CLASSIFIEDS DEADLINES

All Classifieds Friday 3.30pm

LOADINGS

Front PagePOA
Prior to page 15..... 30%

INSERT RATES

\$74.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$81.40 (Incl. GST) per 1,000 up to 8 (A4) pages
POA more than 8 (A4) pages & partial distribution runs

Advertising Rates	Casual	
	Excl. GST	Incl. GST
Full Page	\$3,600.00	\$3,960.00
1/2 Page	\$1,850.00	\$2,035.00
1/4 Page	\$950.00	\$1,045.00
1/8 Page	\$490.00	\$539.00

Annual Spend Discount	Excl. GST	Incl. GST
3%	\$5,250.00	\$5,775.00
8%	\$10,500.00	\$11,550.00
13%	\$21,000.00	\$23,100.00
18%	\$42,000.00	\$46,200.00
25%	\$63,000.00	\$69,300.00
30%	\$105,000.00	\$115,500.00

Production costs may be charged. Please inquire. Early deadlines apply to public holidays.
Rates are effective until 30 June 2012.