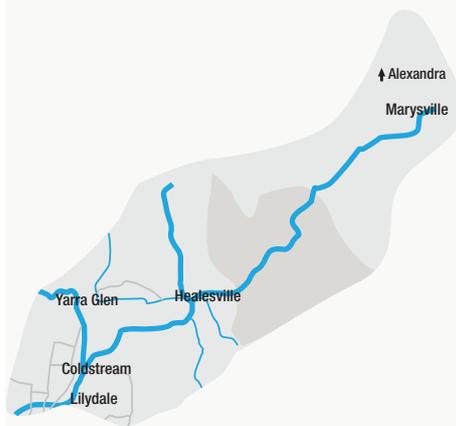


THE YARRA VALLEY

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



The region's most popular community newspaper the Mountain Views 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 post codes:

- Alexandra 3714
- Buxton 3711
- Coldstream..... 3770
- Healesville..... 3777
- Lilydale..... 3140
- Marysville 3779
- Yarra Glen 3775

Sparkle in the Yarra Valley

The Mountain Views Star Mail is the local newspaper for the residents in the heart of the Yarra Valley sweeping from Healesville to Yarra Glen and Marysville.

While the region has retained its strong agricultural focus, towns have also enjoyed a family orientated resurgence as many have made their homes in the growing residential developments that have been fuelled by the commercial development of the region and the easy access to commercial centres in the eastern corridor.

Known for its beautiful views, as well as historic landmarks and internationally recognised tourist destinations like the Healesville Sanctuary and world renowned wineries the area is a popular setting for everyone who chooses to live, work or play in the Yarra Valley.

PUBLISHED TUESDAYS AND ONLINE 24/7

Outer East Melbourne's leading media options

Audience 21,890*

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

A choice for all ages & incomes

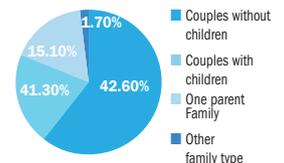
OCCUPATIONS

- Labourers 10.90%
- Professionals 17%
- Community Personal Services 12.10%
- Technicians & Trades 19%
- Managers 14.50%
- Clerical & Admin 11.50%
- Sales Workers 7.50%
- Machinery Operators & Drivers 5.90%

AGE

- Under 34 **37.90%**
- 35 - 49 **18%**
- 50 - 64 **21.50%**
- 65+ **22.60%**

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 Healesville - yarra Glen area 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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