

LILYDALE



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

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



Delivered to an audience across the following suburbs & postcodes:

- Lilydale..... 3140
- Mooroolbark 3138
- Kilsyth..... 3137
- Chirnside Park 3116

Tranquil Setting

The Lilydale Star Mail is the local newspaper for the Yarra Ranges communities of Lilydale, Mooroolbark, Kilsyth and Chirnside Park. Lilydale features a strong commercial centre with a strong historical past stretching back to the days of Dame Nellie Melba. Although a new publication, The Lilydale Star Mail draws on the strength of the neighbouring Mount Evelyn Star Mail newspaper.

PUBLISHED TUESDAYS AND ONLINE 24/7

Outer East Melbourne's leading media options



PRINT/DIGITAL free tabloid newspaper

An audience of **15,000*** readers per week via news stands and digital subscriptions



Online mailcommunity.com.au

An average 105,139 sessions, 138,667 page views and 73,896 users over the period (01/02/2020 - 01/05/2020)



Social facebook.com/StarMailNewsYV

A strong social media following with weekly averages of 5,606 followers

A choice for all ages & incomes

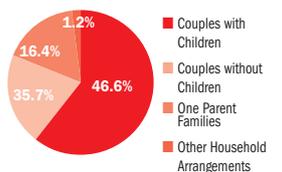
OCCUPATIONS

- Managers Professionals 12.4%
- Technical & Trades 18.5%
- Community & Personal Service Workers 11.2%
- Clerical & Administrative Workers 15%
- Sales Workers 11.1%
- Machinery Operators & Drivers 5.5%
- Labourers 9.9%
- Professionals 15%

AGE

- Under 34 46.1%**
- 35 - 49 22.6%**
- 50 - 64 64.18%**
- 65+ 13.3%**

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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