

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:

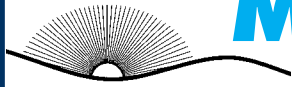
\$57,000 pa
\$30,000 pa
\$81,000 pa

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.





Mountain Views

Mail



Mountain Views Mail

Suburbs & Postcodes

Alexandra	3714	Lilydale	3140
Buxton	3711	Marysville	3779
Chirside Park	3116	Montrose	3765
Coldstream	3770	Mooroolbark	3138
Croydon	3136	Pheasant Creek	3757
Glenburn	3717	Taggerty	3714
Healesville	3777	Toolangi	3777
Kilsyth	3137	Warrandyte	3113
Kinglake	3763	Yarra Glen	3775

Publication Day

Tuesday

Classified Booking Deadline

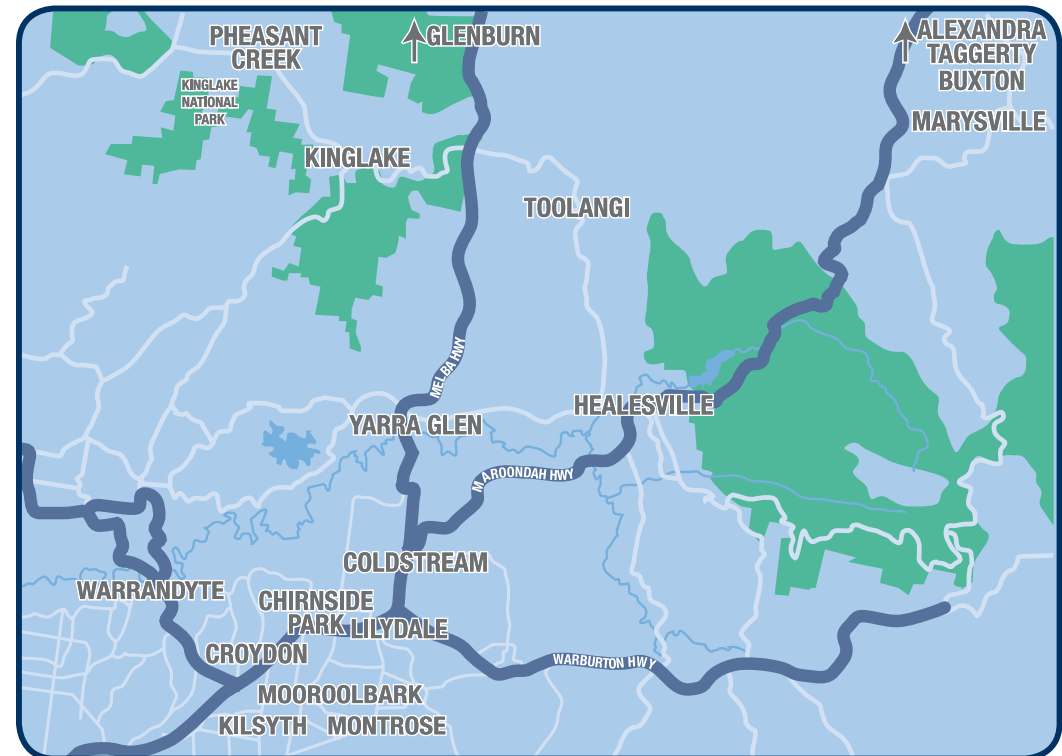
Trades: Thursday 4pm
General: Friday 4pm

Display Booking Deadline

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

Adjoining Newspapers

Ranges Trader Mail
Ferntree Gully Belgrave Mail
Upper Yarra Mail



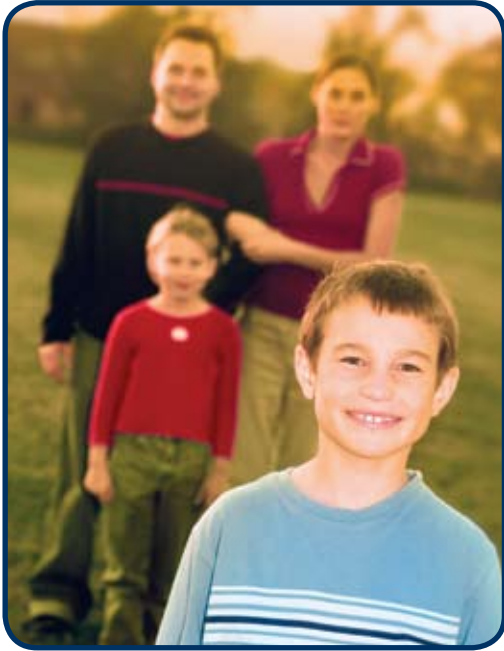
Healesville: 205A Maroondah Highway, Healesville, PO Box 470 **Telephone:** 5962 5800 **Classifieds:** 5645 0644 **Facsimile:** 5962 4057

