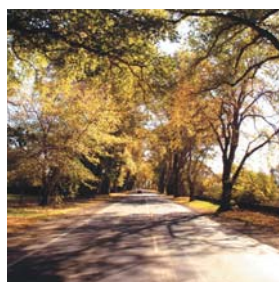
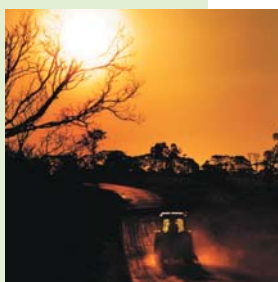
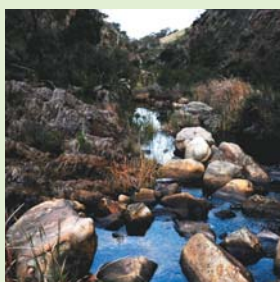


YOUR  
COMMUNITY  
VOICE

# WEEKLY



YOUR  
COMMUNITY  
VOICE

MELTON

# WEEKLY

YOUR  
COMMUNITY  
VOICE

MOORABOOL

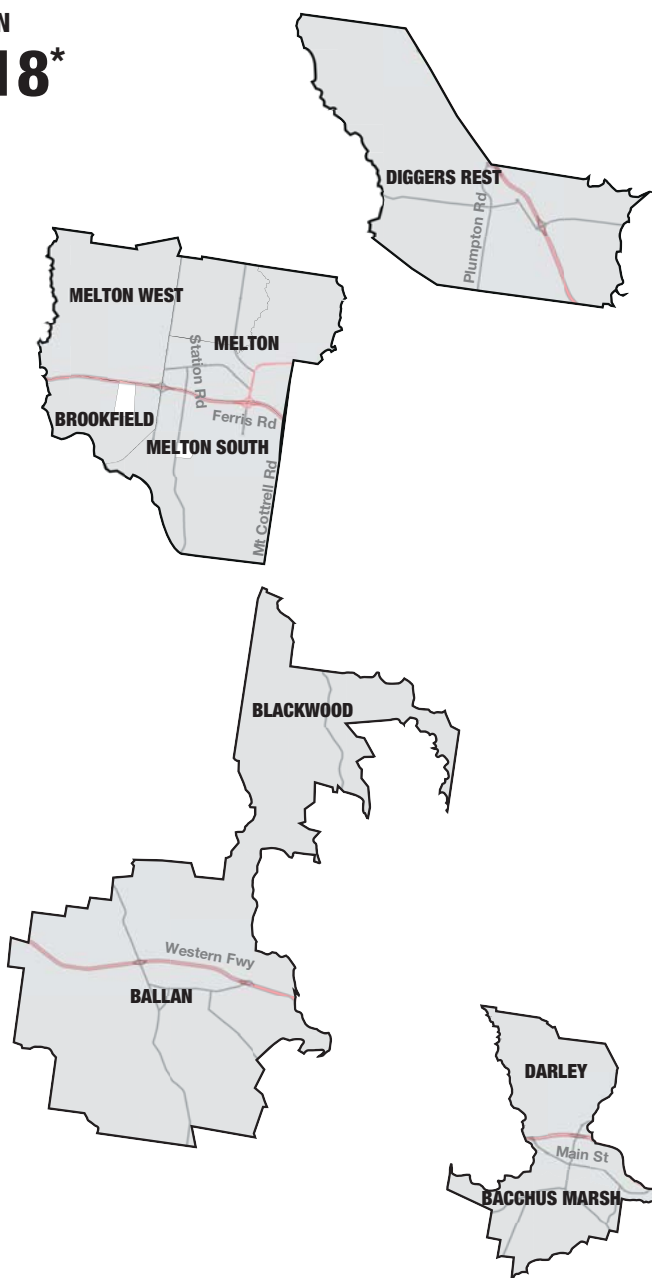
# WEEKLY

Published Tuesday



CIRCULATION

# 25,618\*



### CONTACT DETAILS

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

### SPECIFICATION SITE

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

### NEWS SITE

[www.meltonweekly.com.au](http://www.meltonweekly.com.au)  
[www.mooraboolweekly.com.au](http://www.mooraboolweekly.com.au)

### DELIVERY SUMMARY

Bacchus Marsh.....3340	Gordon .....3345	Myrning.....3341
Ballan.....3342	Greendale .....3341	Parwan .....3340
Balliang.....3340	Korobeit .....3341	Rockbank.....3335
Balliang East.....3340	Long Forest.....3340	Rowsley .....3340
Blackwood .....3458	Melton.....3337	Toolern Vale .....3337
Diggers Rest.....3427	Melton South .....3338	



\*CAB Audit Sep 11

MAPS NOT TO SCALE. 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  
**MELTON WEEKLY**

YOUR COMMUNITY VOICE  
**MOORABOOL WEEKLY**

Melton is one of the fastest growing residential areas in outer Melbourne. The Melton Weekly and the Moorabool Weekly have been providing high quality and relevant news to their respective communities for many years. These publications are at the forefront of adapting to these communities as they change and continue to carry the best coverage of local news and sport. The newspapers have developed big readership bases by providing readers with accurate comment and coverage on community issues and events.

The Melton Weekly and Moorabool Weekly are the preferred advertising medium for local businesses wanting to reach their target market.

**Annual festivals and events supported by the publications include:**

- Djerriwarrh Festival
- Cup Day in the Park
- Carols by Candlelight

**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\*\***

- 57% are women, 43% are men
- 45% of readers are aged between 25-49 years
- 94% of readers are aged over 18 years
- 68% own 2 or more vehicles
- 6% of readers plan to buy a car in the next 4 years
- 60% of readers went to a café for coffee or tea in the last 3 months
- 72% of readers went to a clothing store or boutique in the last 3 months
- 71% of readers went to a department store in the last 3 months
- 84% have used a computer in the home in the last 3 months

**DISPLAY DEADLINES**

Booking.....Thursday 1.00pm (5 days prior)  
Supplied material ..... Monday 4.00pm

**CLASSIFIEDS DEADLINES**

All Classifieds ..... Monday 1.30pm

**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	\$2,350.00	\$2,585.40
1/2 Page	\$1,175.00	\$1,292.50
1/4 Page	\$615.00	\$676.50
1/8 Page	\$308.00	\$338.80

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.