



YOUR COMMUNITY VOICE

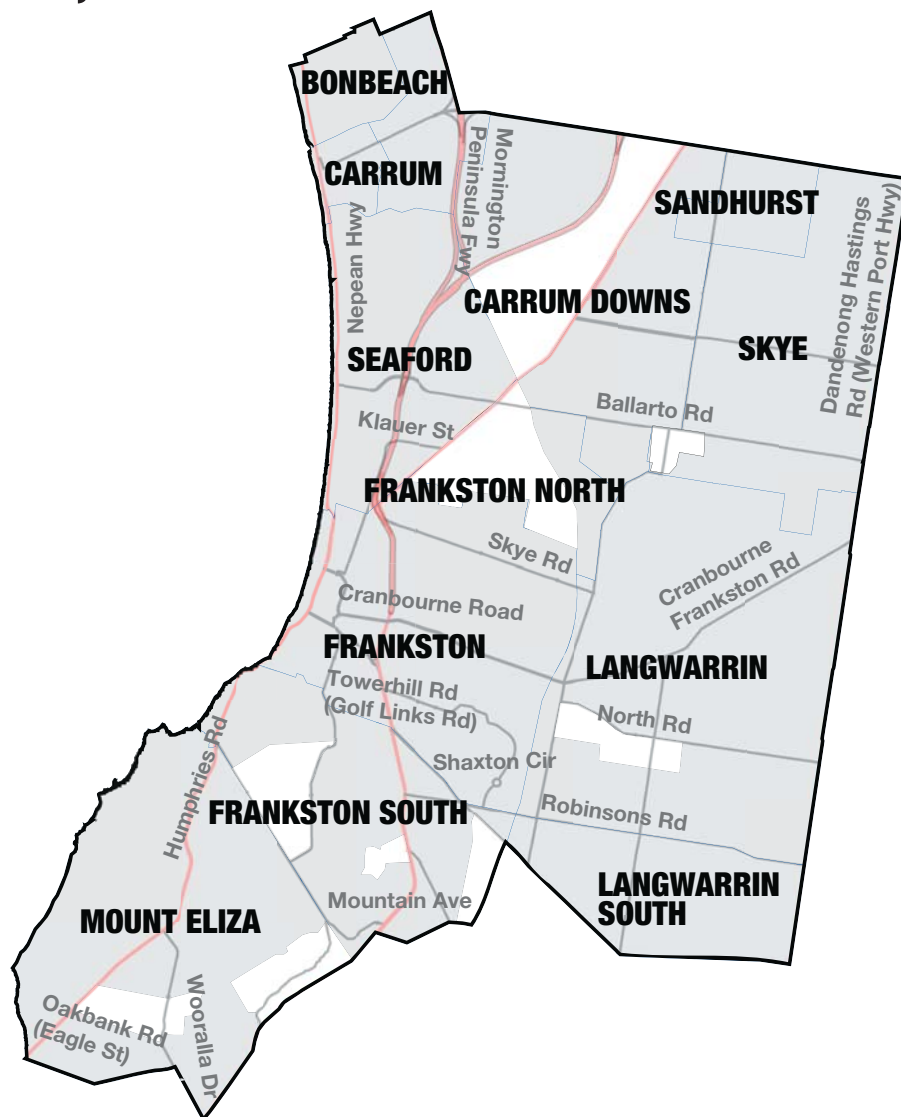
# FRANKSTON WEEKLY

Published Tuesday



### CIRCULATION

# 60,275\*



### CONTACT DETAILS

Mornington Office  
 Suite 2, 10 Blamey Place  
 Mornington Vic 3931  
 t: (03) 5970 4800 f: (03) 5970 4833

Sales Email:  
 fcncvic\_mornsales@fairfaxmedia.com.au

Fairfax Community Classifieds  
 t: 13 24 25 or (03) 9238 7770  
 f: (03) 9238 7676  
 Email: classifieds@yourweekly.com.au

### SPECIFICATION SITE

[www.adcentre.com.au/vic](http://www.adcentre.com.au/vic)

### NEWS SITE

[www.frankstonweekly.com.au](http://www.frankstonweekly.com.au)

### DELIVERY SUMMARY

Carrum Downs.....	3201	Langwarrin .....	3910	Pearcedale.....	3912
Frankston.....	3199	Mt Eliza.....	3930	Seaford .....	3198



\*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  
**FRANKSTON  
WEEKLY**

Launched in 1984, Frankston Weekly is well established and known as a newspaper “with the community at heart”.

The publication embodies and embraces the community it serves – and provides an attractive medium to carry advertisers’ messages into households and business.

The newspaper has received awards and commendations for journalism, photography, advertising campaigns and community service projects.

We see the accolades as signposts to our commitment to community and family values.

**Our newspaper community partnership includes:**

- Major media partner of the Frankston Arts Centre
- RACV Great Australian Rally
- Fit for Life driving program in secondary schools, which was recognised in 2003–04 with a Community Newspapers of Australia community service award

**Regular sections in the Frankston 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 local employment advertising and information.

**READERSHIP FACTS\*\***

- 57% are women, 43% are men
- 39% of readers are aged between 25-49 years
- 96% of readers are aged over 18 years
- 68% own 2 or more vehicles
- 11% of readers plan to buy a car in the next 4 years
- 43% own their own home
- 54% of readers went to a café for coffee or tea in the last 3 months
- 67% of readers went to a clothing store or boutique in the last 3 months
- 79% of readers went to a department store in the last 3 months
- 79% have used a computer in the home in the last 3 months

\*\*Roy Morgan Readership Survey Oct 08–Sep 10

**DISPLAY DEADLINES**

Booking.....Thursday 11.00am (5 days prior)  
Supplied Material .....Friday 2.00pm

**REAL ESTATE DEADLINES**

Booking.....Thursday 10.00am  
Supplied Material .....Friday 11.00am

**CLASSIFIEDS DEADLINES**

All Classifieds .....Friday 2.00pm

**LOADINGS**

Front Page .....POA  
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	\$3,322.00	\$3,654.20
1/2 Page	\$1,661.00	\$1,827.10
1/4 Page	\$831.00	\$914.10
1/8 Page	\$416.00	\$457.60

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.