

# THE UPPER YARRA VALLEY



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

The region's most popular community newspaper the Upper Yarra Star Mail offers businesses the opportunity to get their message to a local audience alongside the latest unique local news, information and features on topics of interest to locals.



**Covering the following suburbs and postcodes:**

- Don Valley ..... 3139
- Launching Place ..... 3139
- Millgrove ..... 3799
- Seville ..... 3139
- Wandin ..... 3139
- Warburton ..... 3799
- Wesburn ..... 3799
- Woori Yallock ..... 3139
- Yarra Junction ..... 3797
- Yellingbo ..... 3139

## Tranquil Setting

The Upper Yarra Star Mail covers all things along the Warburton Highway and beyond. The area includes Warburton, Woori Yallock and Yarra Junction as well as outer lying towns including Gladysdale and Big Pat's Creek.

The Upper Yarra region boasts a stable residential population of families and those seeking a tree change, as well as a regular influx of international tourists and Melbourne locals enjoying weekend getaways to create a strong community brought together by a mutual appreciation of the tranquil location of lush mountain forests and river valleys.

**PUBLISHED TUESDAYS AND ONLINE 24/7**

**Outer Eastern Melbourne's leading media options**

# Audience 18,741\*

\*SOURCE: Combination of estimated readership of print and digital editions; Google Analytics - upperyarra.mailcommunity.com.au/views (average weekly for period 1 Nov - 31 Dec 2020) and Facebook Insights - facebook.com/StarMailNewsYV followers (as at 19 January 2021).

### A choice for all ages & incomes

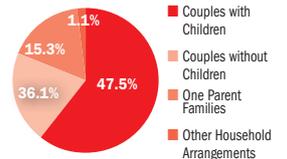
#### OCCUPATIONS

- Technicians and Trades Workers 18.6%
- Professionals 17.8%
- Clerical and Administrative Workers 13.5%
- Managers 12.8%
- Community and Personal Service Workers 11.4%
- Labourers 9.6%
- Sales Workers 9.2%
- Machinery Operators and Drivers 5.5%

#### AGE

- Under 29 **37.5%**
- 30 - 49 **26.6%**
- 40 - 69 **26%**
- 70+ **9.9%**

#### HOUSEHOLD TYPE



Please note: This information was compiled based on our understanding of our readers and information compiled by the ABS for Star News Group from the 2016 Census. Census data in relation to the Yarra Ranges which is covered by Star News Group. 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:**  
5pm Wednesday prior

**Classified Advertising Booking Deadline**  
Trades: Thursday 4pm  
General: Friday 4pm

Advertising: 03 5957 3700  
Classifieds: 1300 666 808

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