

YOUR
COMMUNITY
VOICE

MAROONDAH WEEKLY

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VOICE

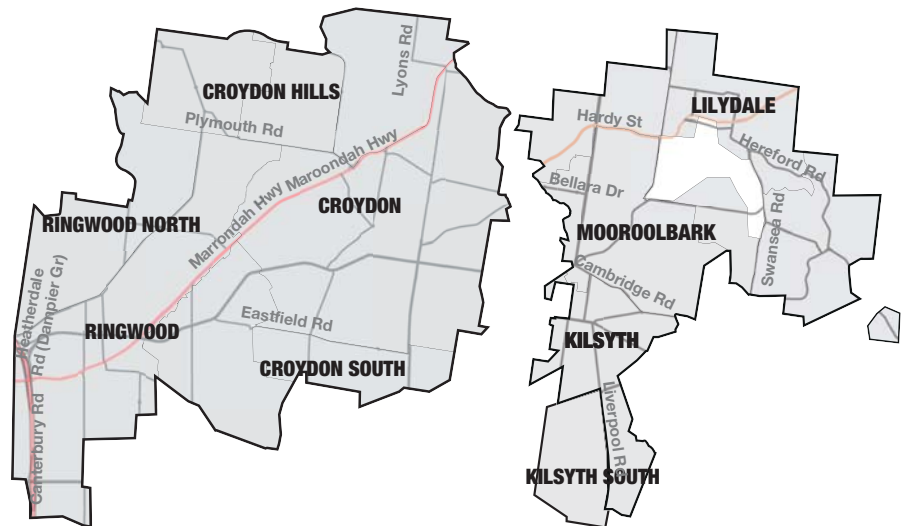
YARRA RANGES WEEKLY

Published Tuesday



CIRCULATION

58,064*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.maroondahweekly.com.au
www.yarrarangesweekly.com.au

DELIVERY SUMMARY

Bayswater North.....3153	Heathmont.....3135	Mount Evelyn.....3796
Chirnside Park.....3116	Kilsyth.....3137	Ringwood.....3134
Croydon.....3136	Kilsyth South.....3137	Ringwood East.....3135
Croydon Hills.....3136	Lilydale.....3140	Ringwood North.....3134
Croydon North.....3136	Montrose.....3765	Warranwood.....3134
Croydon South.....3136	Mooroolbark.....3138	



*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
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YARRA RANGES WEEKLY

Maroondah Weekly and Yarra Ranges Weekly are recognised and respected as important voices for the communities they serve.

Located in Melbourne's outer east, the Yarra Ranges Shire and the City of Maroondah are home to some of Melbourne's leading tourist attractions, including the Yarra Valley.

Distributed to more than 60,000 homes every week, the Maroondah Weekly and Yarra Ranges Weekly are the ideal medium for local businesses to reach their target audience.

Annual festivals and events supported by the Maroondah Weekly and Yarra Ranges Weekly:

- Maroondah Festival – February
- Lilydale Show – November
- Maroondah City Council photographic competition

Regular sections in the Maroondah Weekly and Yarra Ranges 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**

- 59% are women, 41% are men
- 46% of readers are aged between 25-49 years
- 99% of readers are aged over 18 years
- 40% have a diploma or degree
- 69% own 2 or more vehicles
- 15% of readers plan to buy a car in the next 4 years
- 45% own their own home
- 74% of readers went to a café for coffee or tea in the last 3 months
- 68% of readers went to a clothing store or boutique in the last 3 months
- 80% of readers went to a department store in the last 3 months
- 87% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08–Sep 10

DISPLAY DEADLINES

Booking.....Thursday 10.00am (5 days prior)
Supplied MaterialFriday 2pm

REAL ESTATE DEADLINES

Booking.....Friday 1.00pm
Supplied MaterialMonday midday

CLASSIFIEDS DEADLINES

All Classifieds Monday 10.00am

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	\$2,725.00	\$2,997.50
1/2 Page	\$1,363.00	\$1,499.30
1/4 Page	\$682.00	\$750.20
1/8 Page	\$341.00	\$375.10

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.