



YOUR COMMUNITY VOICE
MELBOURNE WEEKLY

Published Wednesday



CIRCULATION
105,580*



CONTACT DETAILS

Central Office
655 Collins Street
Docklands Vic 3008
t: (03) 8667 4700 f: 1300 305 856

Sales Email:
glossads@fairfax.com.au

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.melbourneweekly.com.au

DELIVERY SUMMARY

Armadale	3143	Canterbury	3126	Kew East.....	3102
Ashburton	3147	East Malvern.....	3145	Malvern.....	3144
Balwyn.....	3103	Glen Iris	3146	Prahran	3181
Balwyn North.....	3104	Hawthorn	3122	South Yarra	3141
Box Hill North.....	3129	Hawthorn East.....	3123	Surrey Hills	3127
Camberwell	3124	Kew.....	3101	Toorak.....	3142



*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

Melbourne Weekly Magazine is Australia's most successful free weekly magazine. It is about community, it is about celebrity and it is about style. The in-depth analysis in this must-read magazine ranges from discussion of the issues affecting Melbourne Weekly suburbs to high-end interviews with the players that make Melbourne. It has the best tips on fashion, health, education, home design and an informative property section. This is a magazine to read through the week, every week. Beautifully designed, it is a coffee table magazine with content you can come back to time and time again.

Regular sections in Melbourne Weekly 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**

- 56% are women, 44% are men
- 44% of readers are aged between 25-49 years
- 94% of readers are aged over 18 years
- 63% have a diploma or degree
- 31% earn \$70,000 or more
- 43% are AB quintile
- 48% own 2 or more vehicles
- 46% of readers plan to buy a car in the next 4 years
- 43% own their own home
- 76% of readers went to a café for coffee or tea in the last 3 months
- 67% of readers went to a clothing store or boutique in last 3 months
- 73% of readers went to a department store in last 3 months
- 80% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Apr 08-Mar 10

DISPLAY DEADLINES

Booking..... Tuesday midday (8 days prior)
Supplied Material Thursday 5.00pm

CLASSIFIEDS DEADLINES

All Classifieds Friday midday

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
DPS	\$14,127.00	\$15,539.70	\$13,421.00	\$14,763.10	\$12,749.00	\$14,023.90
Full Page	\$7,595.00	\$8,354.50	\$7,160.00	\$7,876.00	\$6,998.00	\$7,697.80
1/2 Page	\$3,933.00	\$4,326.30	\$3,716.00	\$4,087.60	\$3,635.00	\$3,998.50
1/4 Page	\$2,172.00	\$2,389.20	\$2,062.20	\$2,268.20	\$1,967.00	\$2,163.70
1/8 Page	\$1,153.00	\$1,268.30	\$1,085.00	\$1,193.50	\$1,030.00	\$1,133.00

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