



# CRANBOURNE

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

The region's most popular community newspaper the Cranbourne 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.



**Delivered to the following Suburbs & Postcodes:**

- Cranbourne .....3977
- Blind Bight .....3980
- Cannons Creek .....3977
- Clyde .....3978
- Devon Meadows .....3978
- Hampton Park .....3976
- Pearcedale .....3912
- Tooradin .....3980
- Warneet .....3980
- Junction Village .....3977
- Lynbrook .....3975

## Cranbourne ... A safe bet

Star News Group has a strong connection with the City of Casey twins of Cranbourne, Hampton Park and the City's coastal towns.

First settled in 1836, the region has strong agricultural roots. Cranbourne is characterised by rapidly growing residential developments and the modern Cranbourne Shopping Centre, however it is perhaps best known for Cranbourne Racecourse and as the home of the Cranbourne Cup.

The City of Casey is located in one of the fastest growing corridors in Australia, with more than 50 new households established each week in this vibrant section of Victoria. Many new neighbourhood shopping centres have been built in recent years catering for community needs.

**PUBLISHED THURSDAYS AND ONLINE 24/7**

## Outer South East Melbourne's leading media options



### Print/Digital

Audience of **30,288\*** readers per week via home delivery, news stands and digital subscriptions



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

An average of 69,847 sessions, 96,924 page views and 47,190 users over a three month period. (01/09/2019 - 09/01/2019) Source: Google Analytics



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

A strong social media following with weekly averages over 6,000

## A choice for all ages & incomes

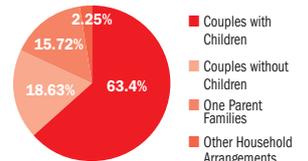
### OCCUPATIONS

- Managers & Professionals: 23.7%
- Technical & Traders: 17.2%
- Community & Personal Service 8.7%
- Clerical & Admin: 16.1%
- Sales: 10.3%
- Machinery Operators & Drivers: 10.2%
- Labourers: 11.2%
- Others: 2.5%

### AGE

- Under 34 **52%**
- 35-49 **23%**
- 50-64 **16%**
- 65+ **9%**

### 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 Berwick 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

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