



YOUR
COMMUNITY
VOICE

PENINSULA WEEKLY

MORNINGTON

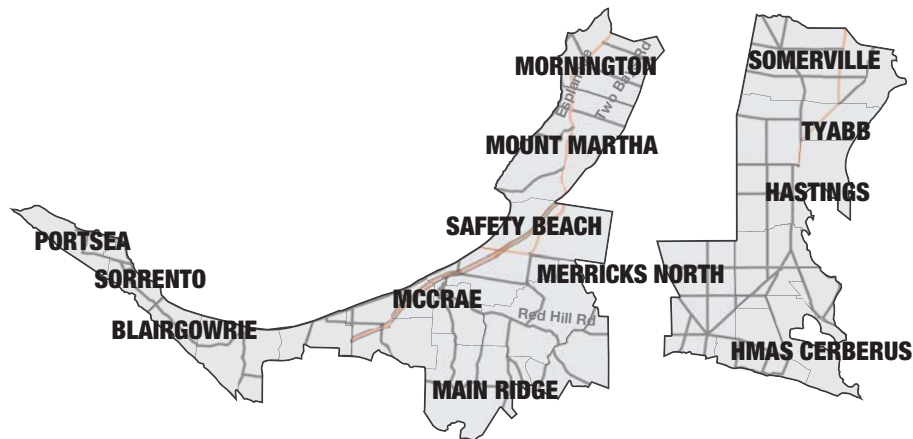
YOUR
COMMUNITY
VOICE

WESTERN PORT WEEKLY

Published Wednesday



CIRCULATION
40,975*



CONTACT DETAILS

Mornington Office
Suite 2, 10 Blamey Place
Mornington Vic 3931
t: (03) 5970 4800 f: (03) 5970 4899

Sales Email:
fcnvic_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

NEWS SITE

www.peninsulaweekly.com.au
www.westernportweekly.com.au

DELIVERY SUMMARY

Balnarring	3926	McCrae.....	3938	Safety Beach	3936
Baxter.....	3911	Mornington	3931	Shoreham	3916
Bittern	3918	Mt Martha	3934	Somers.....	3927
Blairgowrie	3942	Point Leo	3916	Somerville.....	3912
Crib Point	3919	Portsea.....	3944	Sorrento	3943
Dromana	3936	Red Hill.....	3937	Tootgarook.....	3941
Flinders	3929	Rosebud.....	3939	Tyabb.....	3913
Hastings.....	3915	Rye	3941		



*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
PENINSULA WEEKLY
MORNINGTON

YOUR COMMUNITY VOICE
WESTERN PORT WEEKLY

Launched in 1984, Peninsula Weekly Mornington and Western Port Weekly are well established and known as newspapers "with the community at heart".

The publications embody and embrace the communities they serve – and provides an attractive medium to carry advertisers' messages into households and business.

The publications have 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 publications' community partnership includes:

- Sponsor and media partner of Frankston Arts Centre's theatre season;
- The Arts Centre's annual film festival;
- RACV Great Australian Rally;
- Mornington Peninsula Pet and Pony Expo;
- 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 Peninsula Weekly Mornington and Western Port 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**

- 52% are women, 48% are men
- 33% of readers are aged between 25-49 years
- 99% of readers are aged over 18 years
- 31% have a diploma or degree
- 64% own 2 or more vehicles
- 6% of readers plan to buy a car in the next 4 years
- 45% own their own home
- 50% of readers went to a café for coffee or tea in the last 3 months
- 58% of readers went to a clothing store or boutique in the last 3 months
- 60% of readers went to a department store in the last 3 months
- 70% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08–Sep 10

DISPLAY DEADLINES

Booking.....Friday 11.00am (2 days prior)
Supplied MaterialMonday midday

REAL ESTATE DEADLINES

Booking.....Friday 10.00am
Supplied MaterialMonday 12.00pm

CLASSIFIEDS DEADLINES

All ClassifiedsMonday 2.30pm

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	\$2,076.00	\$2,283.60
1/2 Page	\$1,038.00	\$1,141.80
1/4 Page	\$519.00	\$570.90
1/8 Page	\$260.00	\$286.00

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.