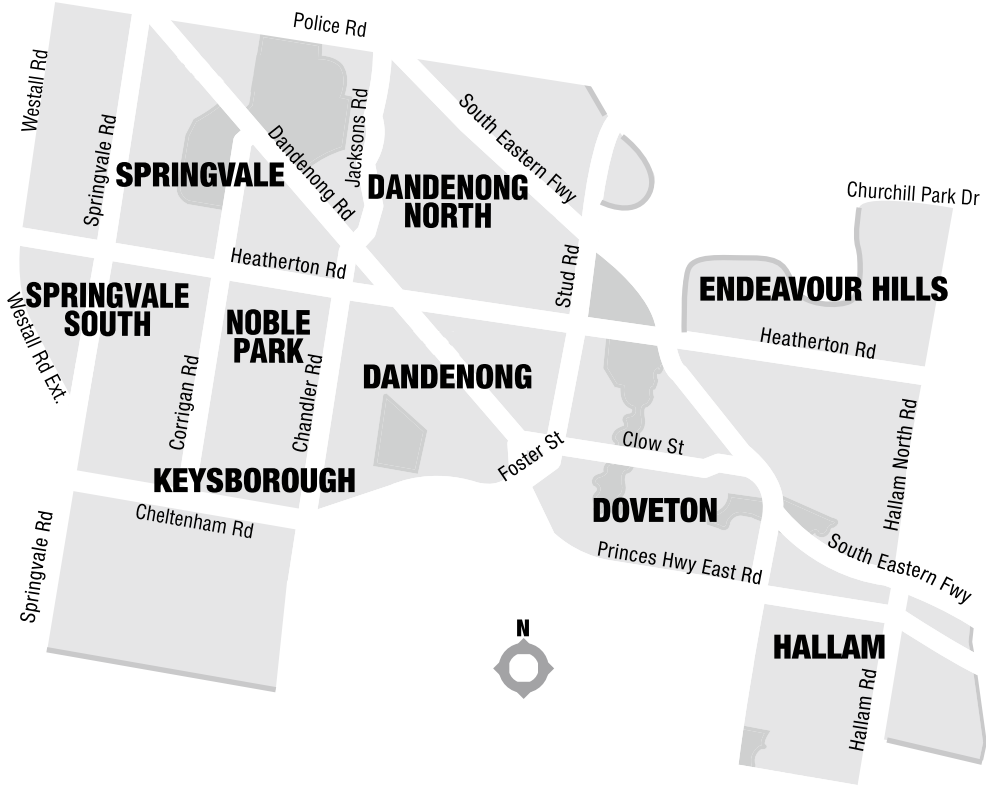


Circulation:
70,357*



CIRCULATIONS
AUDIT BOARD
*CAB Audit Apr 09–Sep 09



Published Monday
(Code: DCJ)

Contact details:

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Sales Email:
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Delivery Summary:

Dandenong	3175	Hallam	3803
Dandenong North	3175	Keysborough	3173
Dingley	3172	Noble Park	3174
Doveton	3177	Springvale	3171
Endeavour Hills	3802	Springvale South	3172

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
t: 13 24 25 or (03) 9238 7770
f: (03) 9238 7676
Email: classfcn@fairfax.com.au



The Journal

One of the oldest and most respected newspapers in Melbourne, The Journal has been chronicling in words and pictures the history of Dandenong and the surrounding south-east region since 1865.

Over the years The Journal has built a reputation as the City of Dandenong's pre-eminent source of general news, sports coverage, features and advertising.

The Journal has a loyal readership of 75,000** readers every week and is the preferred advertising medium for local businesses to reach their target audience.

The Journal supports many annual events including:

- Cricketer of the Year Awards
- Dandenong Show
- The Greater Dandenong Race Day

Regular sections in The Journal include:

Insite: all things entertaining from local restaurant reviews to the latest in theatre

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

- 75,000 weekly readers
- 49% are women, 51% are men
- 41% of readers are aged between 25-49 years
- 38% enjoy full-time employment
- 35% of readers have children in their household
- 66% believe quality is more important than price
- 71% own or are paying off a house
- 76% have accessed the internet in the last 4 weeks
- 27% are heavy readers of print
- 43% of readers went to a café for coffee or tea in the last 3 months and on average went 2.16 times
- 61% of readers went to a clothing store or boutique in the last 3 months and on average went 5.21 times
- 15% 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 midday
 Supplied material Friday midday

Real Estate Deadlines

Bookings..... Thursday midday
 Supplied material Thursday 5.00pm

Classified Deadlines

Trades..... Friday 10.00am
 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	\$4,771.00	\$5,248.10
1/2 Page	\$2,386.00	\$2,624.60
1/4 Page	\$1,193.00	\$1,312.30

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.