



SUNBURY & MACEDON RANGES

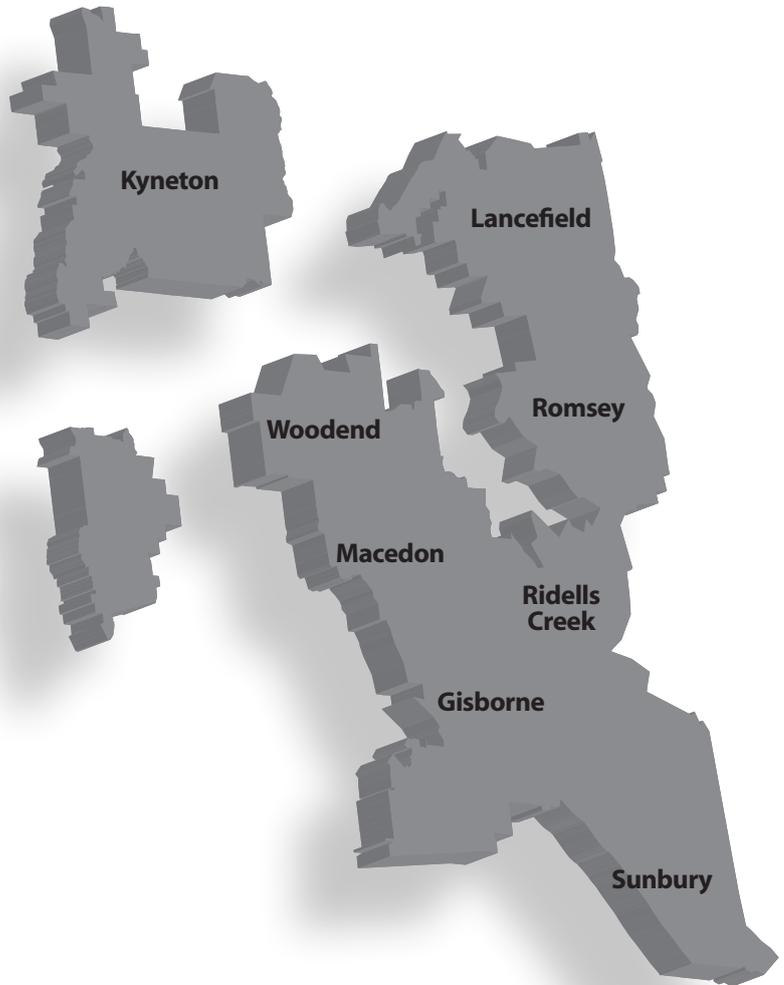
# Star Weekly

JULY 2020

AUDIENCE  
**38,400\***

## DELIVERY SUMMARY

Gisborne .....	3437	Macedon .....	3440	Romsey .....	3434
Goonawarra .....	3429	Malmsbury .....	3446	Sunbury .....	3429
Kyneton .....	3444	Mt Macedon .....	3441	Woodend .....	3442
Lancefield .....	3435	Riddells Creek .....	3431		



Published Tuesday

### Contact Details

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

**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.

# SUNBURY & MACEDON RANGES Star Weekly

Sunbury & Macedon Ranges 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..... Monday 10.00am

## REAL ESTATE DEADLINES

Booking..... Wednesday 10.00am  
Supplied Material..... Friday 12.00pm

## CLASSIFIEDS DEADLINES

All Classifieds..... Monday 10.00am

## LOADINGS

Specific Placement..... 30%

## 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	\$3,800.00
Outside Back	\$2,300.00
Full Page	\$1,850.00
1/2 Page	\$990.00
Front Page Strip	\$1,000.00
Sport Sponsorship	POA
1/4 Page	\$600.00
1/8 Page	\$320.00
1/16 Page	\$200.00

## DIGITAL RATES for [www.starweekly.com.au](http://www.starweekly.com.au)

Expand your reach to online consumers with a trusted online publisher. We offer monthly online advertising across our sites with 10% rotation. We offer popular Top Block, Medium Rectangle North & South positioning. Animated and standard banner adverts available. Contact us for details at [westads@starweekly.com.au](mailto:westads@starweekly.com.au)

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

## TERMS & CONDITIONS

Advertisers: See our terms and conditions at - <https://starweekly.com.au/terms-and-conditions/>  
\* 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. For details read section 16 of our terms and conditions at - <https://starweekly.com.au/terms-and-conditions/>  
\* Publishers estimate. Includes home delivery, news stands and digital editions.

## PRIVACY POLICY

See our Privacy policy at - <https://starweekly.com.au/privacy-policy-2/>

