

# News

Cranbourne

## Cranbourne ... A safe bet

The Cranbourne News primarily services the towns of City of Casey twins of Cranbourne, Hampton Park and the City's coastal towns. First settled in 1836, the region has strong agricultural roots. Cranbourne is characterised by residential developments and the modern Cranbourne Shopping Centre, however it is perhaps best known for Cranbourne Racecourse and as the home of the Cranbourne Cup. The Cranbourne Training Complex is the biggest in the southern hemisphere, with plans to increase its capacity beyond the 800 racehorses trained out of it each week. The City of Casey is located in one of the fastest growing corridors in Australia, with a population tipped to match that of Canberra in the next 20 years with more than 50 new households established each week in this vibrant section of Victoria.

### Our reader profile:

**AGE**  
 0 to 18 Years: 29%  
 18 to 24 Years: 9%  
 25 to 34 Years: 15%  
 35 to 49 Years: 24%  
 50 plus Years: 22%

**TOP 3 HOUSEHOLD INCOME:**  
 \$57,000 pa  
 \$30,000 pa  
 \$81,000 pa

**OCCUPATIONS**  
 Managers: 6%  
 Professionals: 9%  
 Associate Professionals: 9%  
 Tradespeople: 17%  
 Advanced Clerical & Service: 3%  
 Intermediate Clerical & Service: 18%  
 Production & Transport: 15%  
 Clerical, Sales & Service: 10%  
 Labourers: 12%

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

- Cranbourne 3977
- Blind Bight 3980
- Cannons Creek 3977
- Clyde 3978
- Devon Meadows 3978
- Hampton Park 3976
- Pearcedale 3912
- Tooradin 3980
- Warneet 3980
- Junction Village 3977
- Lynbrook 3975

### FREE weekly publication, published THURSDAY

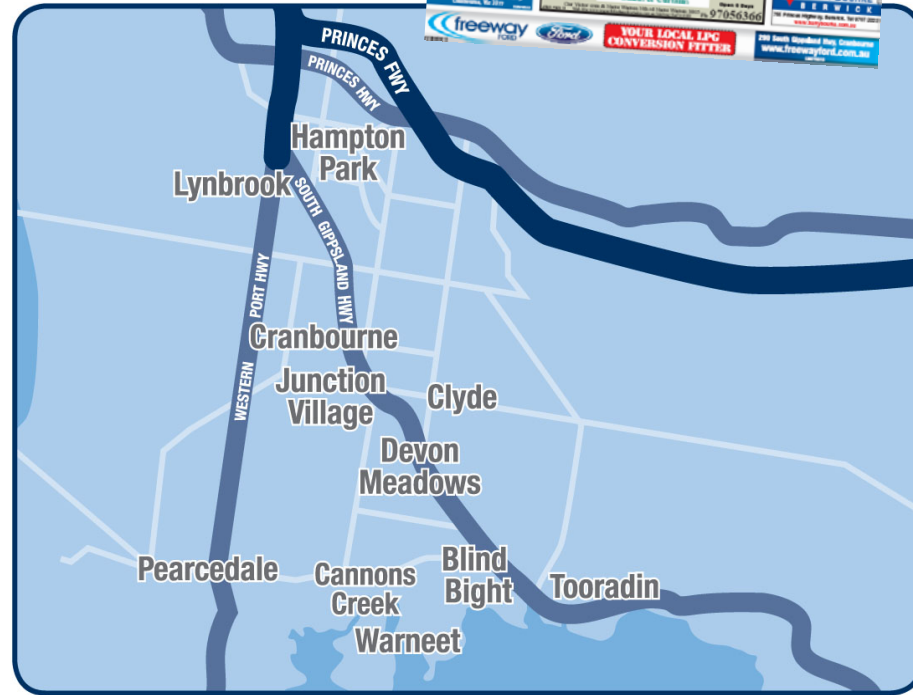
**Display Booking Deadline**  
 Booking: 5pm Monday prior

**Classified Booking Deadline**  
 Trades: Monday 5pm  
 Computers: Monday 5pm  
 Wheel & Deal: Wednesday 10am  
 General: Wednesday 11am

### Adjoining Newspapers

Pakenham News  
 Berwick News  
 Pakenham Berwick Gazette  
 Greater Dandenong Star

Circulation **27,357\***  
 Readership **43,771\*\***



Phone: 5941 2666 Classifieds: 5941 4555 Facsimile: 5941 2515 Email: [starnewsgroup@starnewsgroup.com.au](mailto:starnewsgroup@starnewsgroup.com.au) Online: [www.starnewsgroup.com.au](http://www.starnewsgroup.com.au) Offices: Pakenham – Cnr Princes Highway & Army Road Pakenham Also at Berwick - 67 High Street, Berwick Phone: 97961855



\*Circulation Audit Board Average Net Distribution: Mar 10 - Sept 10 \*\* Publishers estimated readership