



Wallan, Kilmore, Broadford

Circulation **11,386***
Readership **18,217****

Figures are for Star Hume –Our City, Star Wallan, Kilmore, Broadford and Star Whittlesea, Mernda, Doreen **combined**



Mitchell ... where town and country meet

The townships of Wallan, Kilmore and Broadford have a proud heritage dating back to the mid -19th century. In fact, Kilmore is Victoria's oldest inland town. Mitchell Shire is mainly a rural area but in recent years has developed into one of the fastest growing municipalities in regional Victoria. This growth is occurring mainly in the area covered by Star Wallan, Kilmore, Broadford, and includes the development of Hidden Valley. Development has seen the population in these areas more than doubling between 1991 and 2006.

Our reader profile:

AGE
0 to 18 Years: 29%
18 to 24 Years: 9%
25 to 34 Years: 16%
35 to 49 Years: 24%
50 plus Years: 22%

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

OCCUPATIONS
Managers: 7%
Professionals: 14%
Associate Professionals: 11%
Tradespeople: 14%
Advanced Clerical & Service: 3%
Intermediate Clerical & Service: 19%
Production & Transport: 11%
Clerical, Sales & Service: 9%
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.

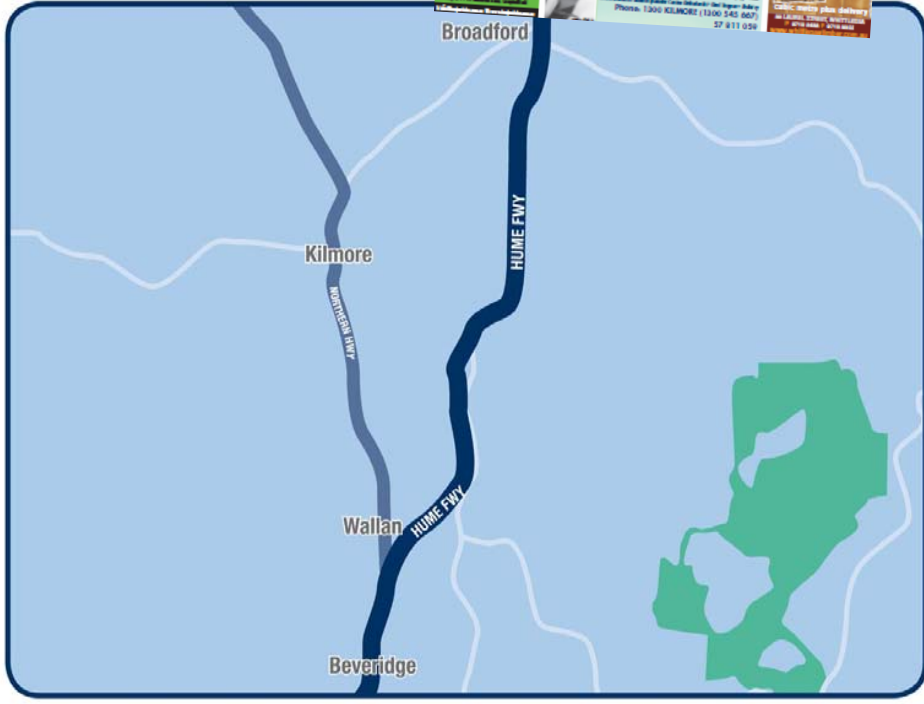
Advertising Specifications:

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

- Wallan 3756
- Kilmore 3764
- Broadford 3658
- Beveridge 3753
- Hidden Valley 3756
- Wandong 3758



FREE weekly publication, published TUESDAY

Display Booking Deadline
Booking: 5pm Wednesday prior

Classified Booking Deadline
Trades: Thursday 2pm
Wheel & Deal: Friday 2pm
General: Friday 2pm

Adjoining Newspapers
Star Hume – Our City Star
Star Whittlesea, Mernda, Doreen

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