



YOUR COMMUNITY VOICE
MARIBYRNONG WEEKLY

YOUR COMMUNITY VOICE
HOBSONS BAY WEEKLY

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WILLIAMSTOWN

Published Wednesday



CIRCULATION
60,303*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.maribyrnongweekly.com.au
www.hobsonsabayweekly.com.au

DELIVERY SUMMARY

Altona	3018	Footscray West	3012	Newport	3015
Altona Meadows	3028	Kingsville	3012	Seddon	3011
Altona North	3025	Laverton	3028	Spotswood	3028
Brooklyn	3012	Maidstone	3012	Williamstown	3016
Footscray	3011	Maribyrnong	3032	Yarraville	3013



*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 Maribyrnong Weekly, Hobsons Bay Weekly and Hobsons Bay Weekly Williamstown are the leading local newspapers in Melbourne's inner west. They have a proud historical tradition and close links with the community reaching back almost 100 years. They continue to be well respected within the communities they serve for their accurate, up-to-date coverage of local news and community issues.

Our publications' community partnership includes:

- Big West Festival
- Williamstown Festival
- Yarraville Festival

Regular sections in the publications 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
- 46% of readers are aged between 25-49 years
- 97% of readers are aged over 18 years
- 47% own 2 or more vehicles
- 12% of readers plan to buy a car in the next 4 years
- 53% of readers went to a café for coffee or tea in the last 3 months
- 54% of readers went to a clothing store or boutique in the last 3 months
- 68% of readers went to a department store in the last 3 months
- 71% have used a computer in the home in the last 3 months

DISPLAY DEADLINES

Booking.....Friday 1.00pm (5 days prior)
Supplied materialTuesday 2.00pm

REAL ESTATE DEADLINES

Booking.....Friday 10.00am
Supplied materialMonday 4.00pm

CLASSIFIEDS DEADLINES

TradesMonday 5.00pm
All other Classifieds.....Tuesday 1.00pm

LOADINGS

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

INSERT RATES

\$68.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$74.80 (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	\$3,500.00	\$3,850.00
1/2 Page	\$1,750.00	\$1,925.00
1/4 Page	\$900.00	\$990.00
1/8 Page	\$452.00	\$497.20

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.

**Roy Morgan Readership Survey Oct 08-Sep 10