

# 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.





Footscray, Yarraville, Braybrook

INCORPORATING WESTERN STAR REAL ESTATE



## Star Footscray, Yarraville, Braybrook

### Suburbs & Postcodes

Braybrook	3019
Footscray	3011
West Footscray	3012
Yarraville	3013
Maribyrnong	3032



### Publication Day

Tuesday

### Classified Booking Deadline

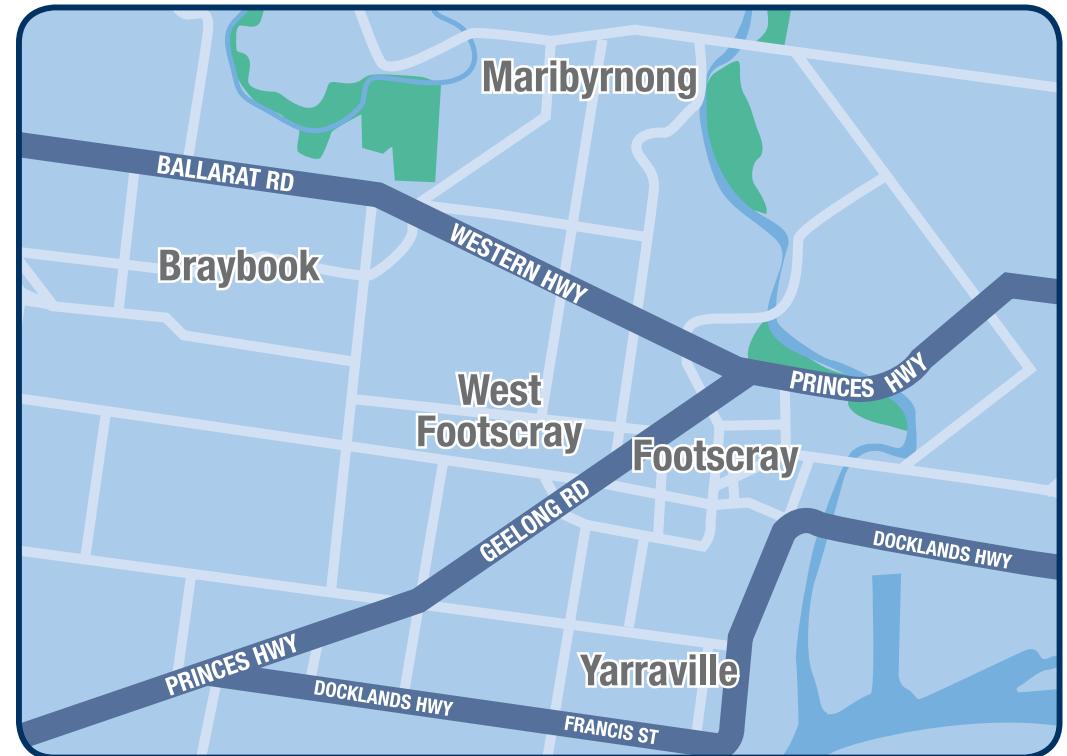
Trades: Thursday 5pm  
 Wheel & Deal: Friday 5pm  
 General: Monday 10am

### Display Booking Deadline

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

### Adjoining Newspapers

Star Sunshine, Ardeer, Albion  
 Star Williamstown, Altona, Laverton  
 Star Werribee, Hoppers Crossing, Point Cook  
 Star St Albans, Deer Park, Caroline Springs



**Tullamarine:** 17 Assembly Drive, Tullamarine 3043 **Telephone:** 9933 4800 **Facsimile:** 9933 4844

**Head Office:** Cnr Princes Highway and Army Road, Pakenham 3810 **Telephone:** 5941 2666 **Classifieds:** 1300 666 808 **Facsimile:** 5941 2515

**Email:** starnewsgroup@starnewsgroup.com.au **Website:** www.starnewsgroup.com.au

\* Includes home delivery and bulk delivery area

# Star Footscray, Yarraville, Braybrook



## Maribyrnong ... city of change

The City of Maribyrnong is undergoing a period of significant change. Residential properties are increasingly sought after, contributing to gentrification and increasing housing prices in suburbs such as Yarraville, Seddon, Footscray and Maidstone.

