



# Mount Evelyn Mail

Circulation **4,300\***  
 Readership **6,880\***



**Heart of the Hills**

The Mount Evelyn Mail is the local paper for busy bush clad Mount Evelyn area. Mount Evelyn is at the foothills of the Dandenong Ranges, an area with a growing commercial centre and a strong residential base. Reaching up through the Dandenong Ranges this newspaper covers the areas of Wandin North, Wandin East, Mooroolbark, Montrose, Lilydale and Kilsyth. Lilydale is one for the largest commercial centres on the fringes of the Dandenong Ranges providing residents with a plethora of shopping and services. In just a few years of publishing, the Mount Evelyn Mail has already created a loyal and enthusiastic following of readers.

**Our reader profile:**

**AGE**  
 0 to 18 Years: 25%  
 18 to 24 Years: 9%  
 25 to 34 Years: 13%  
 35 to 49 Years: 23%  
 50 plus Years: 29%

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

**OCCUPATIONS**  
 Managers: 7%  
 Professionals: 16%  
 Associate Professionals: 11%  
 Tradespeople: 16%  
 Advanced Clerical & Service: 3%  
 Intermediate Clerical & Service: 19%  
 Production & Transport: 8%  
 Clerical, Sales & Service: 10%  
 Labourers: 8%

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**

- Mount Evelyn
- Lilydale
- Mooroolbark
- Kilsyth
- Montrose
- Croydon
- Wandin North
- Wandin East
- Monbulk



**FREE weekly publication, published TUESDAY**

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

**Classified Booking Deadline**  
 Trades: Thursday 4pm  
 General: Friday 4pm

**Adjoining Newspapers**  
 Mountain Views Mail  
 Upper Yarra Mail  
 Ranges Trader Mail  
 Ferntree Gully Belgrave Mail

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