

Geelong Independent

Circulation **71,215***
 Readership **113,944****



Geelong ... Unbeatable lifestyle

Geelong enjoys an unbeatable lifestyle location between Melbourne and the Great Ocean Road, with access to some of Victoria's best beaches and golf courses. A new ring road, a flood of business investment and work on suburbs to house around 60,000 extra residents prove Geelong is booming. Victoria's second largest city has earned State Government recognition as one of the state's premier growth centres. The Geelong Independent truly connects people and communities.

Our reader profile:

AGE

0 to 18 Years: 24%
 18 to 24 Years: 9%
 25 to 34 Years: 13%
 35 to 49 Years: 21%
 50 plus Years: 33%

TOP 3 HOUSEHOLD INCOME:

\$57,000 pa
 \$30,000 pa
 \$16,000 pa

OCCUPATIONS

Managers: 6%
 Professionals: 17%
 Associate Professionals: 11%
 Tradespeople: 14%
 Advanced Clerical & Service: 13%
 Intermediate Clerical & Service: 17%
 Production & Transport: 10%
 Clerical, Sales & Service: 11%
 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:

- Quikcut
 - Websend
 - Emailed PDF

Suburbs & Postcodes

- Lara 3212
- Corio 3214
- Norlane 3215
- Bell Post Hill 3215
- Bell Park 3215
- Hamlyn Heights 3215
- North Geelong 3215
- Drumcondra 3214
- West Geelong 3218
- Manifold Heights 3218
- Heme Hill 3218
- Newtown 3220
- Geelong 3220
- South Geelong 3220
- East Geelong 3219
- Bannockburn 3331
- Breakwater 3219
- Newcomb 3219
- St Albans Park 3219
- Highton 3216
- Wandana Heights 3216
- Belmont (West) 3216
- Belmont (East) 3216
- Grovedale 3216
- Leopold 3224
- Marshall 3216
- Waurn Ponds 3216



Adjoining Newspapers

The Bellarine Independent
 Torquay, Jan Juc Independent

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