



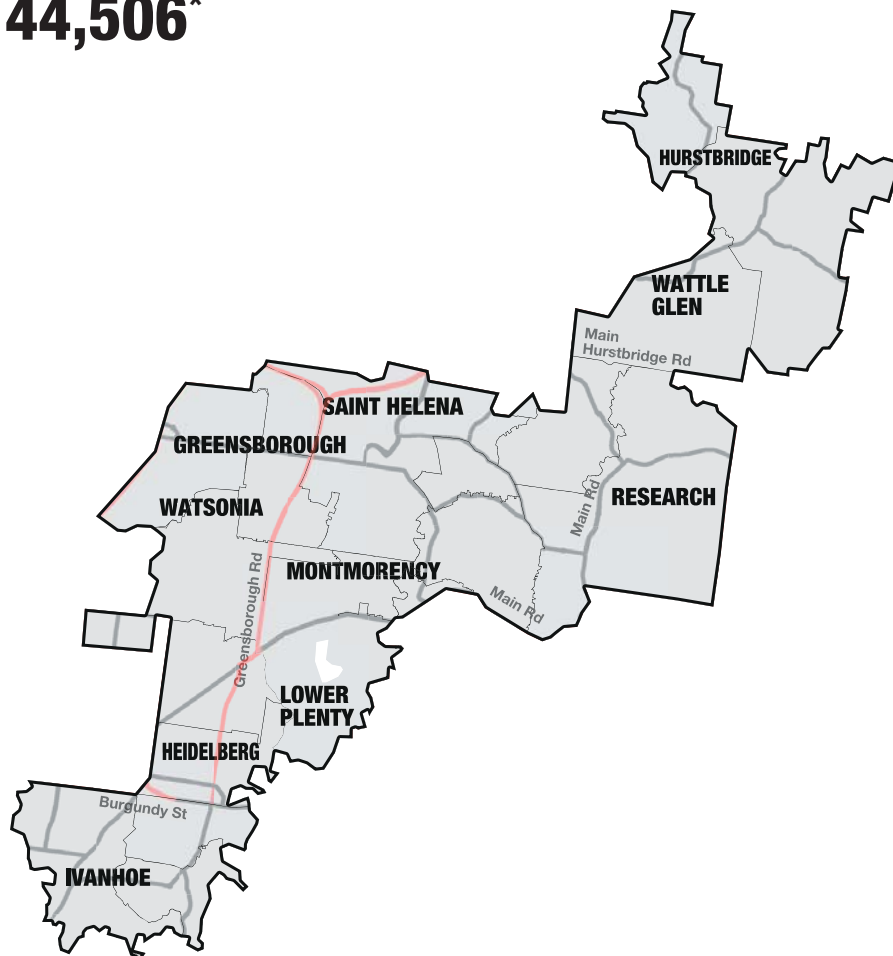
YOUR
COMMUNITY
VOICE

BANYULE & NILLUMBIK WEEKLY

Published Tuesday



CIRCULATION
44,506*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.banyuleandnillumbikweekly.com.au

DELIVERY SUMMARY

Bellfield.....3081	Heidelberg West3081	Smiths Gully3760
Bundoora3083	Hurstbridge.....3099	Springthorpe.....3085
Christmas Hills3775	Ivanhoe3079	Viewbank.....3084
Cottles Bridge.....3099	Kangaroo Ground.....3097	Watsonia.....3087
Diamond Creek.....3089	Macleod.....3085	Watsons Creek.....3097
Eaglemont.....3084	Montmorency.....3094	Wattle Glen3096
Eltham3095	Panton Hill3759	Yallambie3085
Greensborough3088	Plenty.....3090	Yarrambat3091
Heidelberg3084	Research.....3095	
Heidelberg Heights3081	Rosanna.....3084	



*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
BANYULE & NILLUMBİK WEEKLY

Diversity is the key to the outer Melbourne region covered by the Banyule & Nillumbik Weekly. The large geographic area ranges from small suburban blocks to sprawling rural properties. To cater to this diverse readership, Banyule & Nillumbik Weekly features strong reportage on environmental and political concerns, as well as revealing stories about local artists, festivals, open gardens and home renovations. The mix of news, sport, lifestyle, entertainment, property and motoring is an engaging mix and provides an important forum for readers to express their views. Banyule & Nillumbik Weekly is an in-depth, local and genuine reflection of a diverse and vibrant community. We provide news our readers won't get anywhere else: we tell people what's happened and what's going to happen.

Regular sections in Banyule & Nillumbik 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.

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**

- 60% are women, 40% are men
- 37% of readers are aged between 25-49 years
- 93% of readers are aged over 18 years
- 50% have a diploma or degree
- 24% earn \$70,000 or more
- 61% own 2 or more vehicles
- 11% of readers plan to buy a car in the next 4 years
- 52% own their own home
- 67% of readers went to a café for coffee or tea in the last 3 months
- 70% of readers went to a clothing store or boutique in last 3 months
- 72% of readers went to a department store in the last 3 months
- 80% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08-Sep 10

DISPLAY DEADLINES

Booking.....Monday 5.00pm (8 days prior)
Supplied Material Tuesday 11.00am

CLASSIFIEDS DEADLINES

All Classifieds Friday 3.30pm

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	\$5,659.00	\$6,224.90	\$5,240.00	\$5,764.00	\$4,852.00	\$5,337.20
Full Page	\$3,143.00	\$3,457.30	\$2,911.00	\$3,202.10	\$2,690.00	\$2,959.00
1/2 Page	\$1,732.00	\$1,905.20	\$1,604.00	\$1,764.40	\$1,462.00	\$1,608.20
1/4 Page	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
1/8 Page	\$447.00	\$491.70	\$414.00	\$455.40	\$388.00	\$426.80

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