



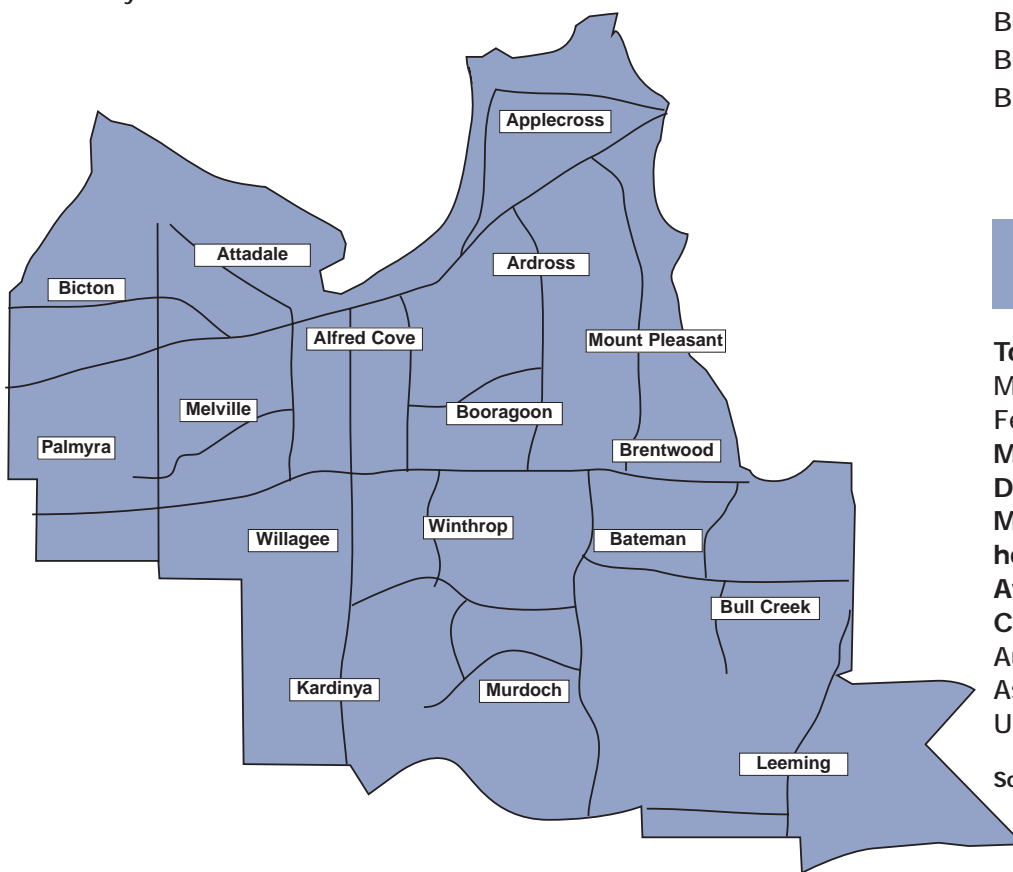
Melville Times

Adjacent newspapers

Canning Times
Fremantle/Cockburn Gazette

Local council areas

City of Melville



Where we go

Letterbox delivered weekly to the following suburbs:

Alfred Cove	Kardinya
Applecross	Leeming
Ardross	Melville
Attadale	Mount Pleasant
Bateman	Murdoch
Bicton	Myaree
Booragoon	Palmyra
Brentwood	Willagee
Bull Creek	Winthrop

Demographics

Total population:	92,904
Males:	44,226
Females:	48,678
Median age:	39 years
Dwellings:	34,473
Median weekly household income:	\$1,239
Av household size:	2.5 persons
Country of birth:	
Australia:	62.5%
Asia:	10.9%
UK/Ireland:	10.1%

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

Melville Times
60 McCoy St Myaree WA 6154
Tel: 6330 9100 Fax: 6330 9150



www.inmycommunity.com.au

Melville Times



Affluent baby-boomers, seniors and families

MELVILLE TIMES is distributed to the City of Melville each Tuesday and covers some of Perth's prestigious riverside suburbs and affluent family suburbs.

Residents of the area are well educated, earn above average incomes and the dominant occupation category is professional/white-collar. There is an above average concentration of baby boomers and seniors and as the area is home to Murdoch University it also houses a substantial student population.

Separate houses are in the majority and while outright home ownership is well above the Perth average, the proportion of homes being purchased has increased significantly since the 2001 census.

The dominant household type is families with children, followed by couples and lone person households.

Source: ABS Census 2006

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

New Communities Research – Colmar Brunton Base: Perth metropolitan area



WEEKLY
sections

arts & lifestyle

real estate

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breakaway

TRAVEL | LEISURE

LookLocal

Trades & Services Directory Call 11 22 113 or 9237 1100 from mobile phones

workplace
live local | work local

Community
newspaper group