

MEDIA

KIT

2011

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. Plus riverside townhouses.

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

- More than **20,000** people work in Docklands. We deliver to all businesses and many 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: AFL, ANZ, AMP, AXA, Bendigo Bank, BP, Building Control Commission, Bureau of Meteorology, Chartis, CSC, Enterprise Business Services, Etihad Stadium, Ericsson, Fujitsu, Infosys, Lend Lease, Channel 7, Channel 9, Medibank Private, NAB, National Foods, Telstra, and VicUrban.
- We have 20 baskets throughout the precinct. The major distribution points are 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 and a further 200 at South Wharf.
- We deliver to centres for small business - LifeLab, the Trevor Main Centre and the Aqua Vista tower.
- All cafés, restaurants and retail business premises in Docklands.



DOCKLANDS FACTS

DOCKLANDS DEMOGRAPHICS

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 35,000 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 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 News* can help advertise your business email:

advertising@docklandsnews.com.au

BRINGING YOU TO THE COMMUNITY

The Docklands area of Melbourne is booming. There are about **8000** 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 reach these people through 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 apartments 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 2011

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
(quarter page and larger) | - Free artwork
- Free advert in the business directory |
| 6 or more adverts
(quarter page and larger) | - 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 December 2010