



YOUR
COMMUNITY
VOICE

BRIMBANK WEEKLY

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VOICE

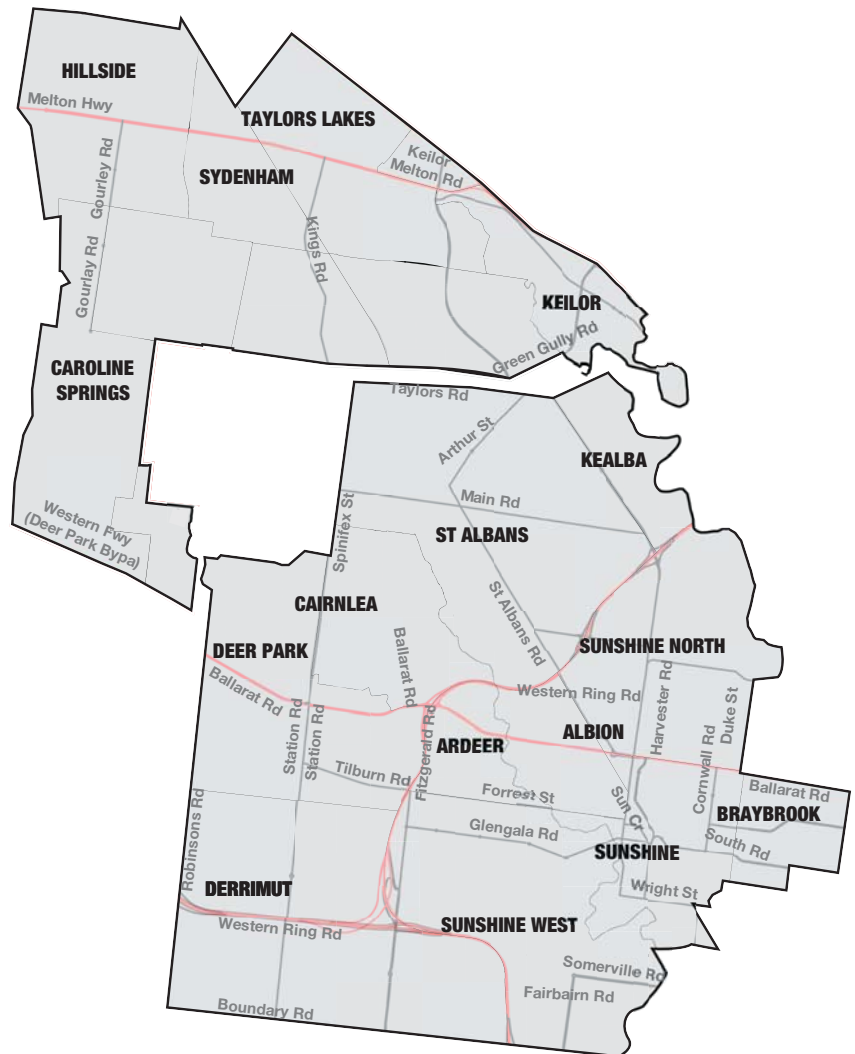
NORTH WEST WEEKLY

Published Tuesday



CIRCULATION

76,899*



CONTACT DETAILS

Airport West Office
12 Howes Street
PO Box 740, Airport West Vic 3042
t: (03) 8318 5777 f: (03) 8318 5734

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.brimbankweekly.com.au
www.northwestweekly.com.au

DELIVERY SUMMARY

Ardeer.....3022	Delahey.....3037	Sunshine.....3020
Braybrook.....3019	Kealba.....3021	Sydenham.....3037
Burnside.....3023	Keilor.....3036	Taylors Hill.....3037
Cairnlea.....3023	Keilor Downs.....3038	Taylors Lakes.....3038
Caroline Springs.....3023	Kings Park.....3021	
Deer Park.....3023	St Albans.....3021	



*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
BRIMBANK WEEKLY

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NORTH WEST WEEKLY

The Brimbank Weekly and North West Weekly hold a long and proud tradition stretching back to the 1920's of serving the community and bringing them the local information they need to know.

The Brimbank Weekly and North West Weekly continue to lead the way in the delivery of accurate information on issues directly affecting the community.

The Brimbank Weekly and North West Weekly newspapers are highly respected within the local community, and are renowned for their extensive real estate and motoring sections.

The Brimbank Weekly and North West Weekly are the preferred advertising medium for local businesses wanting to cost effectively reach their target audience.

Regular sections in the publications 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**

- 52% are women, 48% are men
- 44% of readers are aged between 25-49 years
- 97% of readers are aged over 18 years
- 58% own 2 or more vehicles
- 8% of readers plan to buy a car in the next 4 years
- 38% of readers went to a café for coffee or tea in the last 3 months
- 54% of readers went to a clothing store or boutique in the last 3 months
- 48% of readers went to a department store in the last 3 months
- 67% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08-Sep 10

DISPLAY DEADLINES

Booking.....Thursday 10.00am (5 days prior)
Supplied MaterialFriday 2.00pm

REAL ESTATE DEADLINES

Booking.....Wednesday 10.00am
Supplied MaterialThursday 4.00pm

CLASSIFIEDS DEADLINES

All ClassifiedsFriday 3.30pm

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	\$3,600.00	\$3,960.00
1/2 Page	\$1,800.00	\$1,980.00
1/4 Page	\$925.00	\$1,017.50
1/8 Page	\$460.00	\$506.00

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.