



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

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



Whittlesea ... room to grow

The City of Whittlesea is one of Melbourne's booming growth corridors. The population is predicted to grow from 124,000 residents to over 240,000 in the next 20 years. Vic Urban's newest development, Aurora, will create up to 9000 new homes – their largest development to date. And, as the City of Whittlesea proudly states, the municipality still has room to grow with vast tracts of open space and numerous greenfield industrial and commercial sites ripe for development.

Our reader profile:

AGE
 0 to 18 Years: 27%
 18 to 24 Years: 10%
 25 to 34 Years: 15%
 35 to 49 Years: 23%
 50 plus Years: 25%

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

OCCUPATIONS
 Managers: 6%
 Professionals: 14%
 Associate Professionals: 10%
 Tradespeople: 14%
 Advanced Clerical & Service: 3%
 Intermediate Clerical & Service: 19%
 Production & Transport: 12%
 Clerical, Sales & Service: 11%
 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.

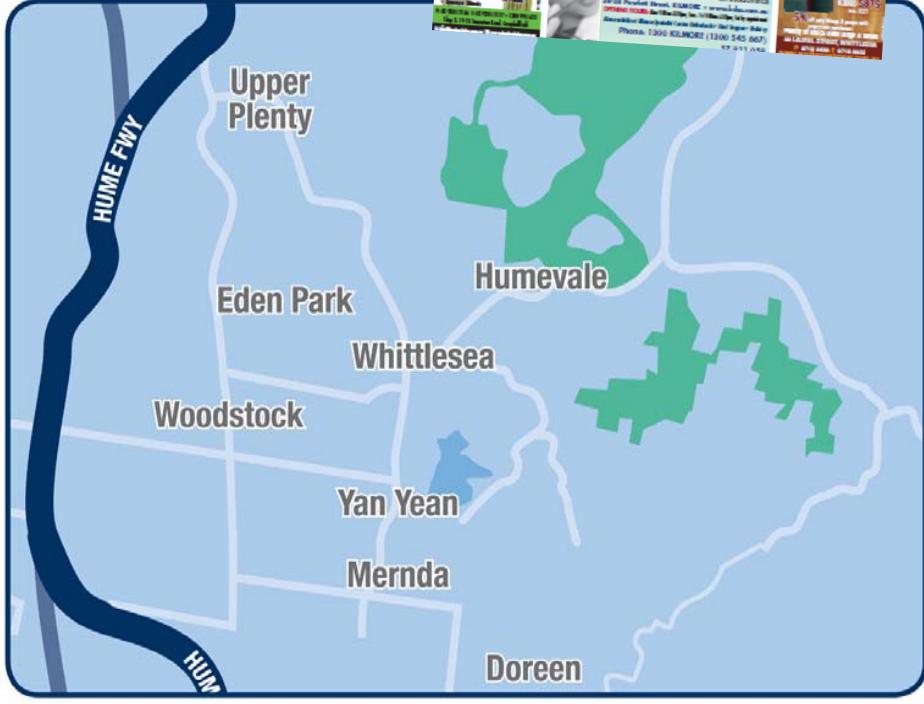
Advertising Specifications:

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

- Whittlesea 3757
- Mernda 3754
- Doreen 3754
- Upper Plenty 3756
- Woodstock 3751
- Humevale 3757
- Eden Park 3757
- Yan Yean 3755



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 Wallan, Kilmore, Broadford



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