

AUDIENCE  
**65,600\***

**DELIVERY SUMMARY**

Altona .....3018	West Footscray .....3012	Seddon .....3011
Altona Meadows .....3028	Kingsville .....3012	Spotswood .....3028
Altona North .....3025	Laverton .....3028	Williamstown .....3016
Braybrook .....3019	Maidstone .....3012	Yarraville .....3013
Brooklyn .....3012	Maribyrnong .....3032	
Footscray .....3011	Newport .....3015	



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\*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.

# MARIBYRNONG & HOBSONS BAY Star Weekly

Maribyrnong & Hobson Bay 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.....Thursday 1.00pm (6 days prior)  
Supplied Material.....Tuesday 2.00pm

## REAL ESTATE DEADLINES

Booking.....Thursday 1.00pm  
Supplied Material.....Monday 1.00pm

## CLASSIFIEDS DEADLINES

All Classifieds.....Tuesday 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
Half Front Page Strip	\$650.00
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.

