



YOUR
COMMUNITY
VOICE

GREATER DANDENONG WEEKLY

Published Monday



CIRCULATION

69,890*



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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.greaterdandenongweekly.com.au

DELIVERY SUMMARY

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



*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
GREATER DANDENONG WEEKLY

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

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

Greater Dandenong Weekly has a loyal readership of 73,000** readers every week and is the preferred advertising medium for local businesses to reach their target audience.

Greater Dandenong Weekly supports many annual events including:

- Dandenong Carols
- Dandenong Show
- The Greater Dandenong Race Day

Regular sections in Greater Dandenong 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**

- 51% are women, 49% are men
- 37% of readers are aged between 25-49 years
- 93% of readers are aged over 18 years
- 61% own 2 or more vehicles
- 9% of readers plan to buy a car in the next 4 years
- 46% own their own home
- 43% of readers went to a café for coffee or tea in the last 3 months
- 50% of readers went to a clothing store or boutique in last 3 months
- 49% of readers went to a department store in last 3 months
- 66% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08-Sep 10

DISPLAY DEADLINES

Booking..... Wednesday 5.00pm (5 days prior)
Supplied Material Friday 2pm

REAL ESTATE DEADLINES

Booking..... Thursday midday
Supplied Material Thursday 5.00pm

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	\$3,400.00	\$3,740.00
1/2 Page	\$1,700.00	\$1,870.00
1/4 Page	\$850.00	\$935.00
1/8 Page	\$425.00	\$467.50

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.