

# 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.



# News

## Berwick

INCORPORATING SOUTH EASTERN STAR REAL ESTATE



## Berwick News

### Suburbs & Postcodes

Doveton	3177	Narre Warren / Fountain Gate	3805
Cockatoo	3781	Berwick / Harkaway	3806
Emerald / Avonsleigh / Clematis	3782	Beaconsfield	3807
Gembrook	3783	Beaconsfield Upper	3808
Endeavour Hills	3802	Officer	3809
Hallam	3803	Hampton Park	3976
Narre Warren North	3804	Cardinia	3978

### Publication Day

Thursday

### Display Booking Deadline

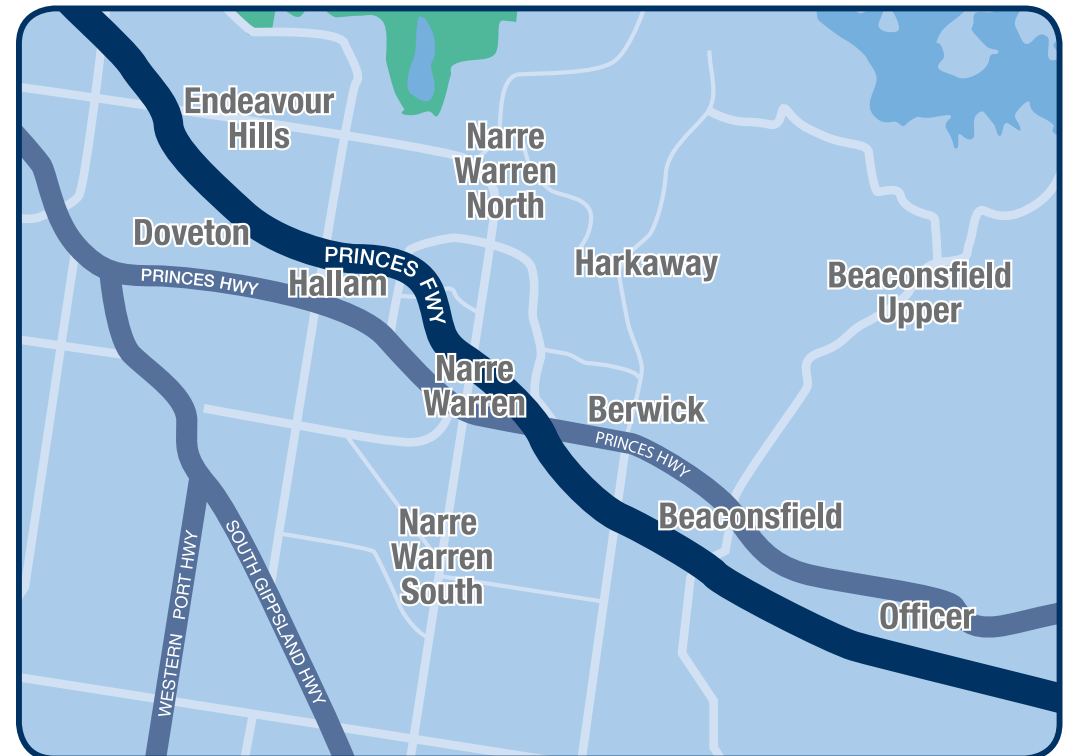
Booking: 5pm Monday prior  
 Cancellation: 5pm Monday prior  
 Material: 5pm Tuesday prior

### Classified Booking Deadline

Trades: Monday 5pm  
 Computers: Monday 5pm  
 Wheel & Deal: Wednesday 10am  
 General: Wednesday 11am

### Adjoining Newspapers

Pakenham News  
 Cranbourne News  
 Pakenham Berwick Gazette  
 Greater Dandenong Star  
 Ranges Trader Mail  
 Ferntree Gully Belgrave Mail



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**Email:** [starnewsgroup@starnewsgroup.com.au](mailto:starnewsgroup@starnewsgroup.com.au) **Website:** [www.starnewsgroup.com.au](http://www.starnewsgroup.com.au) **Also at:** 67 High Street, Berwick 3806 **Telephone:** 9796 1855

\* Includes home delivery and bulk delivery area

# Berwick News



## Casey ... Perfect places

The Berwick News covers Berwick, Beaconsfield, Narre Warren, Endeavour Hills, Hallam and Doveton. The Berwick News works in partnership with its sister publication The Cranbourne News to provide coverage of the City of Casey.

