



Circulation:

94,861#

* Publisher's Estimate



Published Wednesday

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Delivery Summary:

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

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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Melbourne Weekly

Bayside

Launched in May 2004, Melbourne Weekly is Melbourne's number one magazine in the area offering readers the ultimate guide to lifestyle and property in Melbourne's prominent and affluent Bayside suburbs.

Melbourne Weekly offers readers a range of entertaining and informative editorial, from fashion to food to renovating and home improvement. Special features and regular columns combine to engage and inform readers about the best the area has to offer. Melbourne Weekly is the premier place to advertise your business.

Regular sections in Melbourne Weekly Bayside include:

See & do: What's going on in the neighbourhood

Interview: The low-down on celebrities and identities

Neighbourhood: Investigating issues and celebrating the community

The look: The latest in fashion, health and beauty and the best shopping around town

Time out: Restaurant reviews by Table for Two, recipes, wine, places to visit and things to see and do

Inside & out: Everything to make a home beautiful

Tripping: Travel here and abroad

Drive: What's hot in motoring

Domain: The only place for buying and selling real estate

READERSHIP FACTS**

- 61% are women, 39% are men
- 40% of readers are aged between 25-49 years
- 63% have a diploma or degree
- 37% enjoy full-time employment
- The average household income is \$110,170
- 41% are AB quintile
- 32% of readers have children in their household
- 66% of readers classify themselves as "big spenders"
- 81% believe quality is more important than price
- 80% own or are paying off a house
- 28% of readers plan to buy a car in the next 4 years
- 89% have accessed the internet in the last 4 weeks
- 65% are heavy readers of print
- 55% of readers went to a BYO restaurant in the last 3 months and on average went 2.42 times
- 73% of readers went to a café for coffee or tea in the last 3 months and on average went 9.46 times
- 71% of readers went to a clothing store or boutique in the last 3 months and on average went 5.04 times
- 20% of readers intend on spending over \$5,000 renovating their home in the next 12 months

**Roy Morgan Readership Survey Oct 07-Sep 09

Display Deadlines

Booking.....Friday Midday (12 days prior)
 Supplied MaterialWednesday midday

Classified Deadlines

Trades.....Thursday 2.00pm
 Real EstateThursday 2.00pm
 AutoThursday 2.00pm
 Weddings & CelebrationsThursday 2.00pm
 All other classifiedsThursday 2.00pm

Loadings

Opposite Contents Page15%
 Contents Page Strip.....25%
 Back Cover30%
 Specified Positions10%

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

Advertising Rates	Casual		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
DPS	\$9,041.00	\$9,945.10	\$8,476.00	\$9,323.60	\$7,912.00	\$8,703.20
Full Page	\$5,425.00	\$5,967.50	\$5,154.00	\$5,669.40	\$4,896.00	\$5,385.60
1/2 Page	\$2,848.00	\$3,132.80	\$2,706.00	\$2,976.60	\$2,570.00	\$2,827.00
16 Units	\$1,935.00	\$2,128.50	\$1,838.00	\$2,021.80	\$1,746.00	\$1,920.60
1/4 Page	\$1,479.00	\$1,626.90	\$1,403.00	\$1,543.30	\$1,373.00	\$1,510.30
8 Units	\$995.00	\$1,094.50	\$953.00	\$1,048.30	\$904.00	\$994.40
6 Units	\$766.00	\$842.60	\$727.00	\$799.70	\$690.00	\$759.00
4 Units	\$519.00	\$570.90	\$494.00	\$543.40	\$469.00	\$515.90
2 Units	\$264.00	\$290.40	\$251.00	\$276.10	\$237.00	\$260.70

Production costs may be charged. Please inquire. Early deadlines apply to public holidays. Rates are effective until June 2010.