

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.



Geelong Independent



Geelong Independent

Suburbs & Postcodes

Lara	3212	South Geelong	3220
Corio	3214	East Geelong	3219
Norlane	3214	Bannockburn	3331
Bell Post Hill	3215	Breakwater	3219
Bell Park	3215	Newcomb	3219
Hamlyn Heights	3215	St Albans Park	3219
North Geelong	3215	Highton	3216
Drumcondra	3214	Wandana Heights	3216
West Geelong	3218	Belmont (West)	3216
Manifold Heights	3218	Belmont (East)	3216
Herne Hill	3218	Grovedale	3216
Newtown	3220	Leopold	3224
Geelong	3220	Marshall	3216
		Waurnd Ponds	3216

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

Torquay, Jan Juc Independent
 Bellarine Peninsula Independent
 Werribee, Hoppers Crossing, Point Cook Star



Geelong: 1st Floor, 78 Moorabool Street, Geelong 3220 **Telephone:** 5221 5200 **Classifieds:** 1300 858 178 **Facsimile:** 5224 2723 **Website:** www.geelongindependent.com.au

* Includes home delivery and bulk delivery area

Geelong Independent

Geelong ... Unbeatable lifestyle

Geelong enjoys an unbeatable lifestyle location between Melbourne and the Great Ocean Road, with access to some of Victoria's best beaches and golf courses.

A new ring road, a flood of business investment and work on suburbs to house around 60,000 extra residents prove Geelong is booming.

Victoria's second largest city has earned State Government recognition as one of the state's premier growth centres.

Our Readers

Readers in the area covered by Geelong Independent are predominately in the 50 plus and 35 to 49 age brackets. There is also a strong representation of children and young adults. There are slightly more females than males in the Geelong Region, potentially due to the affordability of housing for single parent families and the longer life expectancy of female retirees.

The second and third largest groups are children under 18 and adults aged between

35 and 49. Along with the representation of young adults, we believe that this strong family demographic makes the Geelong 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 Geelong 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

In line with the self contained nature of Geelong, there is a relatively even spread of occupations. The majority of Geelong Independent readers are employed as either: Professionals, Tradespeople or as Intermediate Clerical Sales and Service workers.

With a strong trade audience, the Geelong 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 Geelong 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 Geelong Independent distribution area earn around \$30,000 pa, with the next highest groups earning \$57,000 and \$16,000 pa respectively.

Around 17% of households earn over \$100,000 pa and the proportion of households with an income of around \$100,000 pa is above the state average.

While there are some lower household incomes in this area, they are consistent with a higher 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. In addition, lower income families living in this area are offset by lower housing prices and therefore the ratio of disposable income can be maintained.



Community at a glance

The community reading the Geelong Independent:

AGE

0 to 18 Years:	24%
18 to 24 Years:	9%
25 to 34 Years:	13%
35 to 49 Years:	21%
50 plus Years:	33%

TOP 3 HOUSEHOLD INCOME:

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

OCCUPATIONS

Managers:	6%
Professionals:	17%
Associate Professionals:	11%
Tradespeople:	14%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	17%
Production & Transport:	10%
Clerical, Sales & Service:	11%
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.