

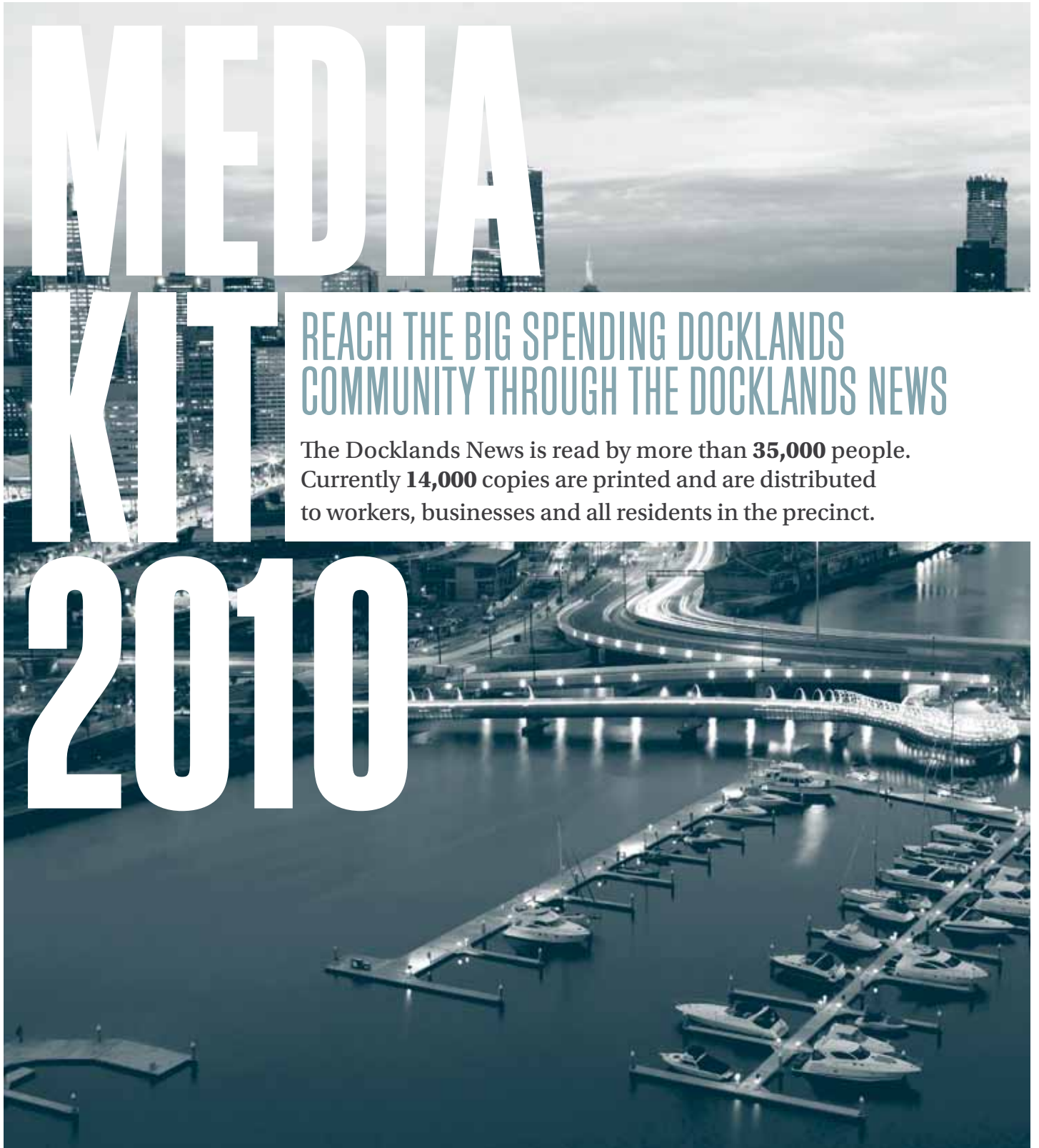
**MEDIA**

**KIT**

**2010**

REACH THE BIG SPENDING DOCKLANDS  
COMMUNITY THROUGH THE DOCKLANDS NEWS

The Docklands News is read by more than **35,000** people.  
Currently **14,000** copies are printed and are distributed  
to workers, businesses and all residents in the precinct.





# DISTRIBUTION

## ALL RESIDENCES

- Dock 5 - Victoria Harbour - **135** apartments
- Flinders Wharf - **330** apartments
- Grand Apartments - **100** apartments
- LifeLab - **100** apartments
- Montage/Mosaic - **200** apartments
- NewQuay - 5 towers comprising **1080** apartments including 200 apartments run as serviced apartments by Grand Mercure.
- Victoria Point - **400** apartments
- Village Docklands (V1) - **180** apartments
- Watergate - **350** apartments - **150** SOHO units
- Waterfront City (Stage 2) - **100** apartments
- Yarra's Edge - 5 towers comprising **800** apartments

Total of approximately **3500** with more than **300** being serviced apartments. Population estimate is 2.3 persons per apartment giving a current residential population of **> 8000**.

