

Weekender



Adjacent newspapers

Advocate
 Eastern Reporter
 Joondalup/Wanneroo Times

North Coast Times
 Stirling Times

Where we go

Delivered weekly to the following suburbs:

- Ashby
- Banksia Grove
- Beldon
- Burns Beach
- Butler
- Carramar
- Clarkson
- Connolly
- Craigie
- Currambine
- Darch
- Duncraig
- Edgewater
- Greenwood
- Heathridge
- Hillars
- Hocking
- Iluka
- Jindalee
- Joondalup
- Kallaroo
- Kingsley
- Kinross
- Landsdale
- Madeley
- Mariginiup
- Marmion
- Merriwa
- Mindarie
- Mullaloo
- Ocean Reef
- Padbury
- Pearsall
- Quinns Rocks
- Ridgewood
- Sinagra
- Sorrento
- Tapping
- Two Rocks
- Wangara
- Wanneroo
- Warwick
- Woodvale
- Yanchep

Demographics

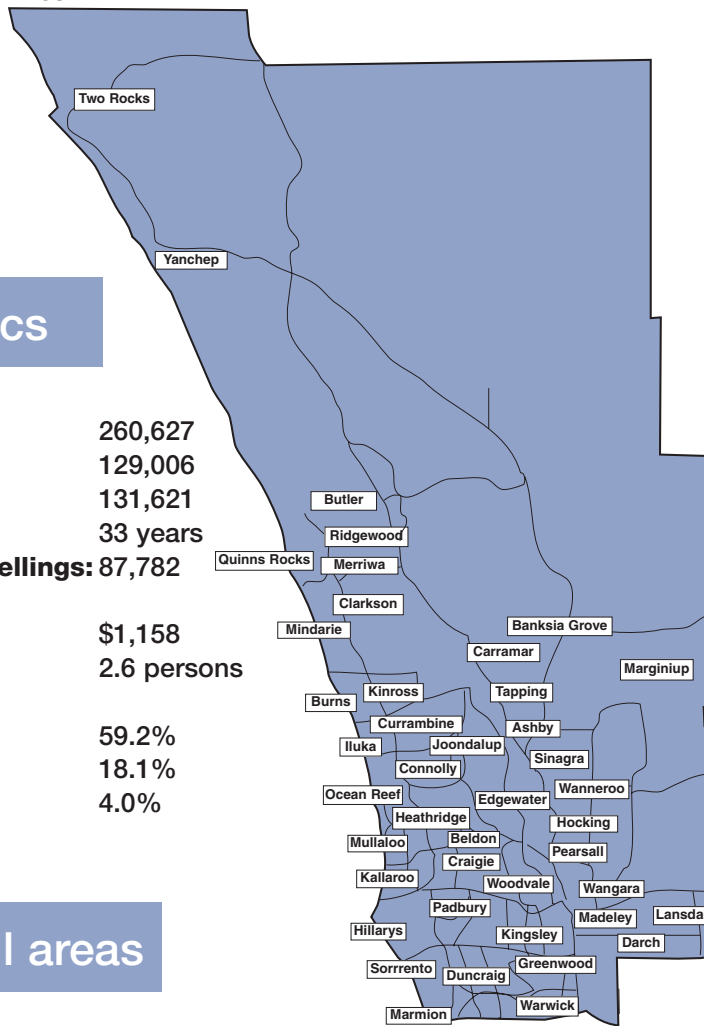
Your local market

Total population: 260,627
 Males: 129,006
 Females: 131,621
Median age: 33 years
Occupied private dwellings: 87,782
Median weekly household income: \$1,158
Av household size: 2.6 persons
Country of birth:
 Australia: 59.2%
 UK/Ireland: 18.1%
 Asia: 4.0%

Source: ABS Census 2006

Local council areas

City of Joondalup
 City of Wanneroo



Head Office | 120 Roe Street, Northbridge, WA 6003 | Tel (08) 9237 1000 | Fax (08) 9237 1065

Community newspapers

Advocate
 Canning Times
 Comment News
 Eastern Reporter
 Fremantle/Cockburn Gazette
 Guardian Express
 Hills Gazette
 Joondalup/Wanneroo Times

Mandurah Coastal Times
 Melville Times
 Midland/Kalamunda Reporter
 North Coast Times
 Southern Gazette
 Stirling Times
 Weekender
 Weekend Kwinana Courier
 Western Suburbs Weekly

Weekender

16 Clarke Crescent, Joondalup WA 6027
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www.inmycommunity.com.au

Weekender



Young families, working couples and cashed-up baby-boomers

WEEKENDER is distributed each Thursday to the City of Joondalup and City of Wanneroo. The area has a mix of young first home buyers, families and empty-nesters (in more established suburbs).

A well above average proportion of dwellings are owned or being purchased, couples with children are in the majority and 90% of dwellings are separate houses. Over a third of residents have lived in the area less than 5 years and there is a sizeable UK born population.

A significant commercial/retail precinct, several educational institutions and government departments are located in the area providing opportunities for residents to work locally. Professional/white collar is the dominant occupation category followed by technical/trades and household incomes are generally above the Perth average.

City of Wanneroo continues to be a focal point for new residential lot and housing production in Perth. The area's population is expected to increase by almost 50% by 2016. Young family/couple households are dominant.

City of Joondalup: A third of dwellings are owned outright and those in the more established suburbs are ready for renovation. Teenage children with baby-boomer parents are the most common household type.

Sources: ABS Census 2006, WA Planning Commission

Consumers look to their local, Community newspaper for purchase options close to home.

New Communities Research – Colmar Brunton Base: Perth metropolitan area

JOONDALUP Weekender
 Fashion: Designer jewellery designs - p28 | Wine: Joondalup region's best - p14 | Real Estate: Rural holidays easy reach - p6

Pet plots a budget bonanza
 Pet owners can now bury their furry friends in a dedicated pet cemetery in Joondalup.

MEMORIAL GARDEN
 A new memorial garden has been opened in Joondalup, providing a peaceful place for families to remember their loved ones.

2009 PLATE STOCK CLEARANCE ON NOW
 MAZDA 2: SAVE OVER \$2,500 | MAZDA 3: SAVE OVER \$1,500 | MAZDA 3: SAVE OVER \$1,500 | MAZDA CX7: SAVE OVER \$2,000
 ALL CARS ADVERTISED RECEIVE OUR 5 YEAR WARRANTY
 Wanneroo Mazda 9403 9777

WEEKLY sections

Weekender life

REAL ESTATE Sell it Buy it Rent it

breakaway TRAVEL | LEISURE

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Community newspaper group