The Berwick News serves a community in the heart of one of the fastest growing corridors in Australia. The Casey population is tipped to match that of Canberra in the next 20 years with more than 50 new households established each week in this vibrant section of Victoria's mortgage belt.

With easy access to Melbourne, areas such as Berwick and Beaconsfield have long proven to be popular family locations with an established high street, schools, sporting clubs and community facilities creating a perfect place to live.

The make-up of Narre Warren, an area with historical significance as the location of the oldest agricultural collective (the Port Phillip Farmers' Society which was established in the region in 1848) has experienced a residential growth surge. This growth has been supported and fuelled by developments such as the Westfield Shopping Centre – Fountain Gate – which boasts a multiscreen Village Cinema.

The many active sporting clubs in the area combine with initiatives such as the Doveton Urban Renewal project to create and strengthen the community spirit – a spirit reflected in the Berwick News.

## Our Readers

Readers in the area covered by the Berwick News are predominately in the 35 to 49 and 50 plus age brackets with an even spread of males and females across all age groups.

The high proportion of children and young adults (6% higher than the proportion for Victoria) suggests a family audience typical of the outer suburban corridors.

Around 14% of readers are aged between 25 and 34. These young couples and singles demonstrate the potential for a continuing family audience.

We believe that the strong family demographic, both now and in the future, makes the Berwick News an ideal advertising vehicle for businesses servicing this market.

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

## Their Occupations

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

With a strong trade audience, the Berwick News 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 Berwick News is

also suitable for providers of business services such as accountants and the providers of business finance.

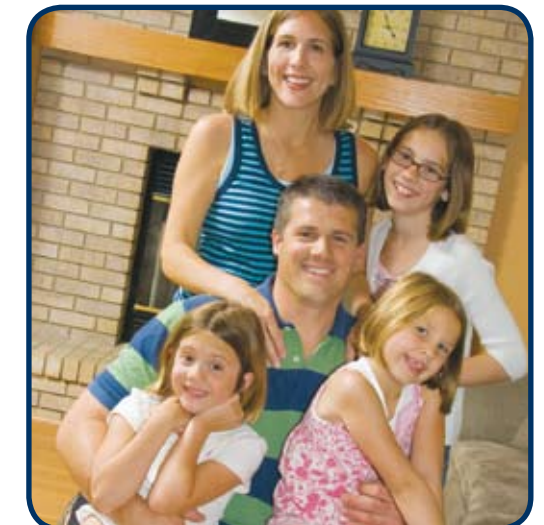
The readers working as professionals and in sales and clerical roles are a strong audience for: business wear and accessories, computer and telecommunications equipment, training and further education, gyms and personal trainers, catering suppliers and other office services.

## Their Income

The majority of households in the Berwick News distribution area earn around \$57,000 pa with a similarly high proportion earning around \$81,000 pa. The third largest group earn around \$30,000 pa and are likely to be single people.

Household incomes in this area are above the state average with over 24% of households in this area earning over \$100,000 pa.

These income brackets, coupled to a reasonable cost of living in the area, make Berwick News readers an attractive proposition for a range of advertisers with products targeted to the Australian middle class.



## Community at a glance

### The community reading the Berwick News:

#### AGE

0 to 18 Years:	29%
18 to 24 Years:	9%
25 to 34 Years:	14%
35 to 49 Years:	24%
50 plus Years:	23%

#### TOP 3 HOUSEHOLD INCOME:

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

#### OCCUPATIONS

Managers:	7%
Professionals:	13%
Associate Professionals:	11%
Tradespeople:	15%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	18%
Production & Transport:	11%
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.