## VISITORS

- All cafes and restaurants in the precinct.
- Harbour Town visitors lounge.
- Federation Square Tourist Information Centre.

## BUSINESSES

- **20,000** people will be working in Docklands by the end of 2009. We deliver to all businesses and most corporations include the Docklands News on their intranets.
- We distribute to train and tram commuters each month.
- We deliver to all large businesses and employers including ANZ, AXA, Etihad Stadium, Ericsson, Fujitsu, AMP, Lend Lease, Channel 7, Medibank Private, NAB, National Foods, Bendigo Bank, Bureau of Meteorology, AFL, and VicUrban.
- We have baskets at Coles, Safeway, Costco, Southern Cross Station, DFO South Wharf & DFO Spencer Street.
- We deliver to all retailers in Docklands, including 200 outlets at Harbour Town.
- We deliver to centres for small business - the Trevor Main Centre and the Aqua Vista Tower.
- All cafés, restaurants and retail business premises in Docklands covering NewQuay, Yarra's Edge, Watergate, Central Pier, Victoria Harbour, Harbour Town, Digital Harbour, Etihad Stadium, Central City Studios, Waterfront City and The Grand;
- All marketing suites;
- All construction site offices;
- On-site stakeholders such as Fox Museum, Mission to Seafarers, Boat School, Wooden Boat Centre.



# DOCKLANDS FACTS

## DOCKLANDS DEMOGRAPHICS

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**Did you know that Docklands residents have high disposable incomes and 67 per cent earn more than \$1000 per week?**

- Did you know Docklands News is read by more than 22,000 people?
- Did you know that our special arrangements with building managers means we get our publication into every individual mailbox in the precinct?
- Did you know that a recent VicUrban survey found that 100 per cent of Docklands businesses recognised our paper and 85 per cent said they found it a useful and worthwhile read?

- Did you know that another VicUrban survey of residents found an 85 per cent rate of recognition and returned a score of 80 per cent when asked whether they found it a worthwhile read?
- Did you know that most Docklands residents are renters and that these people are a dynamic, mobile and life-style oriented group? They dine out more than most.

We do! And we know you would love to attract these people to your business. So why not send us an email or give us a call to see how the Docklands Community News can help advertise your business email:

**[advertising@docklandsnews.com.au](mailto:advertising@docklandsnews.com.au)**

## BRINGING YOU TO THE COMMUNITY

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The Docklands area of Melbourne is booming. There are about **6000** residents in Docklands and around **20,000** people come to work here every weekday. By 2020 it is expected that the residential population will be more than **19,000**.

We are giving you the opportunity to advertise your business the Docklands News. We believe you will reap the benefits of advertising to local people, workers and businesses who are passionate about local news and events.

**Do you know who your target market is?**

Is it 20-35 year olds? Is it people who can access the internet? Is it people who read this paper? For instance, did you know more than 85% of Docklands apartment have a personal computer and more than 81% of residents regularly use the internet. Whatever you are selling why not get into contact with us and find out how we can help you connect with your target market!



**LET US DESIGN YOUR ADVERT  
CALL 8689 7979**

# ADVERTISING RATES 2010

Size	Dimensions	Price	Feature Page (+50%)
Full Page	(h) 370 mm x (w) 255 mm	\$ 1980	\$ 2970
Half Page	(h) 175 mm x (w) 255 mm	\$ 999	\$ 1498.50
Third Page	(h) 115 mm x (w) 255 mm	\$ 699	\$ 1048.50
Quarter Page (Horizontal)	(h) 85 mm x (w) 255 mm	\$ 550	\$ 825
Quarter Page (Vertical)	(h) 175 mm x (w) 126 mm	\$ 550	\$ 825
Eighth Page	(h) 86 mm x (w) 126 mm	\$ 290	\$ 435
Double Banner	(h) 60 mm x (w) 255 mm	\$ 440	
Single Banner	(h) 30 mm x (w) 255 mm	\$ 220	
Business Directory - business card	(h) 40 mm x (w) 61 mm	\$ 100	
	- 3 line entry	\$ 100 (per year)	

\* Loading fees apply to adverts on the first five pages

### Multiple booking incentive

- 3 or more adverts**
  - Free artwork
  - Free advert in the business directory
- 6 or more adverts**
  - 1 free advert (same size as booked advert)
  - Free artwork
  - Free adverts in the business directory

### Artwork

Have your advert designed for you by one of our qualified graphic designers for \$150

OR

Provide a high resolution CMYK PDF with no bleed or crop marks by deadline.

### Advertorial

Size as advert dimension above and clearly marked as "Advertorial"

POA

### Insert

Per item (delivered by deadline date to our printer)

POA

### Prices do not include GST

\* Prices current at July 2010