

# MARIBYRNONG & HOBSONS BAY

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



The region's most popular community newspaper the Maribyrnong & Hobsons Bay Star Weekly offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results and features on topics of interest to locals.

The Maribyrnong & Hobsons Bay Star Weekly serves Melbourne's south-western region with suburbs stretching from Footscray and Maidstone to Altona and Williamstown. The area attracts residents and visitors from all walks of life with its holistic combination of history, culture, industrial and bayside offerings. Key attractions are Williamstown's maritime theme and Nelson Place, Footscray's popular hip foodie precinct, the Maribyrnong River and many festivals and events held each year.

**PUBLISHED WEDNESDAY AND ONLINE 24/7**

**West Melbourne's leading media options.**

## Audience 44,876\*

\*SOURCE: Combination of estimated readership of print and digital editions; Google Analytics - maribyrnonghobsonsbay.starweekly.com.au page views (average weekly for period 1 Jan - 2 Feb 2023 and 2 Feb 2023) and Facebook Insights - facebook.com/MaribyrnongStarWeekly followers (as at 12 Aug to 13 Sept 2022).



**Covering the following suburbs and postcodes:**

- Altona.....3018
- Altona Meadows.....3028
- Altona North.....3025
- Braybrook.....3019
- Brooklyn.....3012
- Footscray.....3011
- West Footscray.....3012
- Kingsville.....3012
- Laverton.....3028
- Maidstone.....3012
- Maribyrnong.....3032
- Newport.....3015
- Seddon.....3011
- Spotswood.....3028
- Williamstown.....3016
- Yarraville.....3013

**A choice for all ages & incomes**

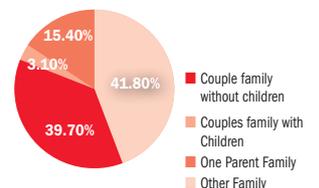
### OCCUPATIONS

- Labourers 7.10%
- Professionals 32.40%
- Community Personal Services 9.70%
- Technicians & Trades 9.20%
- Managers 15%
- Clerical & Admin 12.50%
- Sales Workers 7.20%
- Machinery Operators & Drivers 5.10%

### AGE

- Under 34 48.60%**
- 35-49 27.90%**
- 50-64 15.60%**
- 65+ 10.80%**

### FAMILY COMPOSITION



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 Maribyrnong and Hobsons Bay City Council areas which is covered by the Maribyrnong & Hobsons Bay Star Weekly. 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 DEADLINES

Booking Thursday 12.00pm  
(6 days prior)  
Supplied Material Tuesday 2.00pm

#### REAL ESTATE DEADLINES

Booking Thursday 11.00am  
Supplied Material  
Monday 1.00pm

#### CLASSIFIEDS DEADLINES

All Classifieds  
Tuesday 1.00pm



Advertising: (03) 8318 5777  
Classifieds: 1300 666 808



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