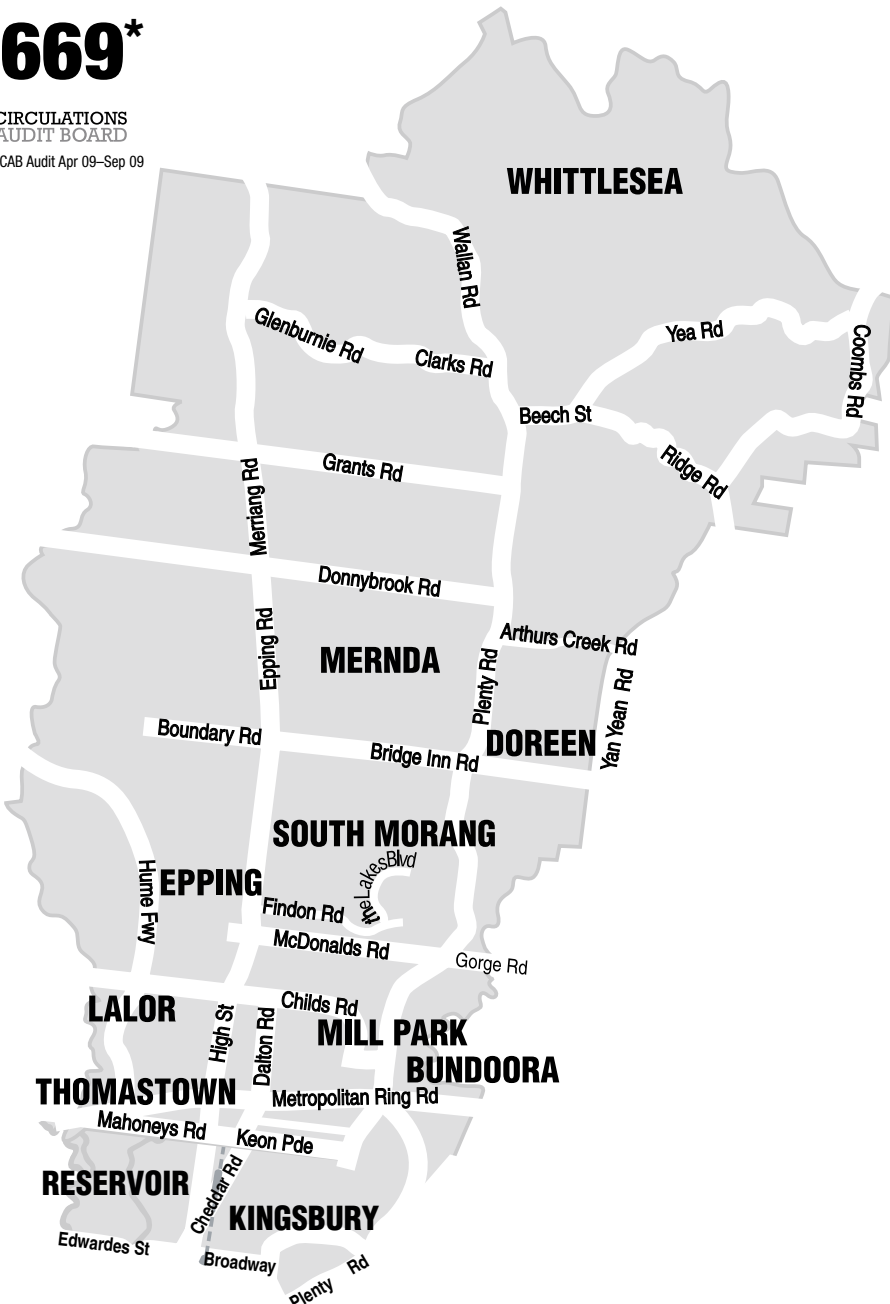


Circulation:  
**57,669\***  
 cab CIRCULATIONS AUDIT BOARD  
\*CAB Audit Apr 09–Sep 09



<b>Delivery Summary:</b>	Lalor ..... 3075	Thomastown..... 3074
Bundoora ..... 3083	Mernda..... 3754	Whittlesea..... 3757
Doreen..... 3754	Mill Park..... 3082	
Epping..... 3076	Reservoir..... 3073	
Kingsbury..... 3083	South Morang..... 3752	



Published Tuesday  
 (Code: NWK)

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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.



# Northern Weekly

Experience counts; so does a sense of adventure.

We bring both to readers and advertisers in the Northern Weekly.

The Northern Weekly circulates in Melbourne's fast-paced, growth corridor from Reservoir in the south to Whittlesea in the north.

The magazine brings the best in local news and sport while providing tips on home maintenance and renovations, previewing the latest in cars, fashion and entertainment, and going behind the scenes to interview the high-profile people and the quiet achievers in the neighbourhood.

The magazine's high-gloss format is perfect to display the established homes and the new house and land packages available in this diverse area that covers two municipalities – Darebin and Whittlesea. Whether you are in the market for a modern home in the suburbs or dreaming about a semi-rural lifestyle, this publication is for you.

Northern Weekly also has an extensive classified section containing everything you need to know about local trades and services. From plumbers to public notices, this publication is a one-stop-shop. While the publication is new, the Fairfax Community Network team behind it is not. FCN has been producing award-winning newspapers and magazines for more than a century.

Experience matters and will enable FCN to deliver an outstanding publication, full of the best local information. Northern Weekly, free every Tuesday.

## RESIDENTIAL FACTS\*\*\*\*

- 49.3% are women, 50.6% are men
- 40% are aged between 25-54 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
- 26,378 families have children, 15,133 families do not
- 24,805 residents own their house/land, 22,063 are in the process of purchasing, and 13,312 are renting

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

## Display Deadlines

Bookings..... Friday 5.00pm (11 days prior)  
Supplied material ..... Wednesday 12.00pm

## Classified Deadlines

Trades ..... Thursday 3.00pm  
Real Estate ..... Thursday 3.00pm  
Auto ..... Thursday 3.00pm  
Weddings & Celebrations ..... Thursday 3.00pm  
All other Classifieds..... Thursday 3.00pm

## 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
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
16 Units	\$1,173.00	\$1,290.30	\$1,087.00	\$1,195.70	\$1,022.00	\$1,124.20
1/4 Page	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
8 Units	\$587.00	\$645.70	\$543.00	\$597.30	\$517.00	\$568.70
6 Units	\$447.00	\$491.70	\$414.00	\$455.40	\$388.00	\$426.80
4 Units	\$294.00	\$323.40	\$272.00	\$299.20	\$259.00	\$284.90
2 Units	\$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.