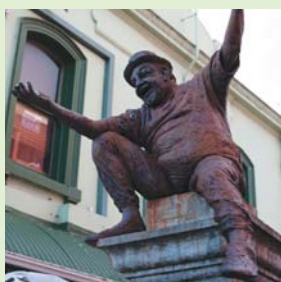


YOUR  
COMMUNITY  
VOICE

# WEEKLY



## MELBOURNE TIMES WEEKLY

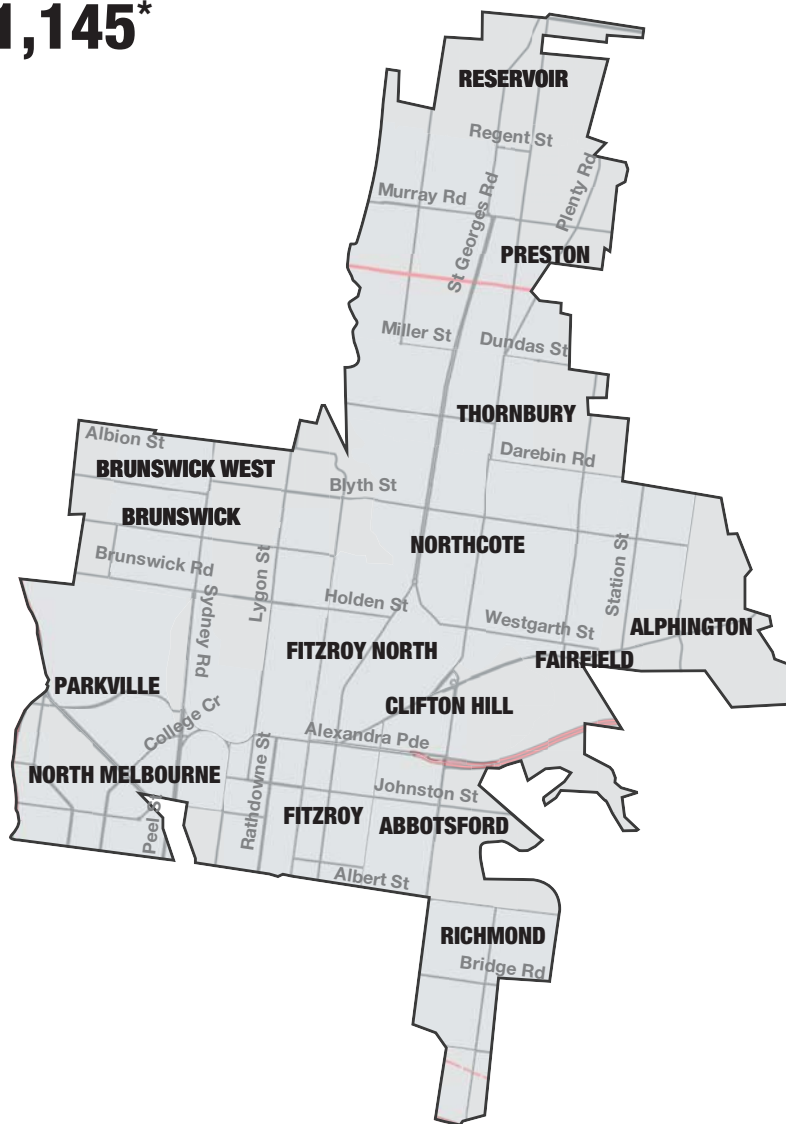
YOUR  
COMMUNITY  
VOICE

Published Wednesday



### CIRCULATION

# 91,145\*



### 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](http://www.adcentre.com.au/vic)

### NEWS SITE

[www.melbournetimesweekly.com.au](http://www.melbournetimesweekly.com.au)

### DELIVERY SUMMARY

Abbotsford .....	3067	Collingwood .....	3066	Northcote .....	3070
Alphington .....	3078	East Melbourne .....	3002	North Melbourne.....	3051
Brunswick.....	3056	Fairfield.....	3078	Parkville.....	3052
Brunswick East.....	3057	Fitzroy.....	3065	Preston .....	3072
Brunswick West.....	3055	Fitzroy North .....	3068	Reservoir .....	3073
Carlton .....	3053	Flemington.....	3031	Richmond.....	3121
Carlton North .....	3054	Kensington.....	3031	Thornbury .....	3071
Clifton Hill .....	3068	Kensington Banks.....	3031	West Melbourne .....	3003



\*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 TIMES WEEKLY**

Melbourne Times Weekly has a long and proud history and is a strong advocate for its readers and clients.

As the community voice of the inner suburbs, Melbourne Times Weekly can be relied upon to take on the big issues, celebrate the community and dig deep into local concerns.

Melbourne Times Weekly engages with an educated and savvy audience and works hard to get to the heart of what really matters. The magazine's strong news coverage is complemented by absorbing features, lifestyle profiles, a vibrant arts and entertainment section and strong property coverage.

It features an off-beat football page unique to this publication and an abundance of informative material that keeps it in tune with readers and advertisers.

**Regular sections in Melbourne Times 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.

*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.

*Profile:* This section provides engaging and informative interviews with a diverse range of personalities from community legends to national celebrities.

**READERSHIP FACTS\*\***

- 55% are women, 45% are men
- 49% of readers are aged between 25-49 years
- 99% of readers are aged over 18 years
- 58% have a diploma or degree
- 35% are AB quintile
- 45% Own 2 or more vehicles
- 10% of readers plan to buy a car in the next 4 years
- 70% of readers went to a café for coffee or tea in the last 3 months
- 64% of readers went to a clothing store or boutique in the last 3 months
- 76% of readers went to a department store in the last 3 months
- 84% have used a computer in the home

\*\*Roy Morgan Readership Survey Oct 08-Sep 10

**DISPLAY DEADLINES**

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

**CLASSIFIEDS DEADLINES**

All Classifieds ..... Monday 10.00am

**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>	\$10,849.00	\$11,933.90	\$10,307.00	\$11,337.70	\$9,764.00	\$10,740.40
<b>Full Page</b>	\$5,967.00	\$6,563.70	\$5,369.00	\$5,905.90	\$5,063.00	\$5,569.30
<b>1/2 Page</b>	\$3,255.00	\$3,580.50	\$2,932.00	\$3,225.20	\$2,769.00	\$3,045.90
<b>1/4 Page</b>	\$1,695.00	\$1,864.50	\$1,526.00	\$1,678.60	\$1,441.00	\$1,585.10
<b>1/8 Page</b>	\$904.00	\$994.40	\$814.00	\$895.40	\$768.00	\$844.80

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