

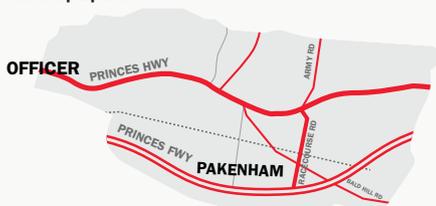
# PAKENHAM & OFFICER

Connect your **business** with the **community**



The region's most popular community newspaper the Pakenham Officer Star News offers local businesses the opportunity to get their business into homes with their advertising message alongside the latest unique local news, sport results and features on topics of interest to locals.

We can provide both Early General News display advertising in the news section of the newspaper, or Classified Advertising in the alphabetically sorted reference Network Classified section of the newspaper.



### Delivered to the following Suburbs & Postcodes:

- Officer .....3809
- Pakenham.....3810



## Pakenham & Officer ... Where city meets country

Set in the foothills of the Dandenong's and just 60 km south east of Melbourne, via the new Pakenham Bypass Freeway, many families are choosing to make Pakenham and Officer their home. Families living in Pakenham and Officer enjoy the best of both worlds as the region is the urban-rural interface between the metropolitan area to the west and Gippsland to the east. Significant residential and industrial development and growth ensures that Pakenham and Officer will continue their role as the heart of the Cardinia shire.

**PUBLISHED THURSDAYS AND ONLINE 24/7**

### Outer South East Melbourne's leading media options



#### Print free tabloid newspaper

Delivered to **12,700\*** households and businesses  
An estimated **20,300\*** readers each week



#### Online [pakenhamnews.starcommunity.com.au](http://pakenhamnews.starcommunity.com.au)

An average of 5561 sessions, 8284 page views and 4310 users over a three month period (01/09/2018 - 09/01/2019) Source: Google Analytics



#### Social [facebook.com/PakenhamOfficerStarNews/](https://facebook.com/PakenhamOfficerStarNews/)

A strong social media following with deep local engagement

### A choice for all ages & incomes

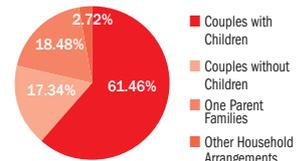
#### OCCUPATIONS

Managers & Professionals: 23.2%  
Technical & Traders: 17.9%  
Community & Personal Service 9.3%  
Clerical & Admin: 15.1%  
Sales: 11.1%  
Machinery Operators & Drivers: 9.5%  
Labourers: 11.6%  
Others: 2.3%

#### AGE

Under 34 **56.6%**  
35-54 **25.5%**  
55-64 **7.7%**  
65+ **10.2%**

#### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from the 2011 Census data in relation to the City of Casey, part of which is covered by the Benwick News. It is a snapshot of the region and Star News Group expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

**Display (EGN) Booking Deadline Booking:**  
5pm Monday prior

**Classified Advertising Booking Deadline**  
Trades: Tuesday 5pm  
General: Wednesday 11am

Advertising: 03 5945 0666  
Classifieds: 1300 666 808

✉ [advertising@starnewsgroup.com.au](mailto:advertising@starnewsgroup.com.au)  
[starnewsgroup.com.au](http://starnewsgroup.com.au)

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