

Star News Group

Family Values

Star News Group readers are concerned with creating a better life for themselves and their families.

Optimism and a desire to do well means that our family audience is interested in: homes, cars, furnishings, appliances, fashion, wealth creation, children, education, health and beauty services and a range of entertainment and recreational activities.

Star News Group papers are read by families with children of all ages. Businesses servicing the family market can focus their advertising on a specific age group such as families with pre-school children, zeroing in on growth suburbs with high birth rates. Alternately they can take advantage of the cross section of ages to tier their offer, attract a broader audience and grow with the families enjoying repeat business.

Our papers are located in growth corridors and areas of Melbourne experiencing a new lease of life with both cultural and employment diversity. Star News Group readers work across all industries in a range of occupations.

This makes Star News Group publications suitable for advertising products and services directed at both tradespeople – such as vans, utes, tools and equipment – and professionals and office workers – such as business wear, further education, gyms and personal trainers.

In line with societal trends, our older readers are demonstrating a preference for leisure and lifestyle pursuits enabling Star News Group to connect advertisers with this lucrative audience.

The values and interests of our readers are reflected in our advertising and editorial content.

Our Readers

Readers in the areas covered by Star News Group publications are predominantly in the 35 to 49 and 50 plus age brackets and represent a strong family audience.

There is an even spread of males and females across all age groups and the high proportion of children and young adults suggests a family audience typical of suburban areas.

Around 14% of readers are aged between 25 and 34. With people in this age group

starting families, these young couples and singles demonstrate a strong continuing family audience.

We believe that the strong family demographic, both now and in the future, makes Star News Group papers ideal advertising vehicles for businesses servicing this market.

In line with societal trends, the proportion of readers aged 50 plus means that Star News Group gives advertisers access to this important market. The lucrative segment of leisure and lifestyle focused recent retirees represent a key proportion of the aging population.

Their Occupations

The majority of Star News Group readers work as professionals, tradespeople or in intermediate clerical, sales and service jobs.

Our publications reach readers representing a cross section of occupations which, when coupled with dual income households, provides for stable spending patterns.

Their Income

The majority of households in the Star News Group distribution area earn around \$57,000 pa. The second and third largest

groups earn around \$30,000 and \$81,000 pa respectively.

Significantly, 22% of households in the Star News Group Distribution area earn over \$100,000 pa.

These income brackets make Star News Group publications an attractive proposition for a range of advertisers with products targeted to the lucrative Australian middle class.

Lower average income areas include some of those in the North West. This is consistent with the production and labourer focused occupations of readers within these areas. Star News Group believes however that areas with lower average incomes are offset by the lower housing prices and lower cost of living that this provides and therefore a consistent ratio of disposable income is maintained.

Other areas with a lower average income include areas such as the Surf Coast and Bellarine Peninsula which attract a high proportion of retirees and families seeking a sea change. The reduction in expenses such as mortgages that accompany a move to the coast means that the spending power of this segment is still strong.

Community at a glance

The community reading Star News Group Publications:

AGE

0 to 18 Years:	23%
18 to 24 Years:	10%
25 to 34 Years:	14%
35 to 49 Years:	22%
50 plus Years:	31%

TOP 3 HOUSEHOLD INCOME:

\$57,000 pa
\$30,000 pa
\$81,000 pa

OCCUPATIONS

Managers:	6%
Professionals:	14%
Associate Professionals:	10%
Tradespeople:	14%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	18%
Production & Transport:	12%
Clerical, Sales & Service:	10%
Labourers:	10%

Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from 2006 Census data. Star News Group expects you to rely on your own commercial judgement when using this information.



The Bellarine Peninsula Independent



Bellarine Peninsula Independent

Suburbs & Postcodes

Whittington	3219
Moolap	3221
Clifton Springs	3222
Drysdale	3222
Portarlington	3223
St. Leonards (North)	3223
Queenscliff	3225
Point Lonsdale	3225
Ocean Grove	3226
Barwon Heads	3227



Publication Day

Friday

Classified Booking Deadline

Trades: Wednesday 5pm
Wheel & Deal: Wednesday 5pm
General: Thursday 10am

Display Booking Deadline

Booking: 5pm Monday prior
Cancellation: 5pm Monday prior
Material: 5pm Tuesday prior

Adjoining Newspapers

Geelong Independent
Torquay, Jan Juc Independent



Bellarine Peninsula Independent

Bellarine Peninsula ... The best of both worlds

The Bellarine Peninsula, with access to some of Victoria's best beaches and golf courses, offers residents and visitors a unique lifestyle.

The new Geelong ring road coupled with significant development and investment in the area means that the Peninsula is carving out a niche as a lifestyle residential location for families as well as its traditional role as a holiday destination.

Our Readers

Readers in the area covered by the Bellarine Peninsula Independent are predominately in the 50 plus, 0 to 18 and 35 to 49 age brackets. The high proportion of children marks this area as a family growth corridor. In the older age groups there are slightly more females than males potentially due to longer life expectancy.

The second and third largest groups are children under 18 and adults aged between 35 and 49. We believe that this strong family

demographic makes the Bellarine Peninsula Independent an ideal advertising vehicle for businesses servicing this market.

In line with societal trends, the proportion of readers aged 50 plus means that the Bellarine Peninsula Independent gives advertisers access to this important market. The lucrative segment of leisure and lifestyle focused recent retirees represent a key proportion of the aging population.

Their Occupations

The majority of Bellarine Peninsula Independent readers are employed as either: Professionals, Tradespeople or as Intermediate Clerical Sales and Service workers.

With a strong trade audience, the Bellarine Peninsula Independent is a useful vehicle to advertise trade supplies including: tools, equipment, materials and cars such as vans and utes. With the majority of tradespeople working as sub-contractors or in a self employed capacity, the Bellarine Peninsula Independent is also suitable for providers of

business services such as accountants and the providers of business finance.

The readers working as professionals and in sales and clerical roles are a strong audience for: business wear and accessories, computer and telecommunications equipment, training and further education, gyms and personal trainers, catering suppliers and other office services.

Their Income

The majority of households in the Bellarine Peninsula Independent distribution area earn around \$30,000 pa with the next highest groups earning \$57,000 and \$16,000 pa respectively. Over 15% of households in the area earn over 100,000 pa and the economy also benefits from a high proportion of tourist traffic and higher income earners with holiday houses who take regular weekend breaks out of Melbourne.

Although these income brackets seem low, they are consistent with the high number of retired people. While the incomes of this age group are lower, the lack of expenses such as mortgages means that the spending power of this segment is still relatively strong.

The lower incomes for families living in this area are offset by the lower housing prices and lower cost of living that this provides and therefore the ratio of disposable income is maintained.



Community at a glance

The community reading the Bellarine Peninsula Independent:

AGE

0 to 18 Years:	24%
18 to 24 Years:	7%
25 to 34 Years:	10%
35 to 49 Years:	21%
50 plus Years:	38%

TOP 3 HOUSEHOLD INCOME:

\$30,000 pa
\$57,000 pa
\$16,000 pa

OCCUPATIONS

Managers:	7%
Professionals:	17%
Associate Professionals:	12%
Tradespeople:	15%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	17%
Production & Transport:	9%
Clerical, Sales & Service:	10%
Labourers:	9%

Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from 2006 Census data. Star News Group expects you to rely on your own commercial judgement when using this information.