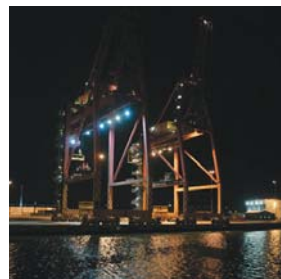


YOUR
COMMUNITY
VOICE

WEEKLY



YOUR
COMMUNITY
VOICE

CITY

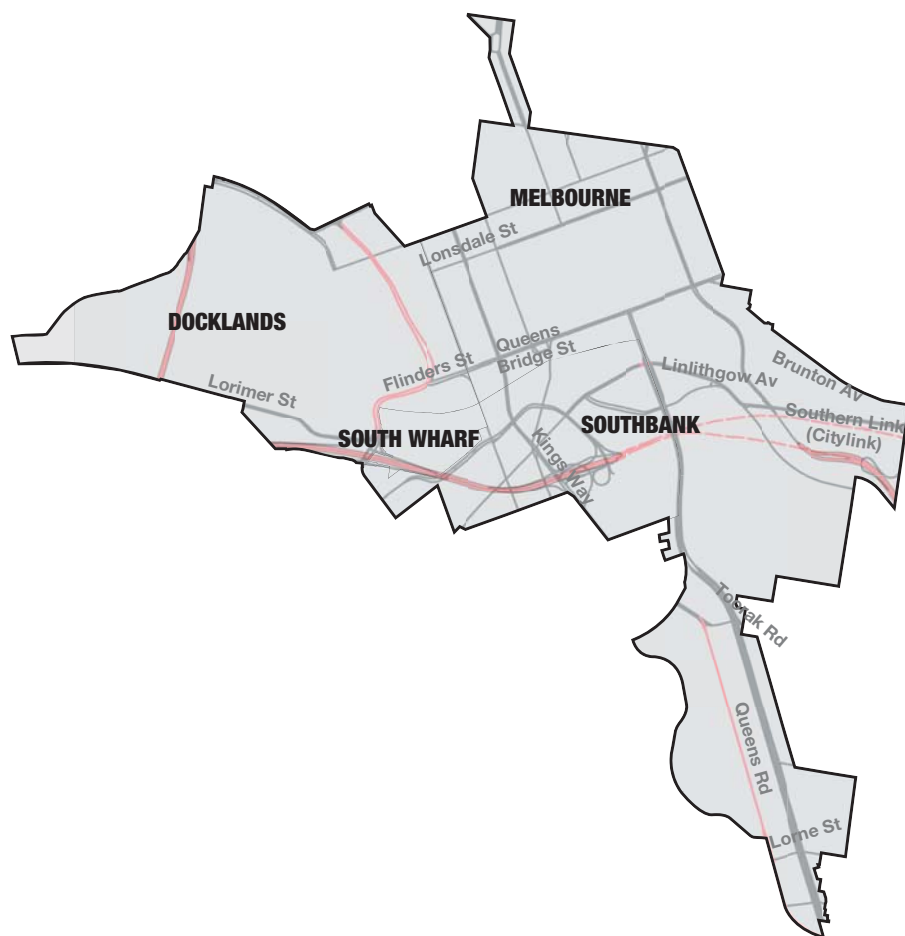
WEEKLY

Published Thursday



CIRCULATION

25,428*



CONTACT DETAILS

Central Office
655 Collins Street
Docklands Vic 3008
t: (03) 8667 4700 f: 1300 305 856

Sales Email:
glossads@fairfax.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.thecityweekly.com.au

DELIVERY SUMMARY

Docklands.....	3008	South Melbourne.....	3205
Melbourne.....	3000	St Kilda Road.....	3004
New Quay.....	3008	Victoria Harbour.....	3008
Southbank.....	3006		



*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
CITY WEEKLY

City Weekly is a guilty pleasure for commuters, residents, workers and visitors in Melbourne's CBD. The magazine is sexy, cheeky, informative and ahead of the pack. It alerts readers about the next big things in fashion, beauty, food, entertainment, events, design and property. City Weekly knows new venues and the hot stores in town; City Weekly has fashion before it appears on the catwalk and previews the next trends in food. Beautiful to behold, it will blow you away with its insightful but light-hearted content.

Regular sections in City 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**

- 47% are women, 53% are men
- 55% of readers are aged between 25-49 years
- 99% of readers are aged over 18 years
- 52% have a diploma or degree
- 33% are AB quintile
- 49% own 2 or more vehicles
- 31% of readers plan to buy a car in the next 4 years
- 49% of readers went to a café for coffee or tea in the last 3 months
- 51% of readers went to a clothing store or boutique in last 3 months
- 65% of readers went to a department store in last 3 months
- 76% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08–Sep 10

DISPLAY DEADLINES

Booking.....Tuesday midday (9 days prior)
Supplied Material Thursday 5pm

CLASSIFIEDS DEADLINES

All Classifieds Monday 3.00pm

LOADINGS

Opposite Contents Page 15%
Contents Page Strip..... 25%
Back Cover 30%
Specified Positions 10%

INSERT RATES

\$105.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$115.50 (Incl. GST) per 1,000 up to 8 (A4) pages
POA more than 8 (A4) pages & partial distribution runs
Inserts must be stitched

Advertising Rates	Casual		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
DPS	\$9,344.00	\$10,278.40	\$8,879.00	\$9,766.90	\$8,409.00	\$9,249.90
Full Page	\$4,932.00	\$5,425.20	\$4,683.00	\$5,151.30	\$4,440.00	\$4,884.00
1/2 Page	\$2,596.00	\$2,855.60	\$2,466.00	\$2,712.60	\$2,336.00	\$2,569.60
1/4 Page	\$1,363.00	\$1,499.30	\$1,298.00	\$1,427.80	\$1,228.00	\$1,350.80
1/8 Page	\$752.00	\$827.20	\$714.00	\$785.40	\$676.00	\$743.60

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