



Circulation:

23,860*



CIRCULATIONS
AUDIT BOARD

*CAB Audit Apr 09-Sep 09



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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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Melton Express Telegraph

Moorabool Express Telegraph

Melton is one of the fastest growing residential areas in outer Melbourne. The Melton Express Telegraph and the Moorabool Express Telegraph have been providing news to their respective communities for many years and are continually evolving to meet the needs of readers in this rapidly expanding region.

The newspapers have developed big readership bases by providing readers with accurate comment and coverage on community issues and events to news and sport. The Melton Express Telegraph and the Moorabool Express Telegraph are the preferred advertising medium for local businesses wanting to reach their target market.

Annual festivals and events supported by the newspapers:

- Djerriwarrh Festival
- Cup Day in the Park
- Carols by Candlelight

Regular sections in the Melton Express Telegraph and Moorabool Express Telegraph include:

The Good Life: restaurant reviews, clubs and entertainment

Insite: entertainment section featuring reviews, restaurants and other things of general interest

Drive: the complete guide to buying a new or used car, repair service and accessories

Domain: all you need to know about buying and selling real estate

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

READERSHIP FACTS**

- 41,000 weekly readers
- 56% are women, 44% are men
- 42% of readers are aged between 25-49 years
- 22% have a diploma or degree
- 37% enjoy full-time employment
- The average household income is \$77,160
- 45% of readers have children in their household
- 78% believe quality is more important than price
- 80% own or are paying off a house
- 8% of readers plan to buy a car in the next four years
- 80% have accessed the internet in the last 4 weeks
- 41% are heavy readers of print
- 55% of readers went to a café for coffee or tea in the last 3 months and on average went 4.88 times
- 51% of readers went to a clothing store or boutique in the last 3 months and on average went 3.14 times

**Roy Morgan Readership Survey Oct 07-Sep 09

Display Deadlines

Bookings.....Thursday 2.00pm
Supplied materialFriday 4.00pm

Classified Deadlines

Trades.....Monday 10.00am
Real EstateMonday 1.30pm
AutoMonday 10.00am
Weddings & CelebrationsMonday 10.00am
All other Classifieds.....Monday 1.30pm

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	\$2,624.00	\$2,886.40
1/2 Page	\$1,312.00	\$1,443.20
1/4 Page	\$656.00	\$721.60

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.