

YOUR
COMMUNITY
VOICE

WEEKLY



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MELBOURNE WEEKLY

PORT PHILLIP

Published Wednesday



CIRCULATION

40,847*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.melbourneweeklyportphillip.com.au

DELIVERY SUMMARY

Albert Park.....3206	Middle Park3206	South Melbourne3205
Balaclava3183	Port Melbourne.....3207	St Kilda3182
Elwood3184	Ripponlea.....3185	St Kilda East3183



*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.

The Port Phillip area contains some of the smartest, savviest and most stylish readers in Melbourne. So we believe they should receive the savviest and most stylish magazine. This means hard-hitting news in an area where news happens and matters and engaging features that reflect the area's vibrancy. The area is also home some of the most beautiful properties in Melbourne, which is reflected in our in-depth real estate section. Our readers represent a very active community, and we're unashamedly on their side – whether they are living in high-rise public housing towers, side-street terraces or beachside mansions. Melbourne Weekly Port Phillip may only cover a small pocket of Melbourne, but it has a big impact each week,

Regular sections in Melbourne Weekly Port Phillip 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 local employment advertising and information.

Inside & Out: Regular and reliable information on design options for both indoors and outdoors.

The Look: Contemporary information on trends in fashion, beauty, health and fitness.

READERSHIP FACTS**

- 50% are women, 50% are men
- 59% of readers are aged between 25-49 years
- 100% of readers are aged over 18 years
- 61% have a diploma or degree
- 23% earn \$70,000 or more
- 33% own 2 or more vehicles
- 37% are AB quintile
- 33% of readers plan to buy a car in the next 4 years
- 77% of readers went to a café for coffee or tea in the last 3 months
- 60% of readers went to a clothing store or boutique in last 3 months
- 72% of readers went to a department store in last 3 months
- 81% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Apr 08–Mar 10

DISPLAY DEADLINES

Booking..... Monday midday (9 days prior)
Supplied Material Wednesday 5pm

CLASSIFIEDS DEADLINES

All Classifieds Thursday 4.00pm

LOADINGS

Opposite Contents Page 15%
Contents Page Strip..... 25%
Back Cover 30%
Specified Positions 10%

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		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
DPS	\$6,772	\$7,449	\$6,434	\$7,077	\$6,094.72	\$6,704.19
Full Page	\$3,385	\$3,724	\$3,216	\$3,538	\$3,023.82	\$3,326.20
1/2 Page	\$1,814	\$1,995	\$1,693	\$1,862	\$1,571.83	\$1,729.01
1/4 Page	\$954	\$1,050	\$906	\$997	\$859.21	\$945.13
1/8 Page	\$507.00	\$558.00	\$484.00	\$532.00	\$453.68	\$499.05

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