

Mountain Views Mail

Circulation **8,170***
 Readership **13,072****



Residential Development, Wineries and Healesville Sanctuary

The Mountain Views Mail is the local newspaper for the residents of the Yarra Valley including Healesville and Yarra Glen. While the region has retained its strong agricultural focus, the residential make up of Yarra Glen has changed significantly in the last 10 years. Moving from a sleepy hollow of antique shops and tea-rooms, Yarra Glen has enjoyed a resurgence as many families have made their homes in the growing residential developments that have been fuelled by the commercial development of the region and the easy access to commercial centres in the eastern corridor. Historic landmarks such as the original bank for the region couple with leisure destinations, for tourists and locals, that include world famous wineries, the Yarra Glen Racing Club, and in Healesville, the iconic Healesville Sanctuary.

Our reader profile:

AGE
 0 to 18 Years: 28%
 18 to 24 Years: 8%
 25 to 34 Years: 11%
 35 to 49 Years: 24%
 50 plus Years: 29%

TOP 3 HOUSEHOLD INCOME:
 \$57,000 pa
 \$30,000 pa
 \$47,000 pa

OCCUPATIONS
 Managers: 7%
 Professionals: 12%
 Associate Professionals: 10%
 Tradespeople: 19%
 Advanced Clerical & Service: 3%
 Intermediate Clerical & Service: 16%
 Production & Transport: 11%
 Clerical, Sales & Service: 8%
 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.

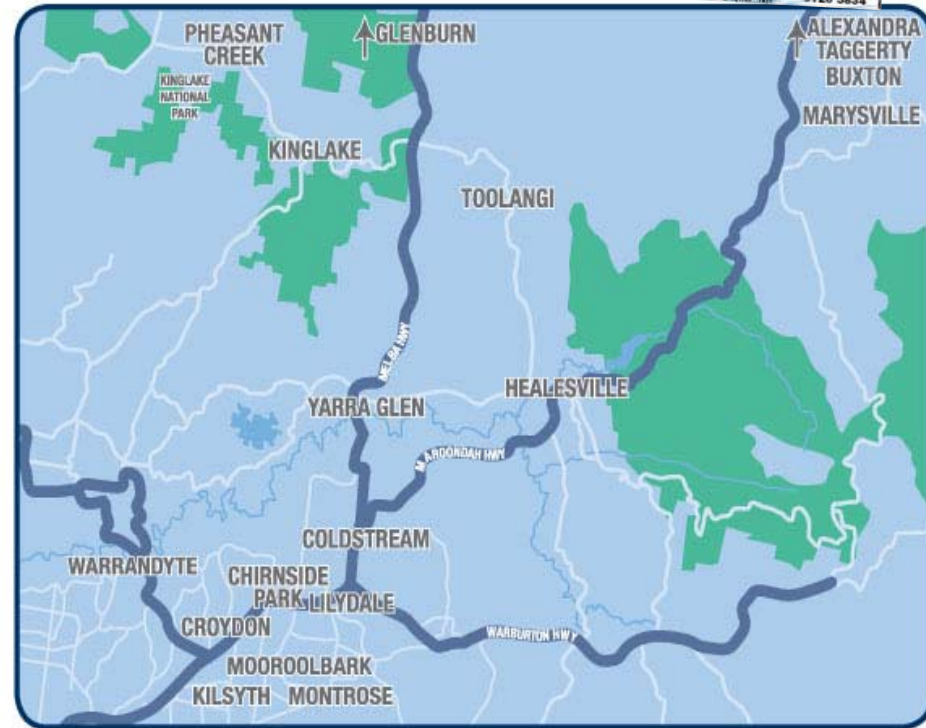
Advertising Specifications:

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

- Alexandra 3714
- Buxton 3711
- Chirnside Park 3116
- Coldstream 3770
- Croydon 3136
- Glenburn 3717
- Healesville 3777
- Kilsyth 3137
- Kinglake 3763
- Lilydale 3140
- Marysville 3779
- Montrose 3765
- Mooroolbark 3138
- Pheasant Creek 3757
- Taggerty 3714
- Toolangi 3777
- Warrandyte 3113
- Yarra Glen 3775



FREE weekly publication, published TUESDAY

Display Booking Deadline
 Booking: 5pm Thursday prior

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

Adjoining Newspapers
 Upper Yarra Mail
 Ranges Trader Mail
 Ferntree Gully Belgrave Mail
 Mount Evelyn Mail

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