

# 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.





Sunshine, Ardeer, Albion

INCORPORATING NORTH WEST STAR REAL ESTATE



## Star Sunshine, Ardeer, Albion

### Suburbs & Postcodes

Sunshine	3020
Ardeer	3022
Albion	3020



### Publication Day

Tuesday

### Classified Booking Deadline

Trades:	Thursday 5pm
Wheel & Deal:	Friday 5pm
General:	Friday 5pm

### Display Booking Deadline

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

### Adjoining Newspapers

Star St Albans, Deer Park, Caroline Springs  
 Star Footscray, Yarraville, Braybrook  
 Star Keilor, Taylors Lakes, Sydenham



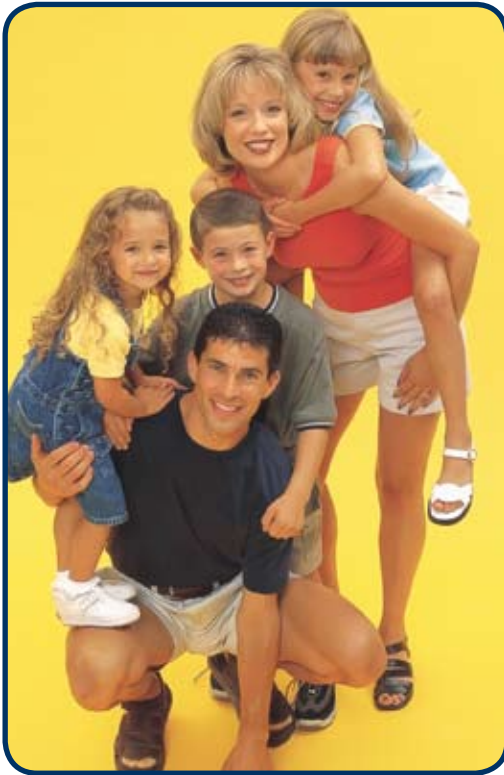
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\* Includes home delivery and bulk delivery area

# Star Sunshine, Ardeer, Albion



## Brimbank ... City on the move

The Western Ring Road has been a major factor in the rebirth of Brimbank. The Ring Road delivers quick, easy access to the Port of Melbourne, Australia's premier container shipping port, Tullamarine and Avalon airports, and the nation's main transport arteries – the Hume and Princes Highways. This has ignited an astonishing growth in greenfield industrial development in Brimbank, leading to major employment opportunities and in turn many new housing estates and development in areas such as Sunshine, Ardeer & Albion.

## Our Readers

Readers in the area covered by the Star Sunshine, Ardeer, Albion 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 proportion of children and young adults suggests a young family audience typical of the outer suburban corridors mixed with some older families and empty nesters. The affordability of

housing could be correlated to the number of people in the 25 to 34 age bracket who have chosen to make this area their home.

We believe that the strong family demographic, both now and in the future, makes the Star Sunshine, Ardeer, Albion an ideal advertising vehicle for businesses servicing this market.

In line with societal trends, the proportion of readers aged 50 plus means the Star Sunshine, Ardeer, Albion 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 Star Sunshine, Ardeer, Albion readers are employed as either: Clerical, Service, Production, Transport, workers of Labourers. This is in line with the lower educational base and a bias towards production type employers in the area.

## Their Income

The majority of households in the Star Sunshine, Ardeer, Albion distribution area earn around \$57,000 pa with a similarly high proportion earning around \$30,000 pa. The third largest group earns \$22,000 pa.

The affordability of housing maintains the purchasing power of these areas and their purchasing habits of this area are considered to be in line with those of other middle Australian consumers seeking a range of household and leisure oriented products and services.



## Community at a glance

### The community reading Star Sunshine, Ardeer, Albion:

#### AGE

0 to 18 Years:	22%
18 to 24 Years:	10%
25 to 34 Years:	15%
35 to 49 Years:	21%
50 plus Years:	32%

#### TOP 3 HOUSEHOLD INCOME:

\$57,000 pa
\$30,000 pa
\$22,000 pa

#### OCCUPATIONS

Managers:	3%
Professionals:	11%
Associate Professionals:	8%
Tradespeople:	12%
Advanced Clerical & Service:	2%
Intermediate Clerical & Service:	17%
Production & Transport:	17%
Clerical, Sales & Service:	11%
Labourers:	14%

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.

