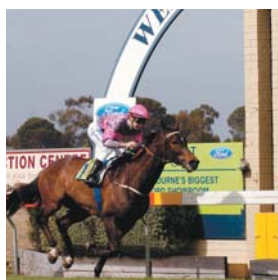
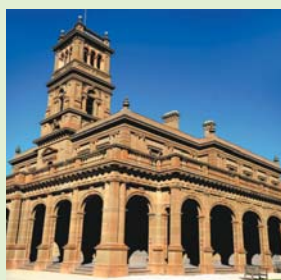


YOUR
COMMUNITY
VOICE

WEEKLY



YOUR COMMUNITY VOICE
WYNDHAM WEEKLY

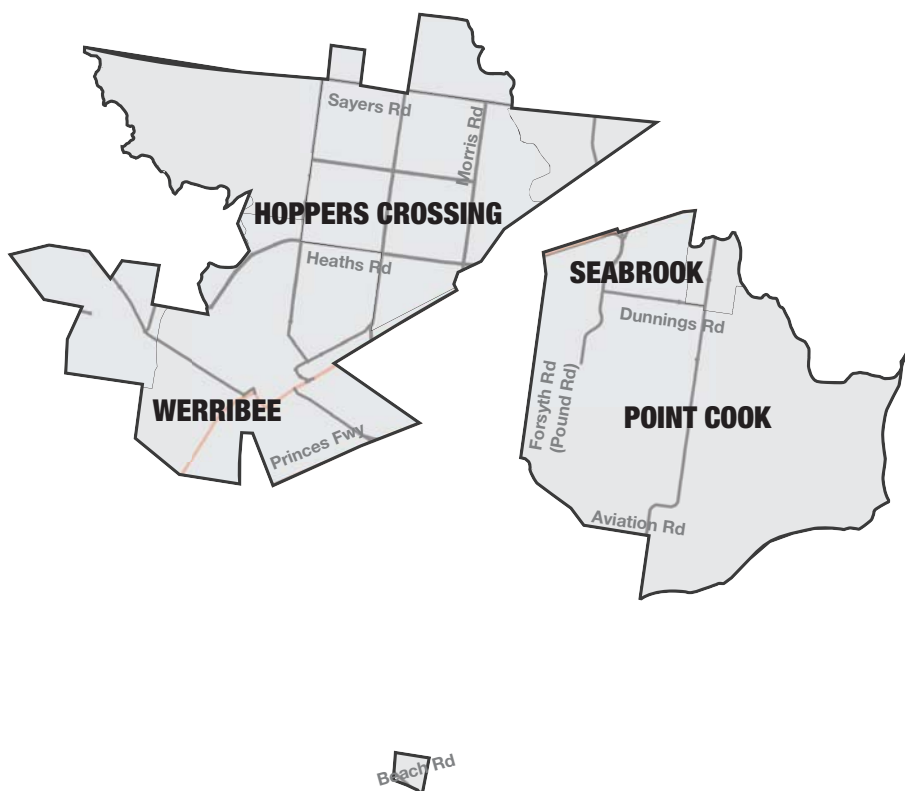
YOUR COMMUNITY VOICE
POINT COOK WEEKLY

Published Wednesday



CIRCULATION

48,671*



CONTACT DETAILS

Werribee Office
75 Watton Street
PO Box 201, Werribee Vic 3030
t: (03) 9731 2777 f: (03) 9741 7925

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.wyndhamweekly.com.au
www.pointcookweekly.com.au

DELIVERY SUMMARY

Hoppers Crossing3029	Sanctuary Lakes3030	Werribee3030
Laverton North3026	Seabrook3028	Werribee South3030
Little River3211	Tarneit3229	Wyndham Vale3024
Point Cook3030	Truganina3229	



*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
WYNDHAM WEEKLY

YOUR COMMUNITY VOICE
POINT COOK WEEKLY

The Wyndham Weekly is a renowned newspaper providing the best coverage and most important issues to a growing community for more than a century. With the Point Cook Weekly which encompasses the rapidly growing new area of Point Cook they are the publications of choice for readers and advertisers in the City of Wyndham. The Point Cook Weekly was established in 2007 in recognition of the extraordinary growth and increasing importance of the area.

Combining accurate editorial with eye-catching photography, the Wyndham Weekly has attracted national recognition as one of Australia's best suburban newspapers, winning a major award presented by the Australian Suburban Newspaper Association in 2000, and the best FCN Victorian publication in 2008. Its groundbreaking partnership with anti-depression initiative Beyond Blue has been recognised and celebrated at a national level.

When it comes to reaching an audience in this fast growing region, the Wyndham Weekly and Point Cook Weekly are the only place to advertise.

Annual events in Werribee supported by the Wyndham Weekly and Point Cook Weekly include:

- Weerama Festival
- Wyndham Business Awards
- Werribee Mercy Hospital Fair
- St Andrews Fair
- Werribee Tigers Football Club
- Careers and employment Expo

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**

- 50% are women, 50% are men
- 56% of readers are aged between 25-49 years
- 95% of readers are aged over 18 years
- 68% own 2 or more vehicles
- 12% of readers plan to buy a car in the next 4 years
- 55% of readers went to a café for coffee or tea in the last 3 months
- 65% of readers went to a clothing store or boutique in last 3 months
- 76% of readers went to a department store in last 3 months
- 81% have used a computer in the home in the last 3 months



Wyndham Weekly and Point Cook Weekly proudly supports Beyond Blue

DISPLAY DEADLINES

Booking.....Friday 1.00pm (5 days prior)
Supplied material Tuesday 2.00pm

REAL ESTATE DEADLINES

Booking.....Tuesday 2.00pm
Supplied Material Thursday midday

CLASSIFIEDS DEADLINES

Trades Monday 5.00pm
All other Classifieds..... Tuesday 3.00pm

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	\$3,300.00	\$3,630.00
1/2 Page	\$1,650.00	\$1,815.00
1/4 Page	\$850.00	\$935.00
1/8 Page	\$424.00	\$466.40

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.

**Roy Morgan Readership Survey Oct 08–Sep 10