

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

Pakenham

INCORPORATING SOUTH EASTERN STAR REAL ESTATE



Pakenham News

Suburbs & Postcodes

Pakenham

3810



Publication Day

Thursday

Display Booking Deadline

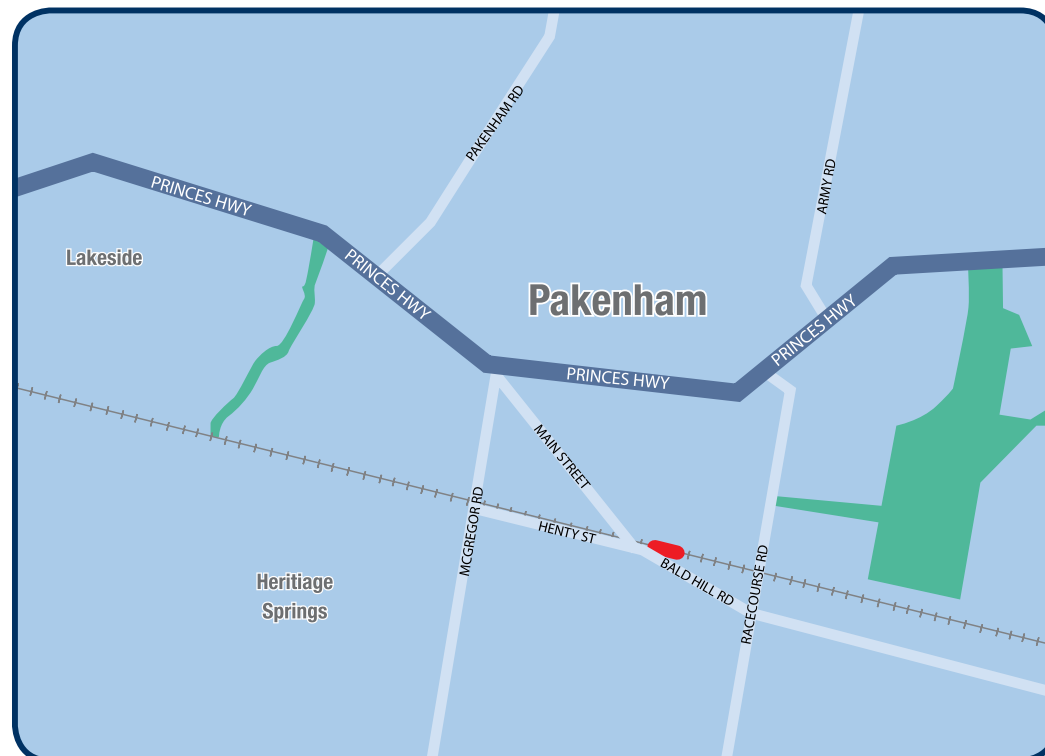
Booking: 5pm Monday prior
Cancellation: 5pm Monday prior
Material: 5pm Tuesday prior

Classified Booking Deadline

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

Adjoining Newspapers

Cranbourne News
Berwick News
Pakenham Berwick Gazette



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Email: starnewsgroup@starnewsgroup.com.au **Website:** www.starnewsgroup.com.au **Also at:** 67 High Street, Berwick 3806 **Telephone:** 9796 1855

* Includes home delivery and bulk delivery area

Pakenham News



Pakenham ... Where city meets country

Set in the foothills of the Dandenongs and just 60 km south east of Melbourne, via the new Pakenham Bypass Freeway, many families are choosing to make Pakenham their home.

Families living in Pakenham enjoy the best of both worlds as Pakenham is the urban-rural interface between the metropolitan area to the west and Gippsland to the east.

Significant residential and industrial development and growth ensures that Pakenham will continue its role as the heart of the shire.

Our Readers

Readers in the area covered by the Pakenham News 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 households is in keeping with Pakenham 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 News an ideal advertising vehicle for businesses servicing this market and the new housing estates in the area create opportunities for household related products.

In line with societal trends, the proportion of readers aged 50 plus means that Pakenham 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 Pakenham News readers are employed as: Intermediate Clerical Sales and Service workers, Tradespeople and Production and Transport workers.

The readers working 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 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 Pakenham News 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 News 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 with an income of around \$100,000 pa is above the state average and around 17% of households in the area earn over \$100,000 pa

These income brackets make Pakenham News readers an attractive proposition for a range of advertisers with products targeted to an established Australian middle class.

Community at a glance

The community reading the Pakenham News:

AGE

0 to 18 Years:	30%
18 to 24 Years:	9%
25 to 34 Years:	16%
35 to 49 Years:	21%
50 plus Years:	24%

TOP 3 HOUSEHOLD INCOME:

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

OCCUPATIONS

Managers:	7%
Professionals:	11%
Associate Professionals:	11%
Tradespeople:	17%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	17%
Production & Transport:	12%
Clerical, Sales & Service:	9%
Labourers:	11%

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.

