

YOUR
COMMUNITY
VOICE

WEEKLY



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VOICE

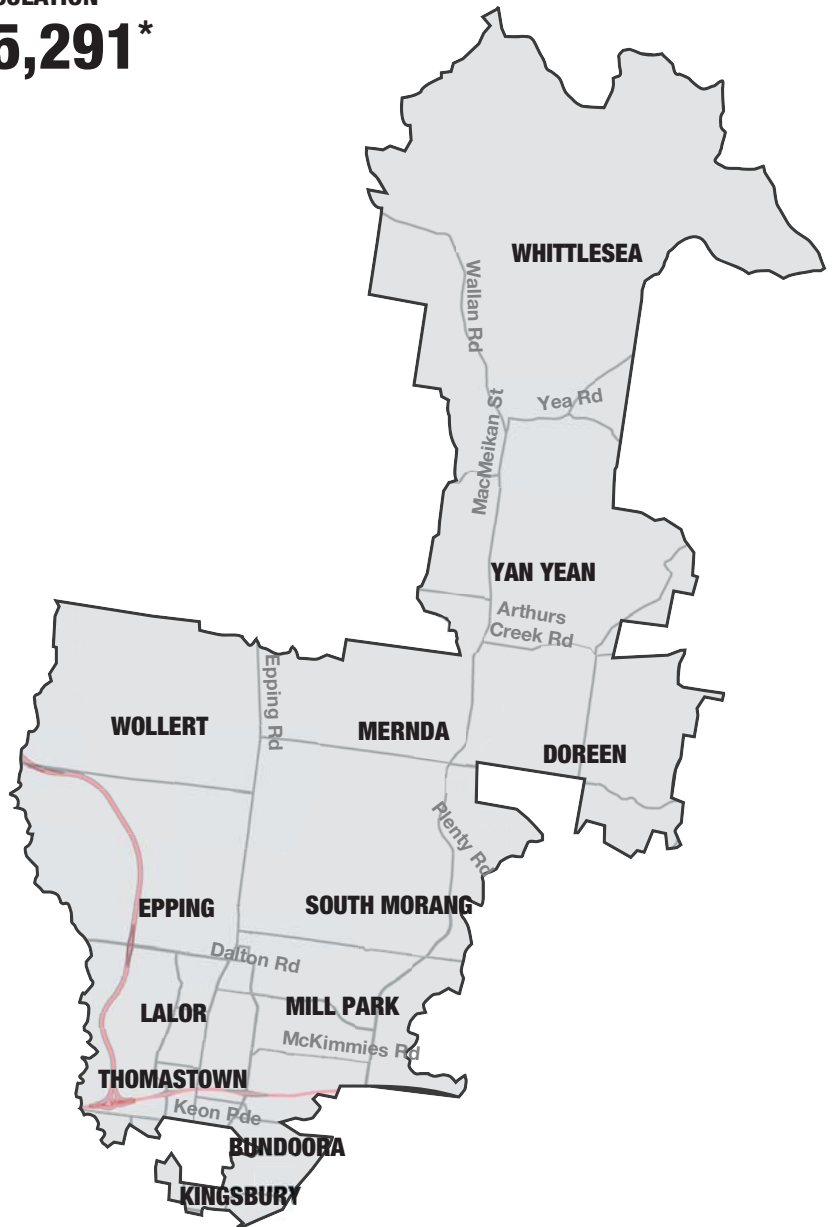
NORTHERN WEEKLY

Published Tuesday



CIRCULATION

55,291*



CONTACT DETAILS

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Fairfax Community Classifieds
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SPECIFICATION SITE

www.adcentre.com.au/vic

NEWS SITE

www.melbourneweeklynorthern.com.au

DELIVERY SUMMARY

Bundoora	3083	Lalor.....	3075	South Morang	3752
Doreen	3754	Mernda	3754	Thomastown	3074
Epping.....	3076	Mill Park	3082	Whittlesea.....	3757
Kingsbury.....	3083	Reservoir	3073		



*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
NORTHERN WEEKLY

In its short life, Northern Weekly has established itself into the lives of readers in this semi-rural community. From struggling farmers to fire survivors and beyond, Northern Weekly has been reporting not just on the big events but on the snippets behind the scenes and plans for the future. Northern Weekly covers stories from the political arena and the sports field, from the fashion stores to the real estate agencies. Whether readers are buying a house, thinking about their children's education or wanting to know about council and government decisions that affect them, Northern Weekly is there for them.

Regular sections in Northern 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***

- 49% are women, 51% are men
- 40% are aged between 25-49 years
- 33% were born overseas
- 52,495 residents are employed on a full time basis, 22,349 are employed part time
- 10,769 residents are employed in a professional capacity, 13,308 in clerical administrative work & 13,397 in technical or trades roles
- The average weekly household income is \$1,033
- 24,805 residents own their house/land, 22,063 are in the process of purchasing, and 13,312 are renting
- 26,378 families have children, 15,133 families do not

***2006 ABS Census data, postal areas 3083, 3754, 3076, 3075, 3082, 3752, 3074, 3757, 3073

DISPLAY DEADLINES

Booking.....Monday 10.00am (8 days prior)
Supplied Material Wednesday 5pm

CLASSIFIEDS DEADLINES

All Classifieds Thursday 3.00pm

LOADINGS

Opposite Contents Page 15%
Contents Page Strip.....25%
Back Cover30%
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	\$5,659.00	\$6,224.90	\$5,240.00	\$5,764.00	\$4,852.00	\$5,337.20
Full Page	\$3,143.00	\$3,457.30	\$2,911.00	\$3,202.10	\$2,690.00	\$2,959.00
1/2 Page	\$1,732.00	\$1,905.20	\$1,604.00	\$1,764.40	\$1,462.00	\$1,608.20
1/4 Page	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
1/8 Page	\$447.00	\$491.70	\$414.00	\$455.40	\$388.00	\$426.80

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