

# 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.



# Gazette

## PAKENHAM-BERWICK



## Pakenham Gazette

*Pakenham Gazette is a paid paper*

### Suburbs & Postcodes

Dandenong	3175	Tynong	3813	Cranbourne	3977
Doveton	3177	Garfield / Cora Lynn	3814	Cannons Creek /	3977
Cockatoo	3781	Bunyip	3815	Devon Meadows	3977
Emerald / Avonsleigh / Clematis	3782	Longwarry	3816	Clyde	3978
Gembrook	3783	Drouin	3818	Tooradin / Blind Bight / Warneet	3980
Narre Warren	3805	Warragul	3820	Koo Wee Rup / Bayles	3981
Berwick / Harkaway	3806	Neerim	3831	Lang Lang / Coronet Bay / Corinella	3984
Beaconsfield Upper / Beaconsfield	3807	Pearcedale	3912	Grantville	3984
Officer	3809	Cowes	3922	Bass	3991
Pakenham	3810	San Remo	3925	Wonthaggi	3995
Nar Nar Goon / Nar Nar Goon Nth	3812	Hampton Park	3976		

### Publication Day

Wednesday

### Display Booking Deadline

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

### Classified Booking Deadline

Trades: Thursday 5pm  
 Rural: Monday 5pm  
 Wheel & Deal: Tuesday 12pm  
 General: Tuesday 1pm  
 Personals: Tuesday 1pm

### Adjoining Newspapers

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



# Pakenham Berwick Gazette

## Pakenham Gazette ... community strength

As the town of Pakenham is the urban-rural interface between the metropolitan area to the west and Gippsland to the east, the Pakenham Gazette is truly the bridge that reaches across both these metropolitan and rural areas drawing on a proud heritage of 100 years of community news.

The strong sense of community which is reflected in the Gazette can be attributed to the proud identity of the communities it covers from the cities of Casey and Cardinia and through to Gippsland.

In as much as the agricultural based communities and the suburban centres come together in the popular shows, picnic race meetings and farmers' markets, they come together in commerce as a powerful force.

New families entering the area support building and development, and along with established families are a loyal market for retailers, restaurants and service based businesses catering to their many needs.

Skilled workers in agricultural and industrial trades are supported by their respective industries and professionals can easily access Melbourne or work in one of the local businesses.

The Pakenham Gazette is a window into one of Victoria's most diverse and fastest growing municipalities with a combination of rural townships and areas of high population growth.

## Our Readers

Readers in the area covered by the Pakenham Berwick Gazette are predominately in the 50 plus and under 18 age brackets with an even spread of males and females across all age groups.

This would indicate middle aged parents with young and teenage children and a range of empty nesters and older families. The composition of Pakenham Berwick Gazette households is in keeping with this area being a growth corridor and popular destination for families. This market will continue to grow into the near future as families seek a "better life" and "more space".

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

In line with societal trends, the proportion of readers aged 50 plus means that Pakenham Berwick Gazette 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 Pakenham Berwick Gazette readers are employed as either; Intermediate Clerical Sales and Service workers, Professionals or Tradespeople.

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.

With a strong trade audience, the Pakenham Berwick Gazette 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 Pakenham Berwick Gazette is also suitable for providers of business services such as accountants and the providers of business finance.

## Their Income

The majority of households in the Pakenham Gazette distribution area earn around \$57,000 pa with a similarly high proportion earning around \$30,000 pa. The third largest group earn around \$81,000 pa.

The proportion of income earners in the higher income brackets \$100,000 - \$120,000 are in line with or above the state average however the income earners over \$120,000 are below the state average.

While the second largest group of income earners is low at \$30,000, this is offset by the low cost of housing available to people in this income bracket. In addition, there is a significant proportion of high income earners in the \$81,000 and the \$100,000 - \$120,000 brackets employed as professionals and tradespeople. This makes the Pakenham Berwick Gazette a strong option to advertise a range of products and services suited to the middle and upper middle class.

## Community at a glance

### The community reading the Berwick News:

#### AGE

0 to 18 Years:	28%
18 to 24 Years:	8%
25 to 34 Years:	13%
35 to 49 Years:	23%
50 plus Years:	28%

#### TOP 3 HOUSEHOLD INCOME:

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

#### OCCUPATIONS

Managers:	9%
Professionals:	13%
Associate Professionals:	11%
Tradespeople:	16%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	17%
Production & Transport:	11%
Clerical, Sales & Service:	9%
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.

