



YOUR COMMUNITY VOICE

## CASEY WEEKLY

BERWICK

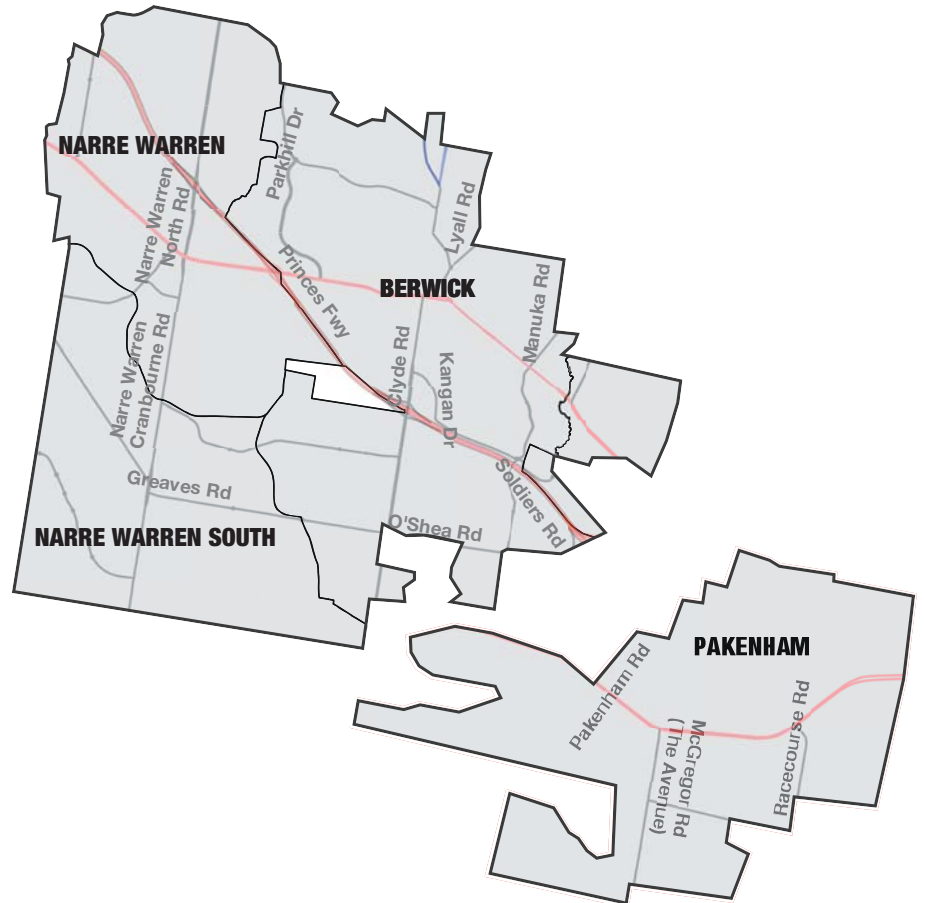
YOUR COMMUNITY VOICE

## PAKENHAM WEEKLY

Published Tuesday



CIRCULATION  
**36,373\***



**CONTACT DETAILS**

Dandenong Office  
142-144 Frankston-Dandenong Road  
PO Box 318, Dandenong Vic 3175  
t: (03) 9238 7777 f: (03) 9238 7682

Sales Email:  
berwickads@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.caseyweeklyberwick.com.au  
www.pakenhamweekly.com.au

**DELIVERY SUMMARY**

Beaconsfield.....3807	Narre Warren .....3805	Narre Warren South.....3805
Berwick.....3806	Narre Warren North .....3804	Pakenham.....3810



\*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.



Community oriented, the Casey Weekly Berwick and Pakenham Weekly edition features a mix of local news, features, lifestyle and entertainment.

Casey Weekly Berwick and Pakenham Weekly reaches a large and diverse audience and is the ideal medium for local businesses to promote their products and services. The newspaper gives advertisers access to highly effective, locally targeted marketing campaigns that maximise exposure and minimise costs.

**Regular sections in the Casey Weekly Berwick and Pakenham 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\*\***

- 60% are women, 40% are men
- 51% of readers are aged between 25-49 years
- 97% of readers are aged over 18 years
- 54% have children in the household
- 73% own 2 or more vehicles
- 17% of readers plan to buy a car in the next 4 years
- 56% of readers went to a café for coffee or tea in the last 3 months
- 76% of readers went to a clothing store or boutique in the last 3 months
- 70% of readers went to a department store in the last 3 months
- 72% have used a computer in the home in the last 3 months

\*\*Roy Morgan Readership Survey Oct 08–Sep 10

**DISPLAY DEADLINES**

Booking.....Thursday 1.00pm (5 days prior)  
Supplied Material .....Monday midday

**REAL ESTATE DEADLINES**

Booking.....Friday 1.00pm  
Supplied Material .....Monday 3.00pm

**CLASSIFIEDS DEADLINES**

All Classifieds .....Monday 10.00am

**LOADINGS**

Front Page .....POA  
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	\$1,845.00	\$2,029.50
1/2 Page	\$923.00	\$1,015.30
1/4 Page	\$462.33	\$508.20
1/8 Page	\$231.00	\$254.10

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.