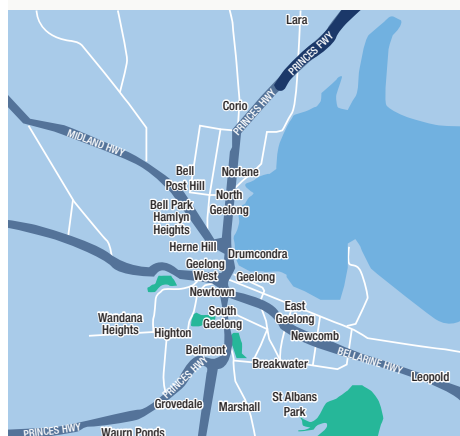


# GREATER GEELONG

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

The regions most popular community newspaper the Geelong Independent offers local businesses the opportunity to get their business in front of a large local audience alongside the latest unique local news, information and features on topics of local interest.



## Covering these suburbs:

- Manifold Heights
- Geelong West
- Geelong
- Geelong South
- Lara
- Bell Post Hill
- Bell Park
- Geelong North
- Drumcondra
- East Geelong
- St Albans Park
- Grovedale
- Warrnambool
- Belmont
- Highton
- Newtown
- Corio

## Geelong...

Unbeatable lifestyle Geelong enjoys an unbeatable lifestyle location between Melbourne and the Great Ocean Road, with access to some of Victoria's best beaches, golf courses and food & wine trail. A new ring road, a flood of business investment and work on suburbs to house around 60,000 extra residents prove Geelong is booming.

Victoria's second largest city has earned State Government recognition as one of the state's premier growth centres.

The Geelong Independent truly connects people and communities in the region. The new Geelong ring road coupled with significant development and investment in the area means that Torquay, Anglesea, Aireys Inlet and Jan Juc now offer families the residential and roads infrastructure to complement their beach lifestyle.

**PUBLISHED FRIDAY AND ONLINE 24/7**

## Greater Geelong's Leading media options

# Audience 85,834\*

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

## A choice for all ages & incomes

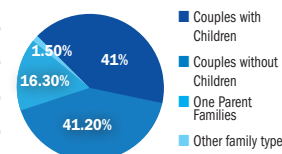
### OCCUPATIONS

Labourers: 9.60%  
Professionals: 22.70%  
Community Personal Services: 13.60%  
Technicians & Trades: 14.50%  
Managers: 11.60%  
Clerical & Admin: 11.40%  
Sales Workers: 8.90%  
Machinery Operators & Drivers: 6.10%

### AGE

Under 34 43.80%  
35-49 18.90%  
50-64 17.80%  
65+ 19.60%

### 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 Greater Geelong, part of which is covered by the Geelong Indy. 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 Monday Prior

**Classified Advertising Booking Deadline**  
Trades: 5pm Monday prior  
General: 2pm Wednesday prior



Advertising: 03 5249 6700  
Classifieds: 1300 666 808



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starnewsgroup.com.au



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