MELTON & MOORABOOL Star Weekly

November 2020

MELTON MOORABOOL

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

The region's most popular community newspaper the Melton Moorabool Star Weekly offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results and features on topics of interest to locals.

Covering the following suburbs and postcodes:

- Arnolds Creek 3337
- Bacchus Marsh 3340
- Ballan.....3342
- Balliang 3340
- Balliang East.....3340
- Blackwood 3458
- Brookfield 3338
- Darley.....3340
- Diggers Rest 3427
- Eynesbury.....3338
- Gordon 3345
- Greendale.....3341
- Hopetoun Park 3340
- Korobeit.....3341
- Long Forest.....3340
- Maddingley 3340
- Melton.....3337
- Melton South 3338
- Myrniong.....3341
- Parwan 3340
- Rockbank.....3335
- Rowsley 3340
- Toolern Vale 3337

The Melton & Moorabool Star Weekly serves Melbourne's west region, stretching from Bacchus Marsh and Eynesbury to Ballan and Rockbank. With a combination of rural and urban offerings across the Melton and Moorabool shires, the area continues to grow steadily. Melton's Tabcorp Park is known as the home of harness racing but the region is gaining attention for its renowned Botanic Gardens and ever popular annual Djerriwarrh Festival.

PUBLISHED WEDNESDAY AND ONLINE 24/7

Outer West Melbourne's leading media options.

Audience 17,650*

*SOURCE: Combination of estimated readership of print and digital editions; Google Analytics - wyndham.starweekly.com.au page views (average weekly for period 9 July - 9 Sept 2020) and Facebook Insights - facebook.com/wyndhamstarweekly followers (as at 9 Sept 2020).

A choice for all ages & incomes

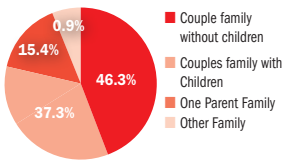
OCCUPATIONS

Technicians and Trades Workers 16.5%
Professionals 15.9%
Clerical and Administrative Workers 14.1%
Managers 12.7%
Community and Personal Service Workers 11%
Labourers 9.7%
Machinery Operators and Drivers 9.5%
Sales Workers 8.6%

AGE

Under 34	43.2%
35-49	20.8%
50-64	20.4%
65+	15.6%

FAMILY COMPOSITION



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 2016 Census data in relation to the Moorabool Shire which is covered by the Melton Moorabool Star Weekly. 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 DEADLINES
Booking Thursday 12.00pm
(6 days prior)
Supplied Material Tuesday 2.00pm

REAL ESTATE DEADLINES
Booking Thursday 11.00am
Supplied Material
Monday 1.00pm

CLASSIFIEDS DEADLINES
All Classifieds
Tuesday 1.00pm

Advertising: (03) 8318 5777
Classifieds: 1300 666 808
westads@starweekly.com.au
starweekly.com.au/
Unit 6/1-9 Thomsons Road
Keilor Park, Vic 3042

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20201008166S_1-CG42-20