

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.





Whittlesea, Mernda, Doreen

INCORPORATING STAR REAL ESTATE



Star Whittlesea, Mernda, Doreen

Suburbs & Postcodes

Whittlesea	3757
Mernda	3754
Doreen	3754
Upper Plenty	3756
Woodstock	3751
Humevale	3757
Eden Park	3757
Yan Yean	3755



Publication Day

Tuesday

Classified Booking Deadline

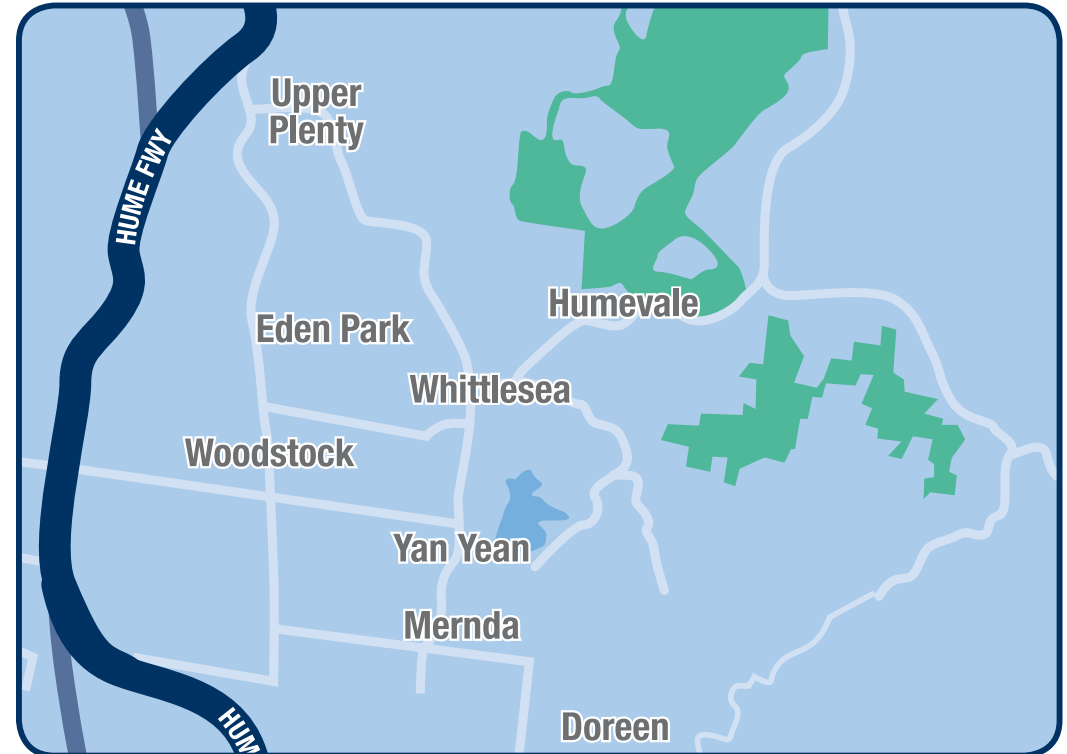
Trades: Thursday 2pm
 Wheel & Deal: Friday 2pm
 General: Friday 2pm

Display Booking Deadline

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

Adjoining Newspapers

Star Hume - Our City
 Star Wallan, Kilmore, Broadford



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 Whittlesea, Mernda, Doreen



And, as the City of Whittlesea proudly states, the municipality still has room to grow with vast tracts of open space and numerous greenfield industrial and commercial sites ripe for development.

Our Readers

Readers in the area covered by the Star Whittlesea, Mernda, Doreen 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 – and 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.

Whittlesea ... room to grow

The City of Whittlesea is one of Melbourne's booming growth corridors. The population is predicted to grow from 124,000 residents to over 240,000 in the next 20 years. VicUrban's newest development, Aurora, will create up to 9000 new homes – their largest development to date.

Community at a glance

The community reading Star Whittlesea, Mernda, Doreen

AGE

0 to 18 Years:	27%
18 to 24 Years:	10%
25 to 34 Years:	15%
35 to 49 Years:	23%
50 plus Years:	25%

TOP 3 HOUSEHOLD INCOME:

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

OCCUPATIONS

Managers:	6%
Professionals:	13%
Associate Professionals:	10%
Tradespeople:	14%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	19%
Production & Transport:	12%
Clerical, Sales & Service:	11%
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.

Their Occupations

The majority of Star Whittlesea, Mernda, Doreen readers are employed as either: Intermediate Clerical Sales and Service workers, Professionals or Tradespeople.

Our 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.

Plus there is a strong agricultural influence with beef and wool farming, hobby farms covering viticulture and olive production.

With a strong trade audience, the Star Whittlesea, Mernda, Doreen 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 Whittlesea, Mernda, Doreen is also suitable for providers of business services such as accountants and the providers of business finance, as well as agricultural services and equipment.

Their Income

The majority of households in the Star Whittlesea, Mernda, Doreen distribution area earn around \$57,000 pa with a similarly high proportion earning around \$81,000 pa.

The third largest group earn around \$30,000 pa.

The proportion of income earners in the higher income brackets \$100,000 - \$140,000 are in line with or above the state average.

While there are some lower income earners in the area, incomes overall are higher than the state average. These income brackets make Star Whittlesea, Mernda, Doreen readers an attractive proposition for a range of advertisers with products targeted to the Australian upper middle class.

These readers have a high propensity to buy a range of products such as clothing, holidays, cars, electronics, furniture, household (indoor and outdoor) items, leisure, sporting and farming equipment.

