

YOUR
COMMUNITY
VOICE

WEEKLY



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HUME WEEKLY

Published Tuesday



CIRCULATION

32,739*



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.humeweekly.com.au

DELIVERY SUMMARY

Broadmeadows.....3047	Fawkner.....3060	Pascoe Vale.....3044
Brunswick.....3056	Gladstone Park.....3043	Pascoe Vale South.....3044
Brunswick West.....3055	Glenroy.....3046	Roxburgh Park.....3064
Campbellfield.....3061	Greenvale.....3059	Tullamarine.....3043
Coburg.....3058	Hadfield.....3046	Westmeadows.....3049
Coolaroo.....3048	Meadow Heights.....3048	
Craigieburn.....3064	Oak Park.....3046	



*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
HUME WEEKLY

Launched in October 2004, the Hume Weekly is an exciting local news and advertising medium for the rapidly expanding City of Hume.

Providing accurate coverage of local issues, stories and events, the Hume Weekly is a new voice for the community.

Distributed to over 32,000* homes and businesses throughout Hume, the Hume Weekly is quickly establishing a loyal following of readers.

Regular sections in the Hume 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.

Sport: Sport is one of the key hubs around which communities revolve and we have a long tradition of providing the best local coverage. The diverse range of sports featured from a wide level of competitions, complemented by quality photography provides more reasons to turn to the Hume Weekly.

READERSHIP FACTS**

- 48% are women, 52% are men
- 40% of readers are aged between 25-49 years
- 98% of readers are aged over 18 years
- 66% own 2 or more vehicles
- 8% of readers plan to buy a car in the next 4 years
- 48% own their own home
- 50% 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
- 75% of readers went to a department store in the last 3 months
- 70% have used a computer in the home in the last 3 months

**Roy Morgan Readership Survey Oct 08-Sep 10

DISPLAY DEADLINES

Booking.....Thursday 10.30am (5 days prior)
Supplied MaterialFriday 3.00pm

REAL ESTATE DEADLINES

Booking.....Thursday 10.30am
Supplied MaterialFriday 3.00pm

CLASSIFIEDS DEADLINES

All ClassifiedsFriday 4.30pm

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	\$2,000.00	\$2,200.00
1/2 Page	\$1,000.00	\$1,100.00
1/4 Page	\$525.00	\$577.50
1/8 Page	\$264.00	\$290.40

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.