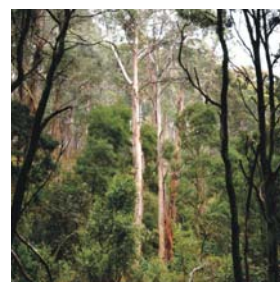


YOUR
COMMUNITY
VOICE

WEEKLY



YOUR
COMMUNITY
VOICE

SUNBURY WEEKLY

YOUR
COMMUNITY
VOICE

MACEDON RANGES WEEKLY

Published Tuesday



CIRCULATION

24,781*



CONTACT DETAILS

Gisborne Office
52 Aitken Street
PO Box 83, Gisborne Vic 3042
t: (03) 5420 9777 f: (03) 5420 9778

Fairfax Community Classifieds
t: 13 24 25 or (03) 9238 7770
f: (03) 9238 7676
Email: classifieds@yourweekly.com.au

SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.macedonrangesweekly.com.au
www.sunburyweekly.com.au

DELIVERY SUMMARY

Diggers Rest.....3427	Lancefield.....3435	Riddells Creek.....3431
Gisborne.....3437	Macedon.....3440	Romsey.....3434
Goonawarra.....3429	Malmsbury.....3446	Sunbury.....3429
Kyneton.....3444	Mt Macedon.....3441	Woodend.....3442



*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
SUNBURY WEEKLY

YOUR COMMUNITY VOICE
MACEDON RANGES WEEKLY

The Macedon Ranges Weekly and its sister publication, the Sunbury Weekly encompass an enormous area of the Macedon Ranges Shire and into Melbourne's outer western suburbs.

The publications, which also circulate into parts of Hume, are read by 38,000** people each week and provide readers with reliable news and information of local issues and events.

Both the Macedon Ranges weekly and the Sunbury Weekly embody and embrace the communities they serve and provide an attractive medium for the messages of advertisers and businesses.

They have received many awards for journalism, advertising campaigns and community service projects and support the Sunbury Festival and the Gisborne Festival each year.

Domain in the Weekly publications provides readers with accurate and reliable information of property and market trends. The Macedon Ranges Weekly also has the largest motoring section in this region and takes the job of leading this sector, very seriously.

Regular sections 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**

- 49% are women, 51% are men
- 46% of readers are aged between 25-49 years
- 95% of readers are aged over 18 years
- 79% own 2 or more vehicles
- 18% of readers plan to buy a car in the next 4 years
- 78% of readers went to a café for coffee or tea in the last 3 months
- 59% of readers went to a clothing store or boutique in the last 3 months
- 73% of readers went to a department store in the last 3 months
- 72% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08–Sep 10

DISPLAY DEADLINES

Booking.....Thursday 1 pm (5 days prior)
Supplied Material Monday Noon

CLASSIFIEDS DEADLINES

All Classifieds Monday 10.00am

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	\$2,350.00	\$2,585.00
1/2 Page	\$1,175.00	\$1,292.50
1/4 Page	\$615.00	\$676.50
1/8 Page	\$308.00	\$338.80

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 30 June 2012.