

THE WEEKLY REVIEW

MELBOURNE TIMES

RATE CARD

CIRCULATION
77,500¹

THE WEEKLY REVIEW MELBOURNE TIMES

The Weekly Review celebrates the best of Melbourne: the people, the cafés, the arts, the schools and, of course, property and we also deliver more local content relevant to Melbourne Times suburbs.

Punchier, more conversational editorial enables unique integration and branded content opportunities, allowing advertisers to connect with readers at a local or network level in a premium environment.

In addition, our digital and social channels now offer unique and interactive content, delivering a true multi-media experience for readers and advertisers alike.

THEWEEKLYREVIEW.COM.AU

THE WEEKLY REVIEW

AUGUST 31 - SEPTEMBER 6, 2016

STARTUP STARS
MEET A LOCAL
MOGUL
WIN!
OUR HAMPER
WORTH \$829

MELBOURNE'S MOST
stylish

DHAV NAIDU MEETS
OUR BEST DRESSED

Melbourne's Best Property Guide

Domain
domain.com.au

MEET

TALK

PLAY

EAT

DOMAIN

LIVE

DRINK

LEARN

STAY

WIN

MELBOURNE TIMES

RATE CARD

OUR READERS



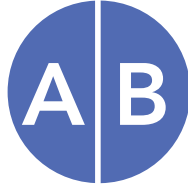
65%

female readers; secondary reader: 35% male²



51

average age²



65%

social grade AB²



94%

look forward to receiving TWR³



67%

keep TWR for 3 or more days³

1.82 READERS PER COPY³

PUBLICATION DAY

Delivered weekly Wednesday

DISPLAY DEADLINES

Booking deadline Tuesday 5:00 pm (8 days prior)
Material deadline Thursday 2:00 pm

CLASSIFIEDS DEADLINES

All classifieds.....Friday 1:30 pm

LOADINGS

Specified placement..... 15%

INSERT RATES

Insert rates are available upon request.

CONTACT DETAILS

Doncaster office postal address

PO Box 425, Doncaster, Vic 3108

Telephone: (03) 9249 5286

Sales email: doncastersales@domain.com.au

Network Classifieds

Telephone: 1300 666 808 or (03) 5945 0666

Fax: (03) 5945 0667

Email: sales@networkclassifieds.com.au

SPECIFICATION SITE

www.domain.com.au/group/theweeklyreview

WEBSITE

www.theweeklyreview.com.au and select Melbourne Times as your neighbourhood

SUPPLIED MATERIAL VIA SENDLITE

domainvic.sendlite.com.au

Helpline: (02) 9818 1965



DELIVERY SUMMARY

| | | | |
|---------------------|------|----------------------|------|
| Abbotsford..... | 3067 | Fitzroy North..... | 3068 |
| Alphington..... | 3078 | Melbourne..... | 3000 |
| Brunswick..... | 3056 | North Melbourne..... | 3051 |
| Brunswick East..... | 3057 | Northcote..... | 3070 |
| Carlton..... | 3053 | Parkville..... | 3052 |
| Carlton North..... | 3054 | Preston..... | 3072 |
| Clifton Hill..... | 3068 | Princes Hill..... | 3054 |
| Collingwood..... | 3066 | Reservoir..... | 3073 |
| Fairfield..... | 3078 | Thornbury..... | 3071 |
| Fitzroy..... | 3065 | | |

| LIFESTYLE ⁴ | CASUAL (excl. GST) |
|------------------------|--------------------|
| Double Page Spread | \$6,489 |
| Outside Back | \$5,022 |
| Full Page | \$3,863 |
| Half Page | \$1,911 |
| Quarter Page | \$1,052 |
| Eighth Page | \$577 |

Source: 1. Circulation numbers audited by AMMA Independent auditors. 2. emmaTM conducted by Ipsos MediaCT, 12 months ending Sept 2016, Nielsen Digital Ratings Monthly Sept 2016, People 14+ (Melbourne Times only). 3. The Weekly Review Reader Survey 2016. 4. Production costs may be charged. Please inquire. Early deadlines apply to public holidays. Correct as of November 2016. Pricing subject to change.