

western suburbs weekly

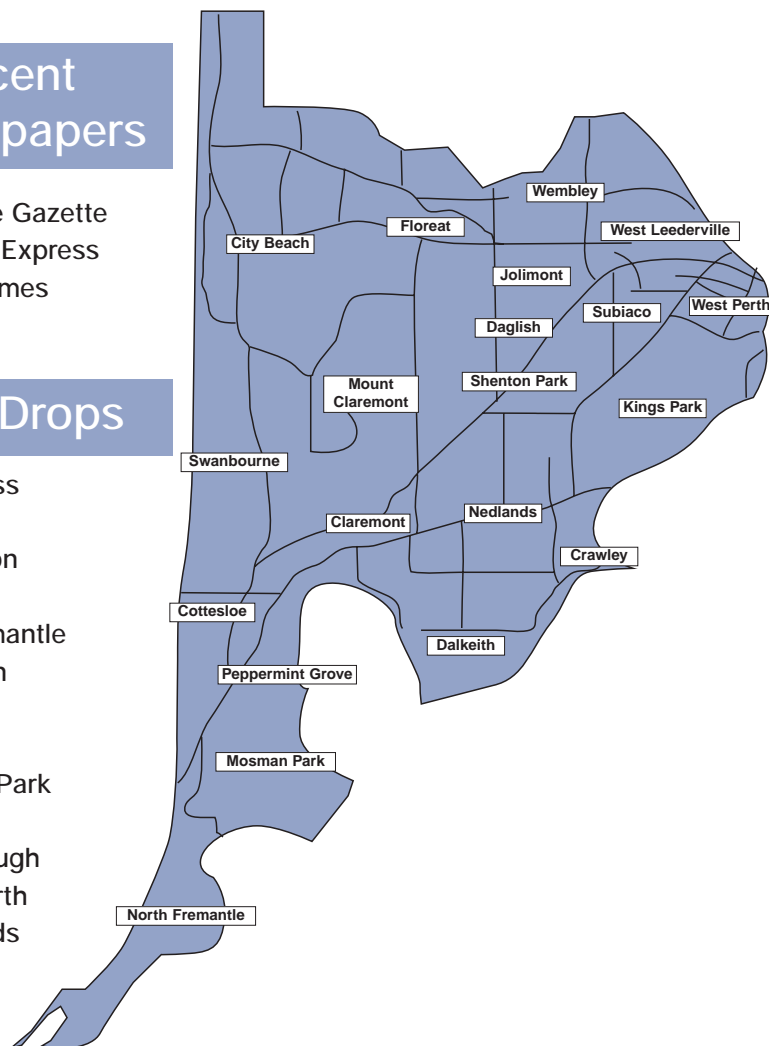


Adjacent newspapers

Fremantle Gazette
Guardian Express
Stirling Times

Bulk Drops

Applecross
Ardross
Booragoon
Como
East Fremantle
Herdsman
Highgate
Karrinyup
Osborne Park
Perth
Scarborough
South Perth
Woodlands



Where we go

Letterbox delivered weekly to the following suburbs:

City Beach	Nedlands
Claremont	North Fremantle
Cottesloe	Peppermint Grove
Crawley	Shenton Park
Daglish	Subiaco
Dalkeith	Swanbourne
Floreat	Wembley
Jolimont	West Leederville
Mosman Park	West Perth
Mount Claremont	

Demographics

Total population: 92,573
Males: 44,782
Females: 47,791
Median age: 36 years
Dwellings: 34,732
Median weekly household income: \$1,345
Av household size: 2.0 persons
Country of birth:
 Australia: 63.3%
 UK/Ireland: 10.3%
 Asia: 6.5%
 Source: ABS Census 2006

Local council areas

City of Perth (part)	Town of Cambridge
Town of Claremont	City of Nedlands
City of Subiaco	Town of Mosman Park
Town of Cottesloe	Shire of Peppermint Grove
City of Fremantle (part)	

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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

Western Suburbs Weekly
120 Roe St, Northbridge 6003
Tel: 9237 1630 Fax: 9237 1059



www.inmycommunity.com.au

western suburbs weekly



Affluent, well educated, professionals

WESTERN SUBURBS WEEKLY is distributed each Tuesday to homes and businesses in Perth's top-shelf river and beach-side suburbs and up-market redevelopment areas. The area has above average concentrations of high income earners, professionals/managers and people with university qualifications.

Lone person households represent 32% of all households (a mix of <45 years, baby-boomers and most notably, seniors) followed by those with dependent children (29%) and couple households (notably pre-retirement). Outright home ownership and rentals are the most salient tenure types.

While separate houses account for two thirds of dwellings, there is an above average concentration of multi-residential housing – an emerging proportion of the local housing market. Housing growth in the area is largely dependent on redevelopment and rezoning to free-up land stocks. Subiaco and West Perth are prominent areas for future medium-higher density dwellings appealing to affluent empty-nesters and young professionals, while the development of the former Swanbourne High School site offers a range of housing options including larger dwellings, townhouses and apartment living. Four in ten residents moved into the Western Suburbs Weekly area within the last 5 years.

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

weekly
life

WESTERN SUBURBS WEEKLY
residential
Community

breakaway
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Community
newspaper group