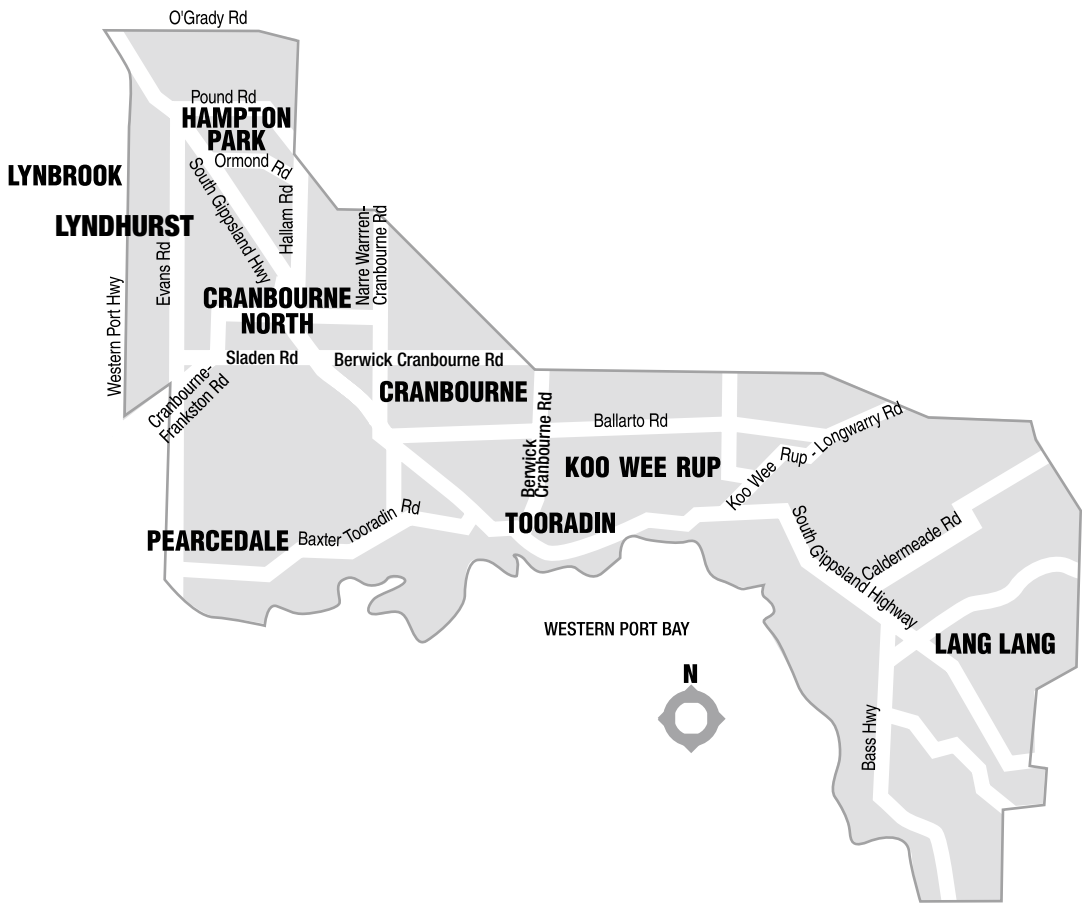


Circulation:

# 27,548\*



CIRCULATIONS  
AUDIT BOARD  
\*CAB Audit Apr 09-Sep 09



Published Monday  
(Code: CRI)

### Contact details:

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Sales Email:  
[cranbourneads@fairfax.com.au](mailto:cranbourneads@fairfax.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	

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.

**Fairfax Community Classifieds**  
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f: (03) 9238 7676  
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# Cranbourne Journal

The Cranbourne Journal covers a major part of the fast growing south east region of Melbourne.

The Cranbourne Journal 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.

The Cranbourne Journal reaches a large and diverse audience and is the ideal medium for local businesses to promote their products and services. The newspapers give advertisers access to highly effective, locally targeted marketing campaigns that maximise exposure and minimise costs.

## Regular sections in the Cranbourne Journal include:

*Insite:* all things entertainment from local restaurant reviews to the latest in theatre and dance

*Domain:* the essential guide for buying and selling real estate in Cranbourne and surrounds

*Drive:* the only place for motor advertising

*Classifieds:* anything from finding a tradesperson or service, to wedding planners and everything in between

### READERSHIP FACTS\*\*

- 38,000 weekly readers
- 53% are women, 47% are men
- 62% of readers are aged between 25-49 years
- 21% have a diploma or degree
- 46% enjoy full-time employment
- The average household income is \$61,560
- 45% of readers have children in their household
- 22% of readers classify themselves as "big spenders"
- 69% believe quality is more important than price
- 68% own or are paying off a house
- 10% of readers plan to buy a car in the next 4 years
- 74% have accessed the internet in the last 4 weeks
- 31% are heavy readers of print
- 39% of readers went to a café for coffee or tea in the last 3 months and on average went 2.83 times
- 63% of readers went to a clothing store or boutique in the last 3 months and on average went 3.81 times
- 12% of readers intend on spending over \$5,000 renovating their home in the next 12 months

\*\*Roy Morgan Readership Survey Oct 07-Sep 09

## Display Deadlines

Bookings.....Thursday 1.00pm  
Supplied material .....Friday 3.00pm

## Real Estate Deadlines

Bookings..... Thursday midday  
Supplied Material .....Friday 3.00pm

## Classified Deadlines

Trades ..... Friday 5.00pm  
Real Estate .....Friday 5.00pm  
Auto ..... Friday 5.00pm  
Weddings & Celebrations ..... Friday 5.00pm  
All other Classifieds ..... Friday 5.00pm

## Loadings

Front page ..... POA  
Prior to Page 15.....30%

## Colour

Spot colour - \$195.00 per colour (Excl. GST)  
\$214.50 per colour (Incl. GST)  
Full colour - \$440.00 (Excl. GST)  
\$484.00 (Incl. GST)

## 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

Advertising Rates	Casual	
	Excl. GST	Incl. GST
Full Page	\$2,554.00	\$2,809.40
1/2 Page	\$1,277.00	\$1,349.70
1/4 Page	\$638.00	\$701.80

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 June 2010.