



YOUR COMMUNITY VOICE

# MELBOURNE WEEKLY

BAYSIDE

Published Wednesday



CIRCULATION  
**91,953\***



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**SPECIFICATION SITE**

www.adcentre.com.au/vic

**NEWS SITE**

www.melbourneweeklybayside.com.au

**DELIVERY SUMMARY**

Beaumaris .....	3193	Caulfield North.....	3161	McKinnon.....	3204
Bentleigh .....	3204	Caulfield South .....	3162	Moorabbin.....	3198
Black Rock.....	3193	Cheltenham .....	3192	Ormond.....	3204
Brighton.....	3186	East Bentleigh .....	3165	Sandringham .....	3191
Brighton East.....	3187	Elsternwick.....	3185	St Kilda East .....	3183
Carnegie .....	3163	Hampton .....	3188		
Caulfield.....	3162	Highett.....	3190		



\*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  
**MELBOURNE WEEKLY**  
BAYSIDE

Taking advantage of Melbourne Weekly Bayside's beautiful waterside location and readers' strong attachment to the area, this magazine combines a Melbourne-wide flavour with a strong diet of local content. The area is home to some of Melbourne's more interesting, intelligent, and driven people, who share a passion for their streets, suburbs and beaches. Melbourne Weekly Bayside connects with residents with a beautifully designed publication that includes in-depth interviews with the people who make the area great, as well as the best tips on fashion, health, food and wine, education, home design and a property section designed and written to celebrate the area's real estate riches.

**Regular sections in Melbourne Weekly Bayside 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.

*Inside & Out:* Regular and reliable information on design options for both indoors and outdoors.

*The Look:* Contemporary information on trends in fashion, beauty, health and fitness.

**READERSHIP FACTS\*\***

- 59% are women, 41% are men
- 35% of readers are aged between 25-49 years
- 100% of readers are aged over 18 years
- 66% have a diploma or degree
- 24% earn \$70,000 or more
- 40% are AB quintile
- 47% own 2 or more vehicles
- 41% of readers plan to buy a car in the next 4 years
- 53% own their own home
- 78% of readers went to a café for coffee or tea in the last 3 months
- 72% of readers went to a clothing store or boutique in last 3 months
- 79% of readers went to a department store in last 3 months
- 89% have used a computer in the home in the last 3 months

\*\*Roy Morgan Readership Survey Apr 08-Mar 10

**DISPLAY DEADLINES**

Booking..... Monday midday (9 days prior)  
Supplied Material ..... Wednesday 5pm

**CLASSIFIEDS DEADLINES**

All Classifieds ..... Thursday 2.00pm

**LOADINGS**

Opposite Contents Page ..... 15%  
Contents Page Strip..... 25%  
Back Cover ..... 30%  
Specified Positions ..... 10%

**INSERT RATES**

\$74.00 (Excl. GST) per 1,000 up to 8 (A4) pages  
\$81.40 (Incl. GST) per 1,000 up to 8 (A4) pages  
POA more than 8 (A4) pages & partial distribution runs

Advertising Rates	Casual		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
<b>DPS</b>	\$9,673.87	\$10,641.26	\$9,069.32	\$9,976.25	\$8,465.84	\$9,312.42
<b>Full Page</b>	\$5,804.75	\$6,385.23	\$5,514.78	\$6,066.26	\$5,238.72	\$5,762.59
<b>1/2 Page</b>	\$3,047.36	\$3,352.10	\$2,895.42	\$3,184.96	\$2,749.90	\$3,024.89
<b>1/4 Page</b>	\$1,582.53	\$1,740.78	\$1,501.21	\$1,651.33	\$1,469.11	\$1,616.02
<b>1/8 Page</b>	\$819.62	\$901.58	\$777.89	\$855.68	\$738.30	\$812.13

Production costs may be charged. Please inquire. Early deadlines apply to public holidays.  
Rates are effective until 30 June 2012.