

News

Pakenham

Circulation **8,355***
 Readership **13,368****



Pakenham ... Where city meets country

Set in the foothills of the Dandenong's and just 60 km south east of Melbourne, via the new Pakenham Bypass Freeway, many families are choosing to make Pakenham their home. Families living in Pakenham enjoy the best of both worlds as Pakenham is the urban-rural interface between the metropolitan area to the west and Gippsland to the east. Significant residential and industrial development and growth ensures that Pakenham will continue its role as the heart of the shire. The Pakenham News truly connects people and communities.

Our reader profile:

AGE
 0 to 18 Years: 30%
 18 to 24 Years: 9%
 25 to 34 Years: 16%
 35 to 49 Years: 21%
 50 plus Years: 24%

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

OCCUPATIONS
 Managers: 7%
 Professionals: 11%
 Associate Professionals: 11%
 Tradespeople: 17%
 Advanced Clerical & Service: 3%
 Intermediate Clerical & Service: 17%
 Production & Transport: 12%
 Clerical, Sales & Service: 9%
 Labourers: 11%

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.

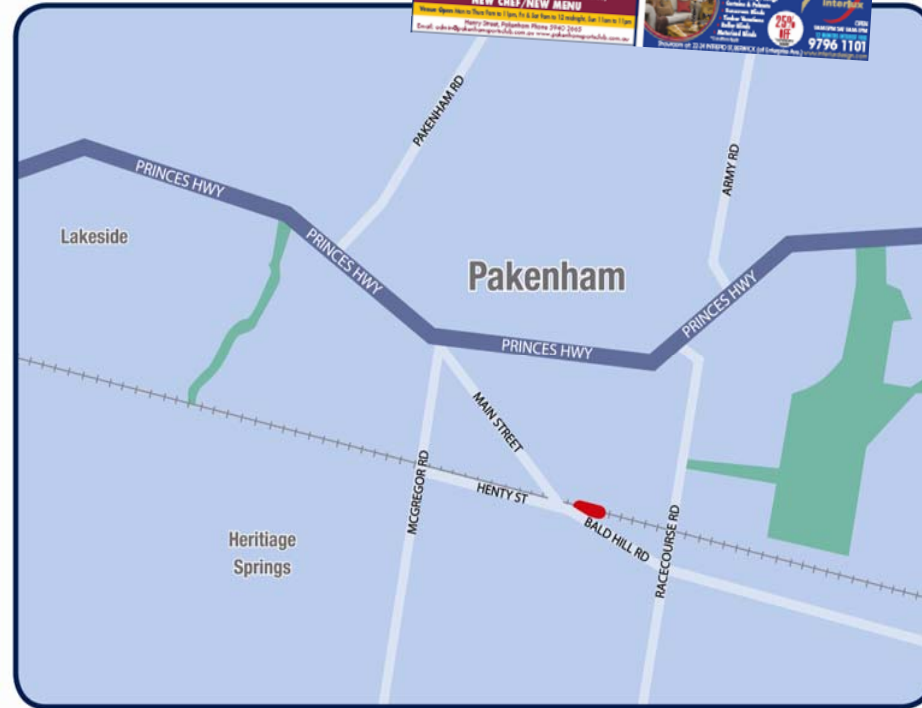
Advertising Specifications:

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

- Pakenham 3810



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

Cranbourne News
 Berwick News
 Pakenham Berwick Gazette

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