The opportunity to enjoy a waterside location close to central Melbourne has served as a catalyst for the regeneration of the surrounding areas. Maribyrnong currently has a workforce of more than 21,000 people working in professional occupations as well as tradespeople, production/transport workers and labourers. It is home to more than 3500 businesses.\* \*From the Maribyrnong City Council website [infowest.maribyrnong.vic.gov.au](http://infowest.maribyrnong.vic.gov.au)

## Our Readers

Star Footscray, Yarraville, Braybrook readers 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 level of people aged 25 to 34 is 6% higher than the state average and the number of children is lower than the state average indicating young singles and couples living out of home, older empty nesters and families with adult children living at home.

The young adult audience suggests an audience of young home-makers and renovators seeking to establish themselves in the area and potentially looking for retail offers and lifestyle experiences not sought by the traditional older residents.

The older audience provides an opportunity for advertisers to access the lucrative segment of leisure and lifestyle focused older families, empty nesters and recent retirees who represent a key proportion of the aging population. Attention should be paid to the ethnic mix of the suburb in relation to selecting culturally acceptable advertising for this age group.

An additional niche audience consists of adult children living at home who can have high levels of disposable income for: eating out, leisure activities, holidays, fashion and motor vehicles.

## Their Occupations

The majority of Star Footscray, Yarraville, Braybrook readers are employed as either: Professionals, Associate Professionals or as Intermediate Clerical Sales and Service workers. This is due to the proximity of the area to the city and its regeneration as a desirable suburb.

The readers working as professionals, associate professionals and in sales and clerical roles are a strong audience for a range of business and lifestyle related products: business wear and accessories, computer and

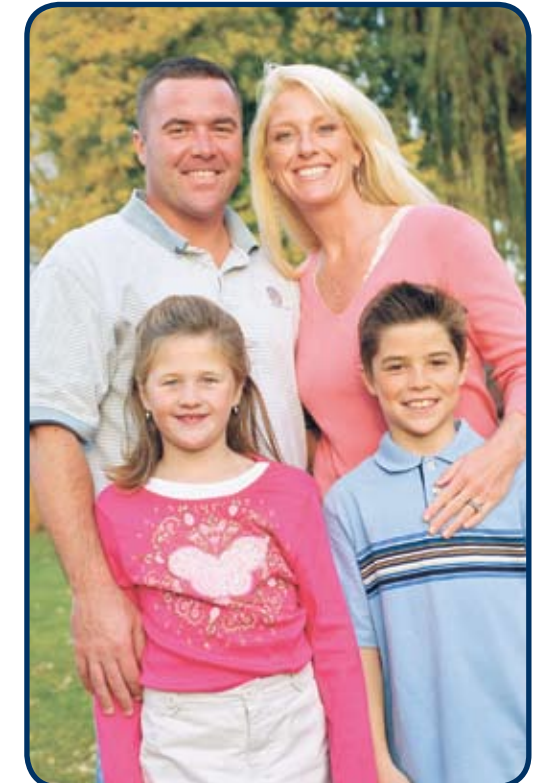
telecommunications equipment, training and further education, gyms and personal trainers, catering suppliers and other office services.

## Their Income

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

Over 22% of households in this area have an income of over \$100,000 pa with a fifth of those households earning over \$150,000 pa.

These income brackets make Star Footscray, Yarraville, Braybrook readers an attractive proposition for a range of advertisers with products targeted to the lucrative Australian professional and middle classes.



## Community at a glance

### The community reading Star Footscray, Yarraville, Braybrook:

#### AGE

0 to 18 Years:	19%
18 to 24 Years:	10%
25 to 34 Years:	19%
35 to 49 Years:	25%
50 plus Years:	26%

#### TOP 3 HOUSEHOLD INCOME:

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

#### OCCUPATIONS

Managers:	8%
Professionals:	25%
Associate Professionals:	12%
Tradespeople:	9%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	17%
Production & Transport:	8%
Clerical, Sales & Service:	9%
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.