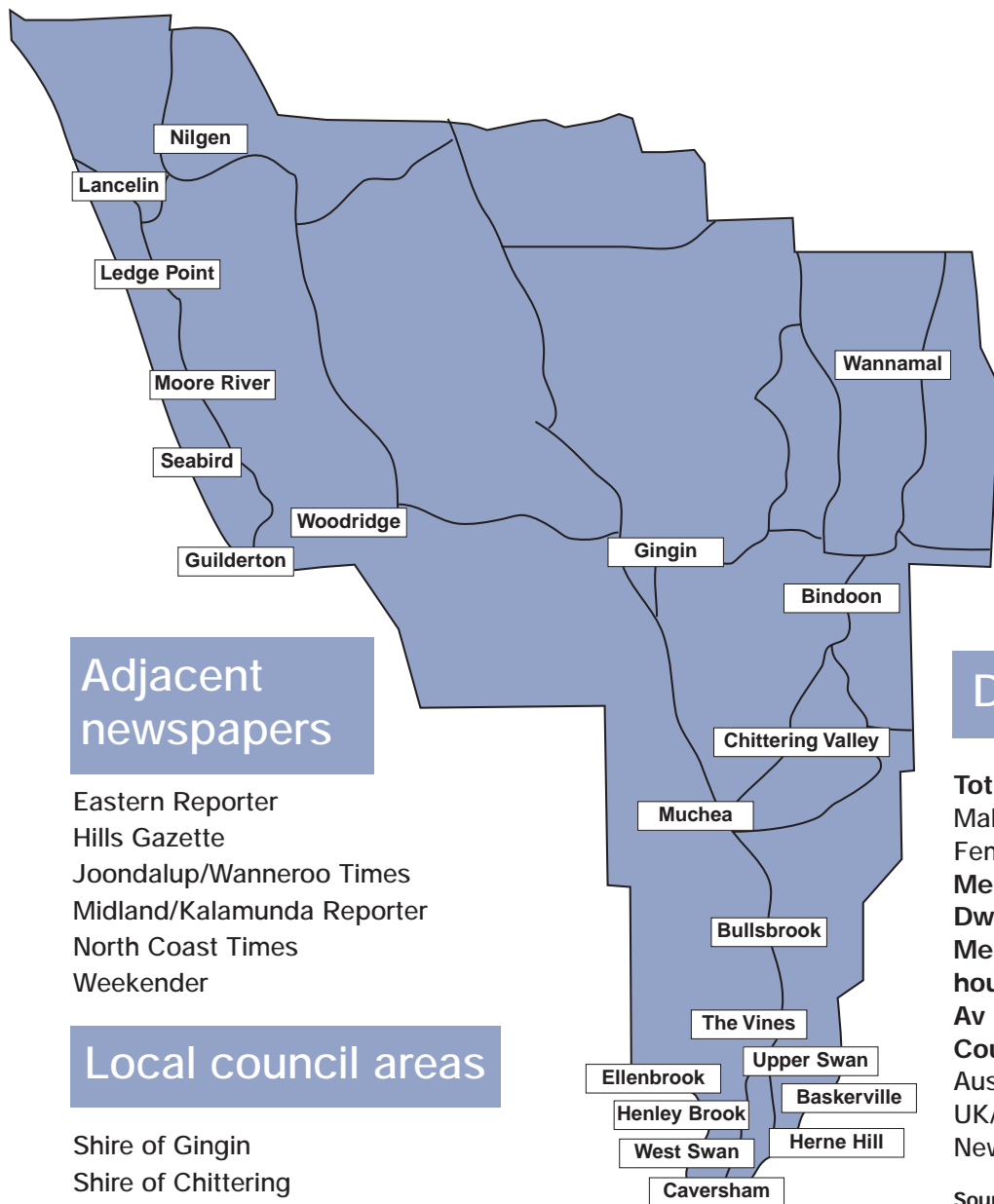




Advocate



Where we go

Delivered weekly to the following suburbs:

- Baskerville
- Bindoon
- Bullsbrook
- Caversham
- Chittering Valley
- Ellenbrook
- Gingin
- Guilderton
- Henley Brook
- Herne Hill
- Lancelin
- Ledge Point
- Moore River
- Muchea
- Nilgen
- Seabird
- The Vines
- Wannamal
- West Swan
- Woodridge
- Upper Swan

Adjacent newspapers

- Eastern Reporter
- Hills Gazette
- Joondalup/Wanneroo Times
- Midland/Kalamunda Reporter
- North Coast Times
- Weekender

Local council areas

- Shire of Gingin
- Shire of Chittering
- City of Swan (part)

Demographics

Total population:	32,700
Males:	16,298
Females:	16,402
Median age:	39 years
Dwellings:	10,586
Median weekly household income:	\$1,019
Av household size:	2.6 persons
Country of birth:	
Australia:	67.3%
UK/Ireland:	12.4%
New Zealand:	2.9%

Source: ABS Census 2006

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 Courier
- Western Suburbs Weekly

Advocate

2533 Gt Northern Hwy, Bullsbrook 6084
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www.inmycommunity.com.au

Advocate



The **ADVOCATE** is distributed each Wednesday to the shires of Gingin and Chittering and the fastest growing suburbs of the City of Swan. Rapidly growing urban and rural housing opportunities coupled with improved infrastructure and recreational facilities have increased the region's appeal.

Ellenbrook is becoming a major urban centre with a population predicted to reach 50,000 by 2012. With a median age of 30 years and 31% of the population aged under 15 years (Perth average: 19.5%), Ellenbrook is home to some of Perth's most sought after consumers notably couples with above average incomes, establishing a new home and raising a family.

The Shire of Gingin, includes the town of Gingin and four coastal towns (Guilderton, Seabird, Ledge Point, and Lancelin). Coastal towns in the shire are popular tourist and holiday destinations, with the number of residents more than doubling during holiday periods. The most common industry of employment is farming/agriculture. Couple families with no dependent children are dominant and there is an above average proportion of over 55's.

The Shire of Chittering is a combination of rural farming and small sub-divisions with agricultural and light industry the main sources of local employment. Household type favours families with dependent children (mainly <15 years) and baby-boomer couples with no dependent children.

The Advocate plays an important role in providing news and information to these thriving communities.

Distribution is continually increasing along with population and housing growth and we aim to be a significant partner in the region's growth and prosperity.

Source: ABS Census 2006

WEEKLY
sections

 **real estate**

SELL IT | BUY IT | RENT IT

breakaway

TRAVEL | LEISURE

LookLocal 

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workplace

live local  work local

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

New Communities Research – Colmar Brunton Base: Perth metropolitan area

 **Community**
newspaper group