

GREATER DANDENONG



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

The region's most popular community newspaper the Dandenong Star Journal offers local businesses the opportunity to get their business 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 & postcodes

- Dandenong3175
- Dandenong North3175
- Keys Estate3173
- Keysborough3173
- Noble Park3174
- Springvale3171
- Springvale South3172

Greater Dandenong ... Open for business

Greater Dandenong is a region of economic opportunity, with easy access via major freeways and highways a major factor in attracting residents and tourists. The State Government has invested \$300 million into revitalising central Dandenong to become a satellite city to Melbourne, attracting visitors from as far away as Gippsland.

One of Melbourne's oldest and most respected newspapers, the Dandenong Star Journal has been chronicling in words and pictures the history of Dandenong and the surrounding region since 1865.

Greater Dandenong is already attracting hundreds of millions of dollars of private investment under the watchful eye of Vic Urban, in order for it to become a destination not only in Melbourne's east, but across the state.

PUBLISHED TUESDAYS AND ONLINE 24/7

Outer South East Melbourne's leading media options

Audience 43,446*

*SOURCE: Combination of Estimated readership of print and digital editions. Google Analytics - dandenong.starcommunity.com.au/ page views (average weekly for period 1 Nov - 31 Dec 2020). Facebook Insights - facebook.com/DandenongJournal followers (as at 19 January 2021).

A choice for all ages & incomes

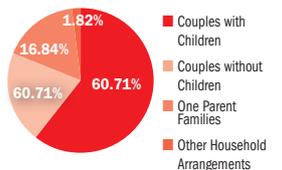
OCCUPATIONS

- Managers & Professionals: 19.34%
- Technical & Traders: 12.34%
- Community & Personal Service 8.86%
- Clerical & Admin: 13.09%
- Sales: 8.74%
- Machinery Operators & Drivers: 13.58%
- Labourers: 17.06%
- Others: 3.42%

AGE

- Under 29 **41.39%**
- 29-49 **27.65%**
- 49-69 **23.13%**
- 70+ **9.81%**

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 Casey, part of which is covered by the Berwick News. 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 (EGN) Booking Deadline Booking:
5pm Wednesday prior

Classified Advertising Booking Deadline
Trades: Friday 10am
General: Friday 3.30pm

Advertising: 03 5945 0666
Classifieds: 1300 666 808

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