

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.





Williamstown, Altona, Laverton

INCORPORATING WESTERN STAR REAL ESTATE



Star Williamstown, Altona, Laverton

Suburbs & Postcodes

Newport	3015
Williamstown	3016
Altona	3018
Altona North / Brooklyn	3025
Altona Meadows / Laverton	3028
Spotswood	3015



Publication Day

Tuesday

Classified Booking Deadline

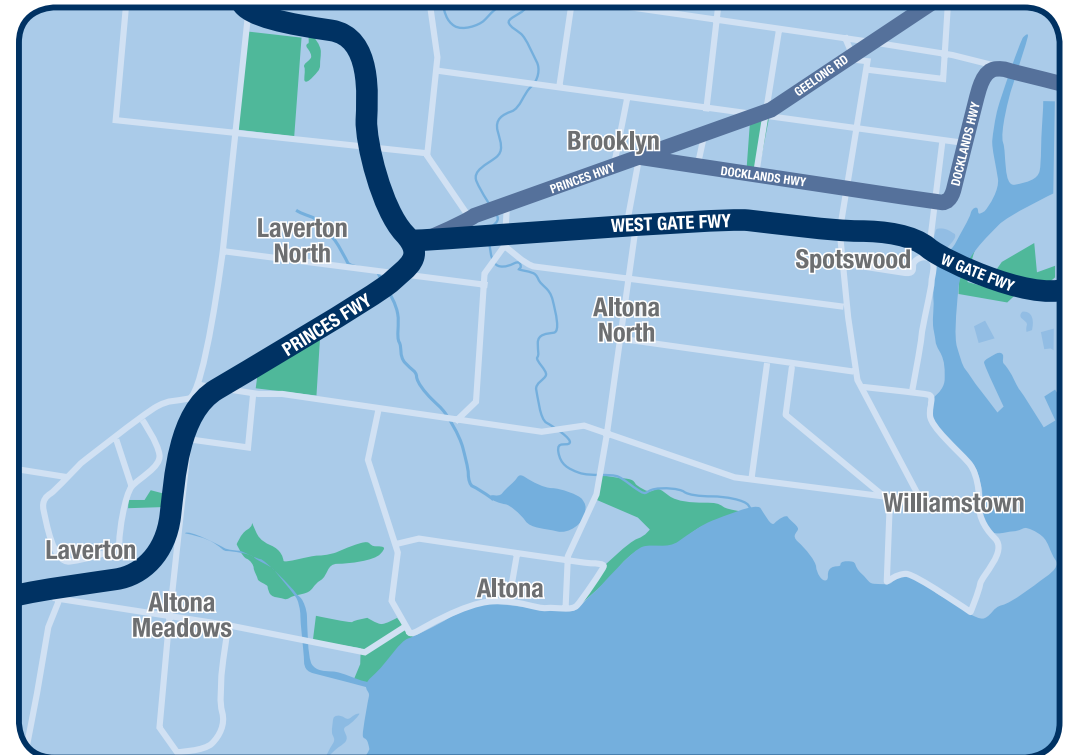
Trades: Thursday 5pm
 Wheel & Deal: Friday 5pm
 General: Monday 10am

Display Booking Deadline

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

Adjoining Newspapers

Star Sunshine, Ardeer, Albion
 Star Werribee, Hoppers Crossing
 Star Footscray, Yarraville, Braybrook



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* Includes home delivery and bulk delivery area

Star Williamstown, Altona, Laverton



Williamstown ... History by the bay

The Star Williamstown, Altona, Laverton reaches deep into the rich and diverse communities living in the City of Hobsons Bay. Williamstown is popular with tourists fascinated by the city's maritime history, which continues today with ship yards building state-of-the-art warships for the Royal Australian Navy.

The city's proximity to Melbourne and its bayside ambience makes it a magnet for families and businesses.

Our Readers

Readers in the area covered by the Star Williamstown, Altona, Laverton 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 distribution across all age groups is in line with the Victorian average therefore there is a range of family and household types represented in the area.

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

In line with societal trends, the proportion of readers aged 50 plus means the Star Williamstown, Altona, Laverton 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 Williamstown, Altona, Laverton readers are employed as: Professionals, Intermediate Clerical Sales and Service workers 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 Williamstown, Altona, Laverton 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 Williamstown, Altona, Laverton 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 Williamstown, Altona, Laverton distribution area earn around \$57,000 pa. The second and third largest groups are in similar proportions and earn around \$30,000 pa and \$47,000 pa respectively.

Around 22% of households earn over \$100,000 pa.

These income brackets make the Star Williamstown, Altona, Laverton readers an attractive proposition for a range of advertisers with products targeted to the upwardly mobile Australian middle class.



Community at a glance

The community reading Star Williamstown, Altona, Laverton:

AGE

0 to 18 Years:	23%
18 to 24 Years:	9%
25 to 34 Years:	13%
35 to 49 Years:	24%
50 plus Years:	31%

TOP 3 HOUSEHOLD INCOME:

\$57,000 pa
\$30,000 pa
\$47,000 pa

OCCUPATIONS

Managers:	7%
Professionals:	18%
Associate Professionals:	11%
Tradespeople:	12%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	18%
Production & Transport:	11%
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.