



YOUR COMMUNITY VOICE

# MELBOURNE WEEKLY

EASTERN

Published Tuesday



CIRCULATION  
**90,627\***



**CONTACT DETAILS**

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**SPECIFICATION SITE**

www.adcentre.com.au/vic

**NEWS SITE**

www.melbourneweeklyeastern.com.au

**DELIVERY SUMMARY**

Blackburn .....3130	Doncaster .....3108	Templestowe .....3106
Blackburn North .....3130	Doncaster East .....3109	Vermont .....3133
Blackburn South .....3130	Donvale .....3111	Vermont South .....3133
Box Hill .....3128	Forest Hill .....3131	Warrandyte .....3113
Box Hill North .....3129	Lower Templestowe .....3107	Warrandyte South .....3134
Box Hill South .....3128	Mitcham .....3132	Wonga Park .....3115
Bulleen .....3105	Nunawading .....3131	
Burwood East .....3151	Park Orchards .....3114	



\*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.

Melbourne Weekly Eastern is the magazine of choice for news and information on what is happening locally. The magazine is a complete guide for readers about what's on – from gallery openings to community meetings. Melbourne Weekly Eastern celebrates the area's stars - in sport, community services, business, arts and hospitality. With its in-depth features on issues affecting the community to the top bargains and the big-ticket items in property, fashion, home design and entertainment, Melbourne Weekly Eastern is the number one choice for readers in the outer-eastern suburbs.

**Regular sections in Melbourne Weekly Eastern 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
- 36% of readers are aged between 25-49 years
- 97% of readers are aged over 18 years
- 49% have a diploma or degree
- 25% earn \$70,000 or more
- 40% own 2 or more vehicles
- 35% are AB quintile
- 53% own their own home
- 40% of readers plan to buy a car in the next 4 years

**DISPLAY DEADLINES**

Booking.....Monday 5.00pm (8 days prior)  
Supplied Material ..... Thursday 5pm

**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
<b>DPS</b>	\$5,659.00	\$6,224.90	\$5,240.00	\$5,764.00	\$4,852.00	\$5,337.20
<b>Full Page</b>	\$3,143.00	\$3,457.30	\$2,911.00	\$3,202.10	\$2,690.00	\$2,959.00
<b>1/2 Page</b>	\$1,732.00	\$1,905.20	\$1,604.00	\$1,764.40	\$1,462.00	\$1,608.20
<b>1/4 Page</b>	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
<b>1/8 Page</b>	\$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.