

AUDIENCE
96,080*

DELIVERY SUMMARY

Ardeer	3022	Delahey.....	3037	St Albans	3021
Braybrook.....	3019	Derrimut.....	3030	Sunshine.....	3020
Burnside	3023	Kealba	3021	Sydenham	3037
Cairnlea	3023	Keilor	3036	Taylor's Hill.....	3037
Caroline Springs	3023	Keilor Downs	3038	Taylor's Lakes	3038
Deer Park.....	3023	Kings Park	3021		



Published Tuesday

Contact Details

Keilor Park Office
 Unit 6/1-9 Thomsons Road
 Keilor Park, Vic 3042
 t: (03) 8318 5777 f: (03) 8318 5734

Sales Email:
 westads@starweekly.com.au

Weekly Classifieds:
 t: 1300 666 808
 www.networkclassifieds.com.au
 Email: sales@networkclassifieds.com.au

News Site
 www.starweekly.com.au

*Circulation: We use a third party supplier for the household distribution of free publications and do not make any representation or warranty about the performance of this service. Audience figures are a publishers estimate. Includes home delivery, news stands and digital editions.

Brimbank & North West Star Weekly is your No. 1 source of news, information and advertising.

Star Weekly newspapers are highly respected within the local community and are renowned for their extensive real estate and motoring sections.

The paper is the preferred advertising medium for local businesses wanting to reach their target audience in a cost-effective manner.

Regular sections in Star Weekly publications include:

Community Calendar: Find out what is happening in your community calendar - your primary source for events, festivals, clubs and community information.

Domain: This section goes to the heart of the local real estate market, providing property news, information and latest listings. It's just what you're looking for.

Motor: This section showcases new and used vehicles, supported by reliable and comprehensive information on all things motoring.

Classifieds: The best place to find all trades and services and the premium location for local employment advertising and information.

Sport: We are in touch with sporting clubs throughout the area, providing comprehensive coverage of sports events, results and profiles of our local stars.

READERSHIP FACTS*

DID YOU KNOW...

- 72% of households have more than 1 reader
- 65% keep for 3 days or longer
- 43% for 5 days or longer
- 73% visited a local store after reading Star Weekly
- 70% are actively looking for specials
- 77% shop for groceries within 5km of their residence
- 98% buy home appliances within 10km of their residence (up 4% on 2015 survey)

STAR WEEKLY ONLINE

- 45% using online and print, 55% print only
- 52% give a very trustworthy rating for local news content vs online only sites at 20%
- 98% overall trustworthy rating vs 63% nearest highest rating for alternate local news sources
- 78% regularly visit Star Weekly digital news sites

* Source Star Weekly Reader Survey July 2018

DISPLAY DEADLINES

Booking.....Wednesday 11.00am (6 days prior)
Supplied Material.....Friday 2.00pm

REAL ESTATE DEADLINES

Booking.....Wednesday 10.00am
Supplied Material.....Thursday 2.00pm

CLASSIFIEDS DEADLINES

All ClassifiedsFriday 2.30pm

LOADINGS

Prior to page 15 20%

INSERT RATES

\$68.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$74.80 (Incl. GST) per 1,000 up to 8 (A4) pages
P.O.A. for more than 8 (A4) pages & partial distribution runs

PRINT RATES

Booking Size	Casual Excl. GST
Double Page Spread	\$5,500.00
Outside Back	\$3,100.00
Full Page	\$2,750.00
1/2 Page	\$1,581.00
Front Page Strip	\$1,200.00
Sport Sponsorship	POA
1/4 Page	\$909.00
1/8 Page	\$522.00
1/16 Page	\$300.00

DIGITAL RATES for starweekly.com.au

Available upon request. Enquiries to westads@starweekly.com.au

Over 150,000 page views per month, inventory is 100% S.O.V. per calendar month

DIGITAL AD BUILD RATES

Static JPEG: \$45 ex GST per ad*

HTML5 file: \$70 ex GST per ad*

*Flat rate for all ad sizes, maximum 2 client proofs per ad or additional charges may apply, ad build charges will appear on the client's advertising invoice as a production charge. Material deadline is 7 days prior to publication.

Production costs may be charged. Please enquire. Early deadlines apply to public holidays.
Correct as of February 2020. Pricing subject to change.

