

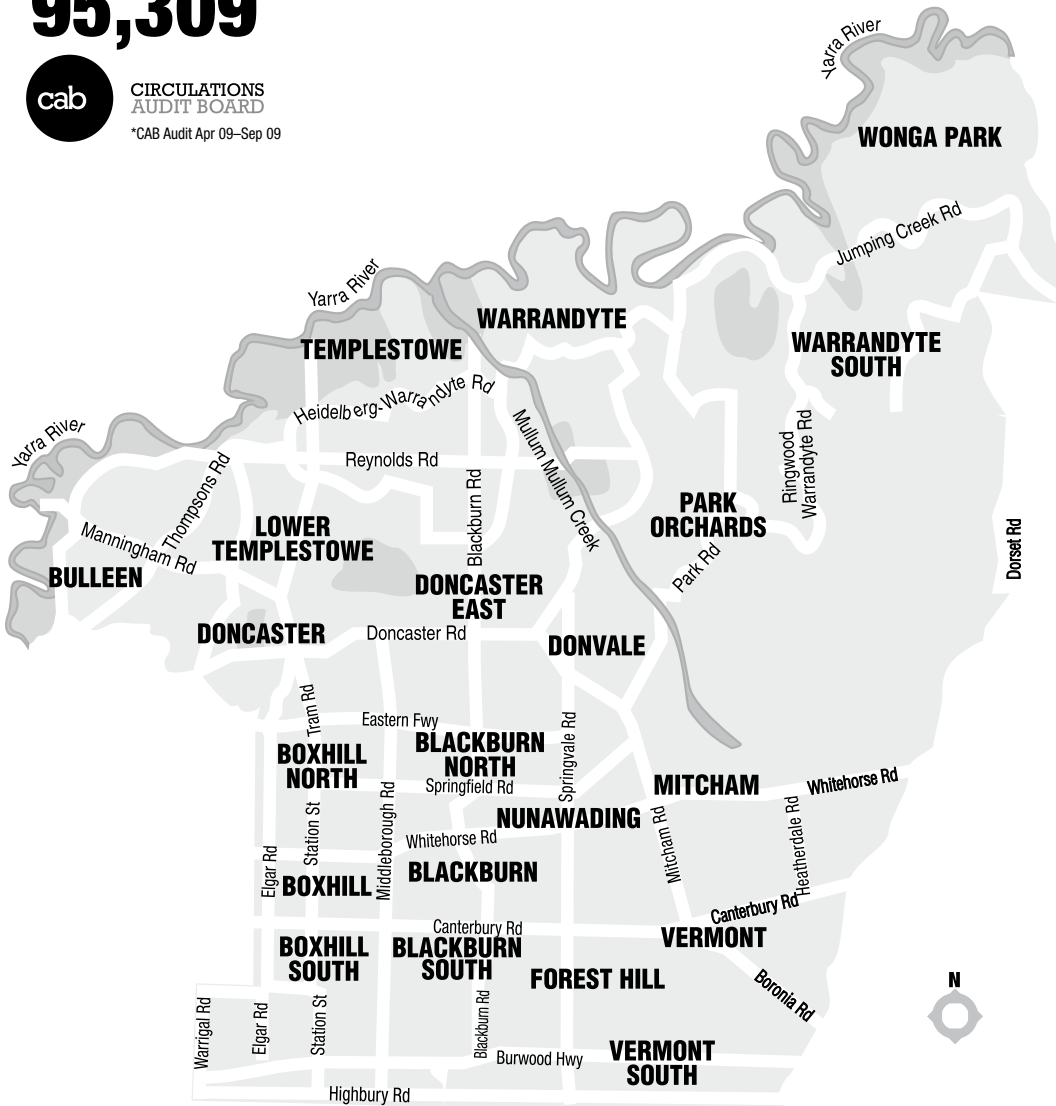
Circulation:

**95,309\***



CIRCULATIONS  
AUDIT BOARD

\*CAB Audit Apr 09–Sep 09



Published Tuesday

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# Melbourne Weekly

Eastern

Melbourne Weekly is a high quality full gloss community magazine that covers the cities of Manningham and Whitehorse.

Melbourne Weekly is a unique blend of news, lifestyle, and real estate content. It is the magazine of choice for news on what is happening locally in fashion and beauty, design, home-technology, food, wine, entertainment, sport, cars and business. There are profiles on local news makers and in-depth feature stories as well as a focus on local shopping. Melbourne Weekly also provides an unequalled showcase of local property.

## Regular sections in Melbourne Weekly Eastern include:

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

*Update:* Local news and views

*Neighbourhood:* Investigating issues and celebrating the community

*Interview:* The low-down on celebrities and local identities

*Tripping:* Travel here and abroad

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

*Inside and out:* Everything to make a home beautiful

*Time out:* Places to visit and things to see and do

*Playing around:* A focus on local sporting heroes who play the good game

*Drive:* What's hot in motoring

*Domain:* The only place for buying and selling real estate

## READERSHIP FACTS\*\*

- 59% are women, 41% are men
- 37% of readers are aged between 25-49 years
- 49% have a diploma or degree
- 39% enjoy full-time employment
- The average household income is \$105,520
- 36% are AB quintile
- 27% of readers have children in their household
- 62% of readers classify themselves as "big spenders"
- 83% believe quality is more important than price
- 79% own or are paying off a house
- 18% of readers plan to buy a car in the next 4 years
- 81% have accessed the internet in the last 4 weeks
- 53% are heavy readers of print
- 61% of readers went to a BYO restaurant in the last 3 months and on average went 1.89 times
- 70% of readers went to a café for coffee or tea in the last 3 months and on average went 6.35 times
- 74% of readers went to a clothing store or boutique in the last 3 months and on average went 4.08 times
- 17% 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

Bookings..... Monday 5.00pm (8 days prior)

Supplied material .....Thursday 10.00am

## Classified Deadlines

All Classifieds ..... Friday 3.30pm

## 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

Advertising Rates	Casual		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
<b>DPS</b>	\$5,659.00	\$6,224.90	\$5,240.00	\$5,764.00	\$4,852.00	\$5,337.20
<b>Full Page</b>	\$3,143.00	\$3,457.30	\$2,911.00	\$3,202.10	\$2,690.00	\$2,959.00
<b>1/2 Page</b>	\$1,732.00	\$1,905.20	\$1,604.00	\$1,764.40	\$1,462.00	\$1,608.20
<b>16 Units</b>	\$1,173.00	\$1,290.30	\$1,087.00	\$1,195.70	\$1,022.00	\$1,124.20
<b>1/4 Page</b>	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
<b>8 Units</b>	\$587.00	\$645.70	\$543.00	\$597.30	\$517.00	\$568.70
<b>6 Units</b>	\$447.00	\$491.70	\$414.00	\$455.40	\$388.00	\$426.80
<b>4 Units</b>	\$294.00	\$323.40	\$272.00	\$299.20	\$259.00	\$284.90
<b>2 Units</b>	\$157.00	\$172.70	\$146.00	\$160.60	\$137.00	\$150.70

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