



# ENDEAVOUR HILLS, HALLAM & DOVETON



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

The region's most popular community newspaper the 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 and postcodes**

- Endeavour Hills .....3802
- Hallam .....3803
- Doveton .....3177

The Star Journal covers Endeavour Hills, Hallam and Doveton. In partnership with its sister publications the Berwick Star News and Cranbourne Star News, The Star Journal provides coverage of the City of Casey. The Star Journal serves a community in the heart of one of the fastest growing urban corridors in Australia.

The region's population is tipped to match that of Canberra in the next 20 years with more than 50 households established each week in this vibrant section of Victoria's mortgage belt. With easy access to Melbourne, areas such as Endeavour Hills and Hallam have long proven to be popular family locations with established schools, sporting clubs and community facilities creating a perfect place to live.

**PUBLISHED TUESDAYS AND ONLINE 24/7**

**Outer South East Melbourne's leading media options**

## Audience 13,900\*

\*SOURCE: Combination of estimated readership of print and digital editions; Google Analytics - journalnews.starcommunity.com.au/ page views (average weekly for period 1 Jan - 2 Feb 2023 and 2 Feb 2023 and Facebook Insights - facebook.com/StarJournal followers (as at 1 Jan - 2 Feb 2023 and 2 Feb 2023).

**A choice for all ages & incomes**

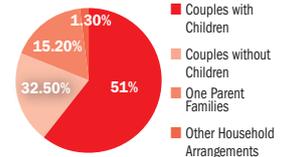
### OCCUPATIONS

- Labourers: 9.90%
- Professionals: 19.90%
- Community & Personal Service 8.4%
- Community Personal Services: 10.50%
- Technicians & Trades: 15.10%
- Managers: 10.40%
- Clerical & Admin: 14.40%
- Sales Workers: 9.20%
- Machinery Operators & Drivers: 8.40%

### AGE

- Under 34 43.10%**
- 35-49 19.80%**
- 50-64 20%**
- 65+ 17%**

### 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 2021 Census data in relation to the City of Casey, part of which is covered by the Endeavour Hills Hallam Doveton Star Journal. 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

✉ advertising@starnewgroup.com.au  
 starnewsgroup.com.au

Cnr Princes Highway & Army Road  
Pakenham 3810



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