



Upper Yarra Mail

Circulation **8,420***
Readership **13,472****



Tranquil Setting

The Upper Yarra Mail reaches the towns of Warburton, Woori Yallock and Yarra Junction – an area located around 70 km from Melbourne. A stable residential population of families and those seeking a tree change, couples with a regular influx of international tourists and Melbourne locals enjoying weekend getaways to create a strong community brought together by a mutual appreciation of the tranquil location of lush mountain forests and river valleys.

Our reader profile:

AGE
0 to 18 Years: 25%
18 to 24 Years: 9%
25 to 34 Years: 12%
35 to 49 Years: 23%
50 plus Years: 31%

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

OCCUPATIONS
Managers: 9%
Professionals: 11%
Associate Professionals: 11%
Tradespeople: 16%
Advanced Clerical & Service: 4%
Intermediate Clerical & Service: 18%
Production & Transport: 7%
Clerical, Sales & Service: 10%
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

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- Quickcut
- Websend
- Emailed PDF

Suburbs & Postcodes

- Don Valley 3139
- Launching Place 3139
- Millgrove 3799
- Reefton 3799
- Seville 3139
- Wandin 3139
- Warburton 3799
- Wesburn 3799
- Woori Yallock 3139
- Yarra Junction 3797



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