

# Weekender



## Adjacent newspapers

Advocate  
Eastern Reporter  
Joondalup/Wanneroo Times

North Coast Times  
Stirling Times

## Where we go

Letterbox delivered weekly to the following suburbs:

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

## Demographics

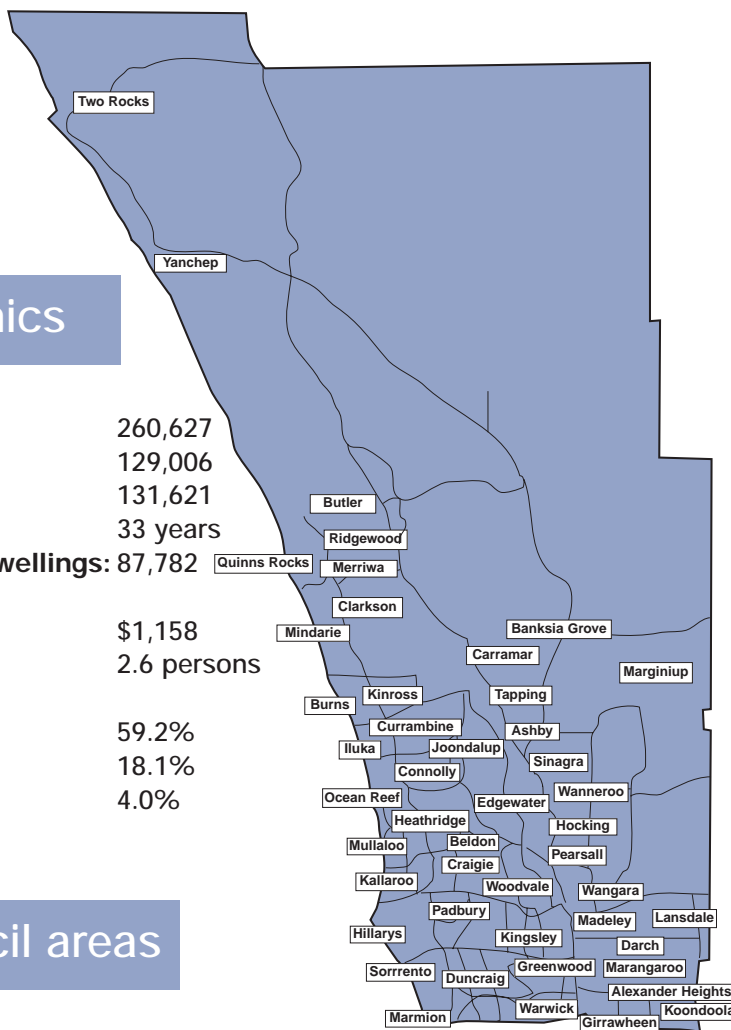
### Your local market

<b>Total population:</b>	260,627
Males:	129,006
Females:	131,621
<b>Median age:</b>	33 years
<b>Occupied private dwellings:</b>	87,782
<b>Median weekly household income:</b>	\$1,158
<b>Av household size:</b>	2.6 persons
<b>Country of birth:</b>	
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](http://www.inmycommunity.com.au)

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## 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



## WEEKLY sections

Weekender **life**

**REAL ESTATE** Sell it Buy it Rent it

**breakaway**  
TRAVEL | LEISURE

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Trades & Services Directory Call 13 20 13 or 0831 1300 from mobile phones

**workplace**  
live local work local

**Community**  
newspaper group