

# Gazette

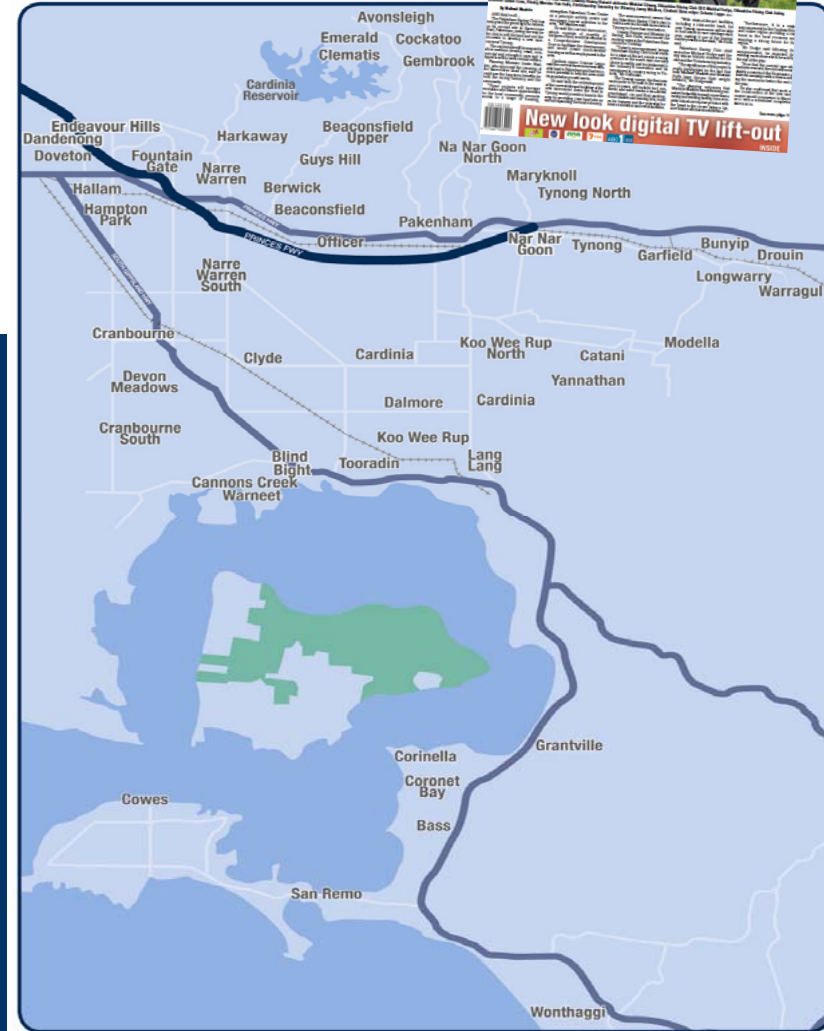
## PAKENHAM-BERWICK

Circulation **9,938\***  
 Readership **30,000\*\***



### Pakenham Gazette ...community strength

As the town of Pakenham is the urban-rural interface between the metropolitan area to the west and Gippsland to the east, the Pakenham Gazette is truly the bridge that reaches across both these metropolitan and rural areas drawing on a proud heritage of 100 years of community news. The strong sense of community which is reflected in the Gazette can be attributed to the proud identity of the communities it covers from the cities of Casey and Cardinia and through to Gippsland. In as much as the agricultural based communities and the suburban centres come together in the popular shows, picnic race meetings and farmers' markets, they come together in commerce as a powerful force. New families entering the area support building and development, and along with established families are a loyal market for retailers, restaurants and service based businesses catering to their many needs. The Pakenham Gazette is a window into one of Victoria's most diverse and fastest growing municipalities with a combination of rural townships and areas of high population growth.



### Our reader profile:

**AGE**  
 0 to 18 Years: 28%  
 18 to 24 Years: 8%  
 25 to 34 Years: 13%  
 35 to 49 Years: 23%  
 50 plus Years: 28%

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

**OCCUPATIONS**  
 Managers: 9%  
 Professionals: 13%  
 Associate Professionals: 11%  
 Tradespeople: 16%  
 Advanced Clerical & Service: 3%  
 Intermediate Clerical & Service: 17%  
 Production & Transport: 11%  
 Clerical, Sales & Service: 9%  
 Labourers: 10%

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

- Dandenong 3175
- Doveton 3177
- Cockatoo 3781
- Emerald 3782
- Avonsleigh 3782
- Clematis 3782
- Gembrook 3783
- Narre Warren 3805
- Berwick 3806
- Harkaway 3806
- Beaconsfield Upper / Beaconsfield 3807
- Officer 3809
- Pakenham 3810
- Nar Nar Goon 3812
- Nar Nar Goon Nth 3812
- Cranbourne 3977
- Cannons Creek 3977
- Devon Meadows 3977
- Clyde 3978
- Tooradin 3980
- Blind Bight 3980
- Warneet 3980
- Koo Wee Rup 3981
- Bayles 3981
- Lang Lang 3984
- Coronet Bay 3984
- Corinella 3984
- Grantville 3984
- Bass 3991
- Wonthaggi 3995
- Tynong 3813
- Garfield 3814
- Cora Lynn 3814
- Bunyip 3815
- Longwarry 3816
- Drouin 3818
- Warragul 3820
- Neerim 3831
- Pearceedale 3912
- Cowes 3922
- San Remo 3925
- Hampton Park 3976

### PAID weekly publication, published WEDNESDAY

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

**Classified Booking Deadline**  
 Trades: Monday 5pm  
 Computers: Monday 5pm  
 Wheel & Deal: Tuesday Noon  
 General: Tuesday 1pm  
 Personals: Tuesday 1pm

**Adjoining Newspapers**  
 Cranbourne News  
 Berwick News  
 Pakenham News  
 Greater Dandenong Star  
 Ranges Trader Mail  
 Ferntree Gully Belgrave Mail

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



\* ABC Audited Circulation \*\* Publishers estimated readership