Monbulk: 41 Main Street, Monbulk, PO Box 355 **Telephone:** 9752 1611 **Classifieds:** 5945 0644 **Facsimile:** 9752 1921

Yarra Junction: 2457 Warburton Highway, Yarra Junction **Telephone:** 5967 2031 **Classifieds:** 5645 0644 **Facsimile:** 5967 2132

* Includes home delivery and bulk delivery area

Mountain Views Mail



Residential Development, Wineries and Healesville Sanctuary

The Mountain Views Mail is the local newspaper for the residents of the Yarra Valley including Healesville and Yarra Glen. While the region has retained its strong agricultural focus, the residential make up of Yarra Glen has changed significantly in the last 10 years. Moving from a sleepy hollow of antique shops and tea-rooms, Yarra Glen has enjoyed a resurgence as many families have made their homes in the growing residential developments that have been fuelled by the commercial development of the region and the easy access to commercial centres in the eastern corridor. Historic landmarks such as the original bank for the region couple with leisure destinations, for tourists and locals, that include world famous wineries, the Yarra Glen Racing Club, and in Healesville, the iconic Healesville Sanctuary.

Our Readers

Readers in the area covered by the Mountain Views Mail 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.

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

In line with societal trends, the proportion of readers aged 50 plus means that the Mountain Views Mail 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 Mountain Views Mail 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.

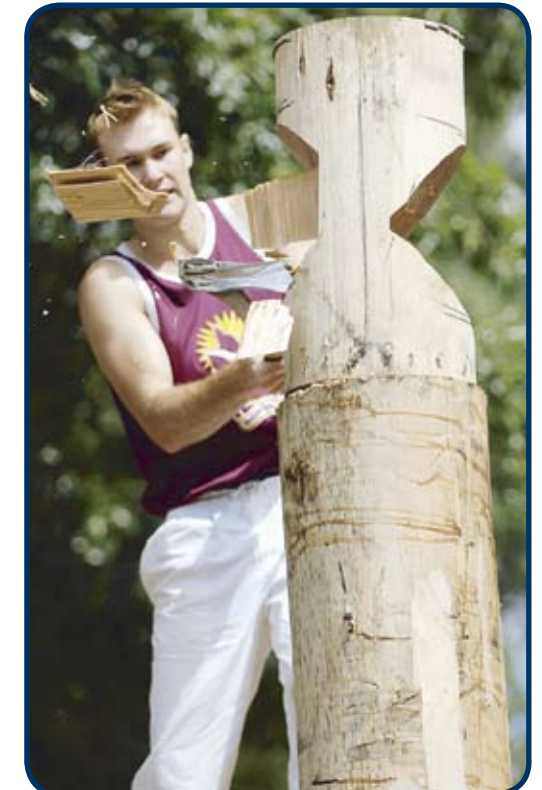
With a strong trade audience, the Mountain Views Mail is a useful vehicle to advertise trade supplies including: tools, equipment, materials and cars such as vans and utes. With the majority of tradespeople working as sub-contractors or in a self employed capacity, the Mountain Views Mail is also suitable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

Their Income

The majority of households in the Mountain Views Mail 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 households in the higher income brackets \$100,000 - \$150,000 are in line with or above the state average and represent around 23% of the population for this area.

While there are lower income earners in this area, there are a significant proportion of high income earners in the \$81,000 and the \$100,000 plus brackets employed as professionals and tradespeople. This makes the Mountain Views Mail a strong option to advertise a range of products and services suited to the upper middle class.



Community at a glance

The community reading the Mountain Views Mail

AGE

0 to 18 Years:	25%
18 to 24 Years:	9%
25 to 34 Years:	12%
35 to 49 Years:	23%
50 plus Years:	31%

TOP 3 HOUSEHOLD INCOME:

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

OCCUPATIONS

Managers:	9%
Professionals:	16%
Associate Professionals:	11%
Tradespeople:	16%
Advanced Clerical & Service:	4%
Intermediate Clerical & Service:	18%
Production & Transport:	7%
Clerical, Sales & Service:	10%
Labourers:	8%

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.