



Circulation:

39,045*



CIRCULATIONS
AUDIT BOARD
*CAB Audit Apr 09–Sep 09



Published Monday
(Code: MON)

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Delivery Summary:

Clayton.....	3168		
Glen Waverley.....	3150	Oakleigh.....	3166
Mount Waverley.....	3149	Oakleigh South.....	3167
Mulgrave.....	3170	Wheelers Hill.....	3150

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.



Monash Journal

Circulating in the City of Monash, the Monash Journal is distributed to 39,000* homes every week. It has enjoyed rapid growth since its inception and continues to adapt and evolve to meet the changing needs of the community.

Readers turn to the Monash Journal for its comprehensive coverage of community news, issues and events. Likewise, advertisers use the Monash Journal to effectively market their goods and services within the local community.

The Monash Journal supports local community events and festivals including the City of Monash Carols by Candlelight.

Regular sections in the Monash Journal include:

Domain: property guide to Monash and surrounding suburbs

Insite: the latest news on things to see and do, eat and buy

Drive: the place to find your new wheels or to sell your old ones

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

READERSHIP FACTS**

- 42,000 weekly readers
- 57% are women, 43% are men
- 39% of readers are aged between 25-49 years
- 50% have a diploma or degree
- 35% enjoy full-time employment
- The average household income is \$83,010
- 25% are AB quintile
- 25% of readers have children in their household
- 40% of readers classify themselves as "big spenders"
- 67% believe quality is more important than price
- 74% own or are paying off a house
- 21% of readers plan to buy a car in the next four years
- 84% have accessed the internet in the last 4 weeks
- 47% are heavy readers of print
- 47% of readers went to a BYO restaurant in the last 3 months and on average went 2.44 times
- 49% of readers went to a café for coffee or tea in the last 3 months and on average went 6.06 times
- 72% of readers went to a clothing store or boutique in the last 3 months and on average went 4.59 times

**Roy Morgan Readership Survey Oct 07-Sep 09

Display Deadlines

Bookings.....Thursday 10.30am
 Supplied material Friday midday

Real Estate Deadlines

Bookings..... Wednesday 3.00pm
 Supplied material Thursday midday

Classified Deadlines

Trades Friday 5.00pm
 Real EstateFriday 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	\$3,360.00	\$3,696.00
1/2 Page	\$1,680.00	\$1,848.00
1/4 Page	\$840.00	\$924.00

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.