

GREAT GEELONG

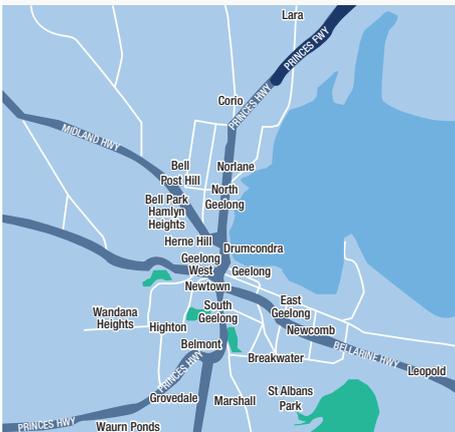


Online shopping soars



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

The regions most popular community newspaper the Geelong Independent offers local businesses the opportunity to get their business in front of a large local audience alongside the latest unique local news, information and features on topics of local interest.



Delivered to an audience in the following suburbs:

- Manifold Heights
- Geelong West
- Geelong (not CBD)
- Geelong South
- Lara
- Bell Post Hill
- Bell Park
- Geelong North
- Drumcondra
- East Geelong
- St Albans Park
- Grovedale
- Waurn Ponds
- Belmont
- Highton
- Newtown
- Corio

Geelong...

Unbeatable lifestyle Geelong enjoys an unbeatable lifestyle location between Melbourne and the Great Ocean Road, with access to some of Victoria's best beaches, golf courses and food & wine trail. A new ring road, a flood of business investment and work on suburbs to house around 60,000 extra residents prove Geelong is booming.

Victoria's second largest city has earned State Government recognition as one of the state's premier growth centres.

The Geelong Independent truly connects people and communities in the region. The new Geelong ring road coupled with significant development and investment in the area means that Torquay, Anglesea, Aireys Inlet and Jan Juc now offer families the residential and roads infrastructure to complement their beach lifestyle.

PUBLISHED FRIDAY AND ONLINE 24/7

Greater Geelong's leading media options



PRINT/DIGITAL free tabloid publication

An audience of **80,180*** readers per week via home delivery, news stands and digital subscriptions



Online geelongindy.com.au/

An average of 231,355 sessions, 284,218 page views and 110,717 users over a three month period (01/02/2020 - 01/05/2020) Source: Google Analytics



Social [facebook.com/GeelongIndy/](https://www.facebook.com/GeelongIndy/)

A strong social media following with weekly averages of 13,672

A choice for all ages & incomes

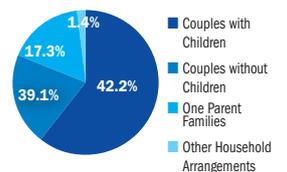
OCCUPATIONS

Professionals 20.8%
Technicians and Trades Workers 15%
Community and Personal Service Workers 12.9%
Clerical and Administrative Workers 12.2%
Managers 10.7%
Sales Workers 10.5%
Labourers 10.3%
Machinery Operators and Drivers 6%

AGE

Under 29 **37.2%**
29-49 **25.4%**
49-69 **24.5%**
70+ **12.9%**

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 Greater Geelong, part of which is covered by the Geelong Indy. 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

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5pm Monday Prior

Classified Advertising Booking Deadline
Trades: 5pm Monday prior
General: 2pm Wednesday prior

Advertising: 03 5249 6700
Classifieds: 1300 666 808

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