

# 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.





Werribee, Hoppers Crossing, Point Cook

INCORPORATING WESTERN STAR REAL ESTATE



## Star Werribee, Hoppers Crossing, Point Cook

### Suburbs & Postcodes

Point Cook	3030
Hoppers Crossing	3029
Werribee	3030
Sanctuary Lakes	3030
Wyndham Vale	3024



### Publication Day

Tuesday

### Classified Booking Deadline

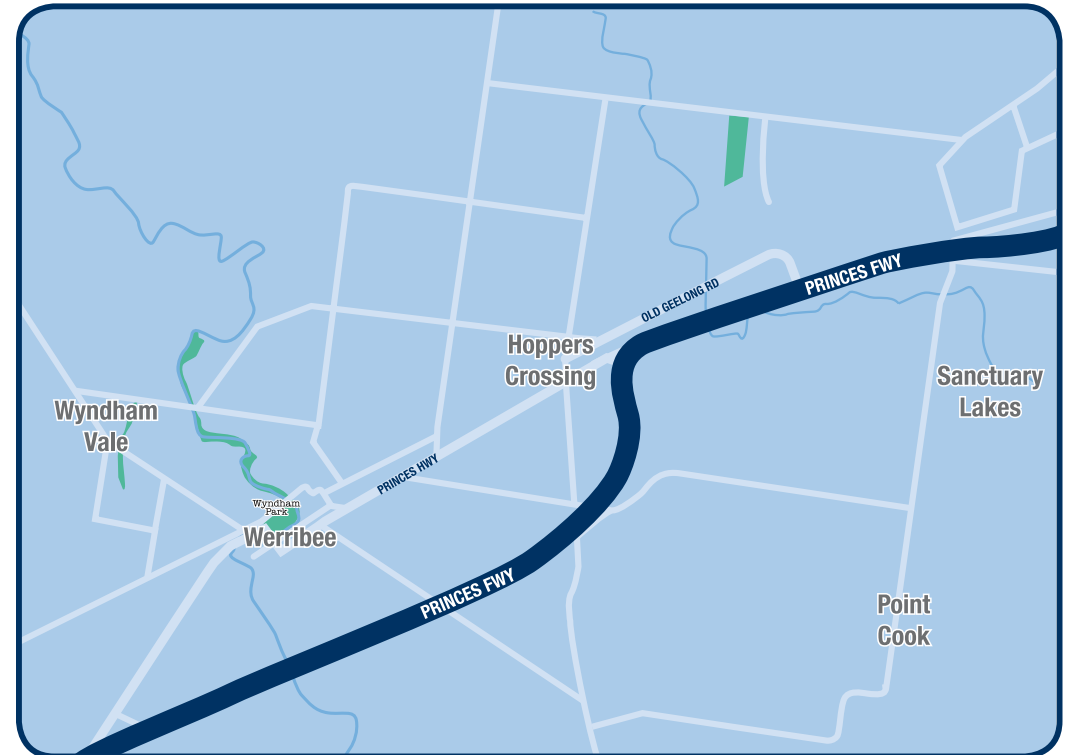
Trades: Thursday 5pm  
 Wheel & Deal: Friday 5pm  
 General: Monday 10am

### Display Booking Deadline

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

### Adjoining Newspapers

Star Williamstown, Altona, Laverton  
 Star Sunshine, Ardeer, Albion  
 Star Footscray, Yarraville, Braybrook  
 Geelong Independent



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\* Includes home delivery and bulk delivery area

# Star Werribee, Hoppers Crossing, Point Cook



## Wyndham ...

### A place to raise a family

With an average of 48 families moving into Werribee, Hoppers Crossing and Point Cook each week, it's no wonder the City of Wyndham is one of Australia's fastest growing municipalities. Over 40% of the Wyndham population coming from 25 to 49 year-olds means that you can reach your prime target of home-makers with good incomes looking to develop a great lifestyle for their families.

### Our Readers

Readers in the area covered by the Star Werribee, Hoppers Crossing, Point Cook are predominately in the 35 to 49 and sub 18 age brackets with an even spread of males and females across all age groups. A good proportion of people in the 25 to 34 age groups suggests a continuing family audience.

The population distribution suggests a strong audience of young families and home makers – an attractive middle class family audience

typically with good incomes, a reasonable cost of living and a good propensity to consume now and in the future.

### Their Occupations

The majority of Star Werribee, Hoppers Crossing, Point Cook 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 Star Werribee, Hoppers Crossing, Point Cook 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 Star Werribee, Hoppers Crossing, Point Cook 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 Star Werribee, Hoppers Crossing, Point Cook distribution area earn around \$57,000 pa with a similarly high proportion earning around \$81,000 and the third largest group earning \$30,000 pa.

With over 25% of households in this area earning over \$100,000 pa, the incomes in this area are higher than the overall state average.

These income brackets make Star Werribee, Hoppers Crossing, Point Cook readers an attractive proposition for a range of advertisers with products targeted to the Australian upper middle class.

These readers are likely to have a high propensity to purchase a range of middle class "status" products such as: fashion, holidays, cars, electronics, furniture, household items (indoor and outdoor) and leisure and sporting equipment.

## Community at a glance

The community reading Star Werribee, Hoppers Crossing, Point Cook:

### AGE

0 to 18 Years:	29%
18 to 24 Years:	9%
25 to 34 Years:	16%
35 to 49 Years:	25%
50 plus Years:	21%

### TOP 3 HOUSEHOLD INCOME:

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

### OCCUPATIONS

Managers:	7%
Professionals:	14%
Associate Professionals:	11%
Tradespeople:	13%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	20%
Production & Transport:	12%
Clerical, Sales & Service:	10%
Labourers:	8%

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