



YOUR COMMUNITY VOICE

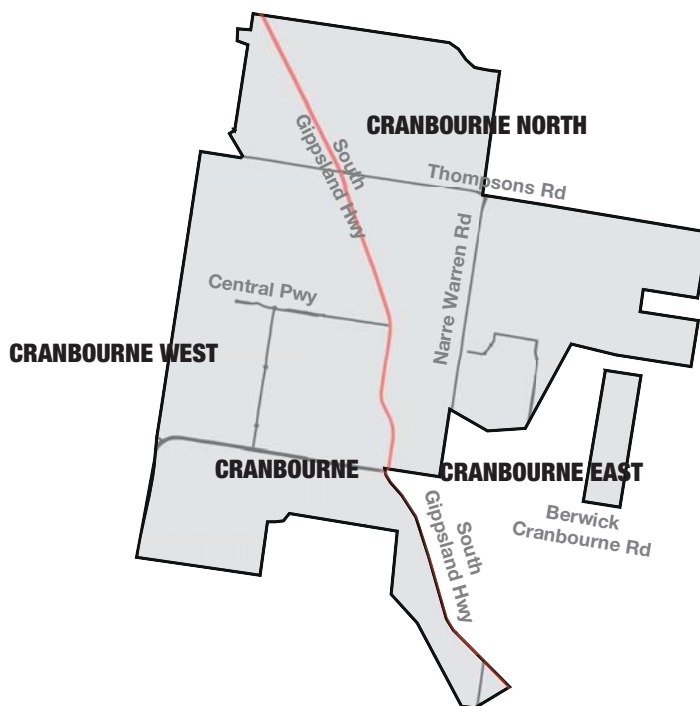
CASEY WEEKLY

CRANBOURNE

Published Monday



CIRCULATION
27,255*



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.caseyweeklycranbourne.com.au

DELIVERY SUMMARY

Bayles	3981	Cranbourne North	3977	Lyndhurst	3975
Blind Bight	3980	Hampton Park	3976	Pearcedale	3912
Cannons Creek	3977	Koo Wee Rup	3981	Tooradin	3980
Clyde	3978	Lang Lang	3984	Warneet	3980
Cranbourne	3977	Lynbrook	3975		



*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.

Casey Weekly Cranbourne covers a major part of the fast-growing southeast region of Melbourne. Casey Weekly Cranbourne is distributed through the Westernport hamlets of Tooradin, Warneet and Cannons Creek as well as Lang Lang, Koo Wee Rup, Pearcedale, Cranbourne, Hampton Park, Cranbourne North and Lynbrook.

Cranbourne features one of the largest training tracks and facilities for horse racing in Victoria and the region has a large population with an interest in the equine industry.

Casey Weekly Cranbourne 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 Cranbourne 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**

- 57% are women, 43% are men
- 60% of readers are aged between 25-49 years
- 100% of readers are aged over 18 years
- 66% own 2 or more vehicles
- 10% of readers plan to buy a car in the next 4 years
- 42% of readers went to a café for coffee or tea in the last 3 months
- 66% of readers went to a clothing store or boutique in the last 3 months
- 77% of readers went to a department store in the last 3 months
- 58% have used a computer in the home in the last 3 months

DISPLAY DEADLINES

Booking..... Wednesday 5.00pm (5 days prior)
Supplied Material Friday 2.00pm

REAL ESTATE DEADLINES

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

CLASSIFIEDS DEADLINES

All Classifieds Friday 5.00pm

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	\$1,845.00	\$2,029.50
1/2 Page	\$923.00	\$1,015.30
1/4 Page	\$462.00	\$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.