

The Bellarine Peninsula Independent

Circulation **16,826***
Readership **26,920****



Bellarine Peninsula ...The best of both worlds

The Bellarine Peninsula, with access to some of Victoria's best beaches and golf courses, offers residents and visitors a unique lifestyle. The new Geelong ring road coupled with significant development and investment in the area means that the Peninsula is carving out a niche as a lifestyle residential location for families as well as its traditional role as a holiday destination.

Our reader profile:

AGE
 0 to 18 Years: 24%
 18 to 24 Years: 7%
 25 to 34 Years: 10%
 35 to 49 Years: 21%
 50 plus Years: 38%

TOP 3 HOUSEHOLD INCOME:
 \$30,000 pa
 \$57,000 pa
 \$16,000 pa

OCCUPATIONS
 Managers: 7%
 Professionals: 17%
 Associate Professionals: 12%
 Tradespeople: 15%
 Advanced Clerical & Service: 3%
 Intermediate Clerical & Service: 17%
 Production & Transport: 9%
 Clerical, Sales & Service: 10%
 Labourers: 9%

Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from 2006 Census data. Star News Group expects you to rely on your own commercial judgement when using this information.

Advertising Specifications:

Column Sizes
 (Display & Classifieds)
 - 1 Column = 29mm (No 1 column EGN ads)
 - 2 Columns = 62mm
 - 3 Columns = 95mm
 - 4 Columns = 129mm
 - 5 Columns = 162mm
 - 6 Columns = 195mm
 - 7 Columns = 229mm (No 7 column EGN ads)
 - 8 Columns = 262mm

Material can be submitted via:
 - Quickcut
 - Websend
 - Emailed PDF

Suburbs & Postcodes

- Whittington 3219
- Moolap 3221
- Clifton Springs 3222
- Drysdale 3222
- Portarlington 3223
- St. Leonards (North) 3223
- Queenscliff 3225
- Point Lonsdale 3225
- Ocean Grove 3226
- Barwon Heads 3227



FREE weekly publication, published FRIDAY

Display Booking Deadline
 Booking: 5pm Monday prior

Classified Booking Deadline
 Trades: Wednesday 5pm
 Wheel & Deal: Wednesday 5pm
 General: Wednesday 5pm

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