

THE UPPER YARRA VALLEY



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

The region's most popular community newspaper the Upper Yarra 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 postcodes:

- Don Valley 3139
- Launching Place 3139
- Millgrove 3799
- Seville 3139
- Wandin 3139
- Warburton 3799
- Wesburn 3799
- Woori Yallock 3139
- Yarra Junction 3797
- Yellingbo 3139

Tranquil Setting

The Upper Yarra Star Mail covers all things along the Warburton Highway and beyond. The area includes Warburton, Woori Yallock and Yarra Junction as well as outer lying towns including Gladysdale and Big Pat's Creek.

The Upper Yarra region boasts a stable residential population of families and those seeking a tree change, as well as a regular influx of international tourists and Melbourne locals enjoying weekend getaways to create a strong community brought together by a mutual appreciation of the tranquil location of lush mountain forests and river valleys.

PUBLISHED TUESDAYS AND ONLINE 24/7

Outer Eastern Melbourne's leading media options

Audience 24,643*

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

A choice for all ages & incomes

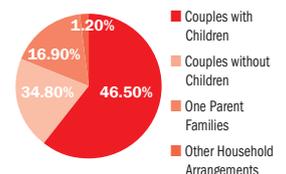
OCCUPATIONS

- Labourers 12.20%
- Professionals 10.50%
- Community Personal Services 13.60%
- Technicians and Trades 26.30%
- Managers 8.90%
- Clerical and Admin 10.60%
- Sales Workers 7.30%
- Machinery Operators and Drivers 8.60%

AGE

- Under 34 50.10%**
- 35 - 49 18.40%**
- 50 - 64 17.20%**
- 65+ 14.20%**

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 2021 Census. Census data in relation to the Woori Yallock - Launching Place region 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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