



Eastern Reporter

Adjacent newspapers

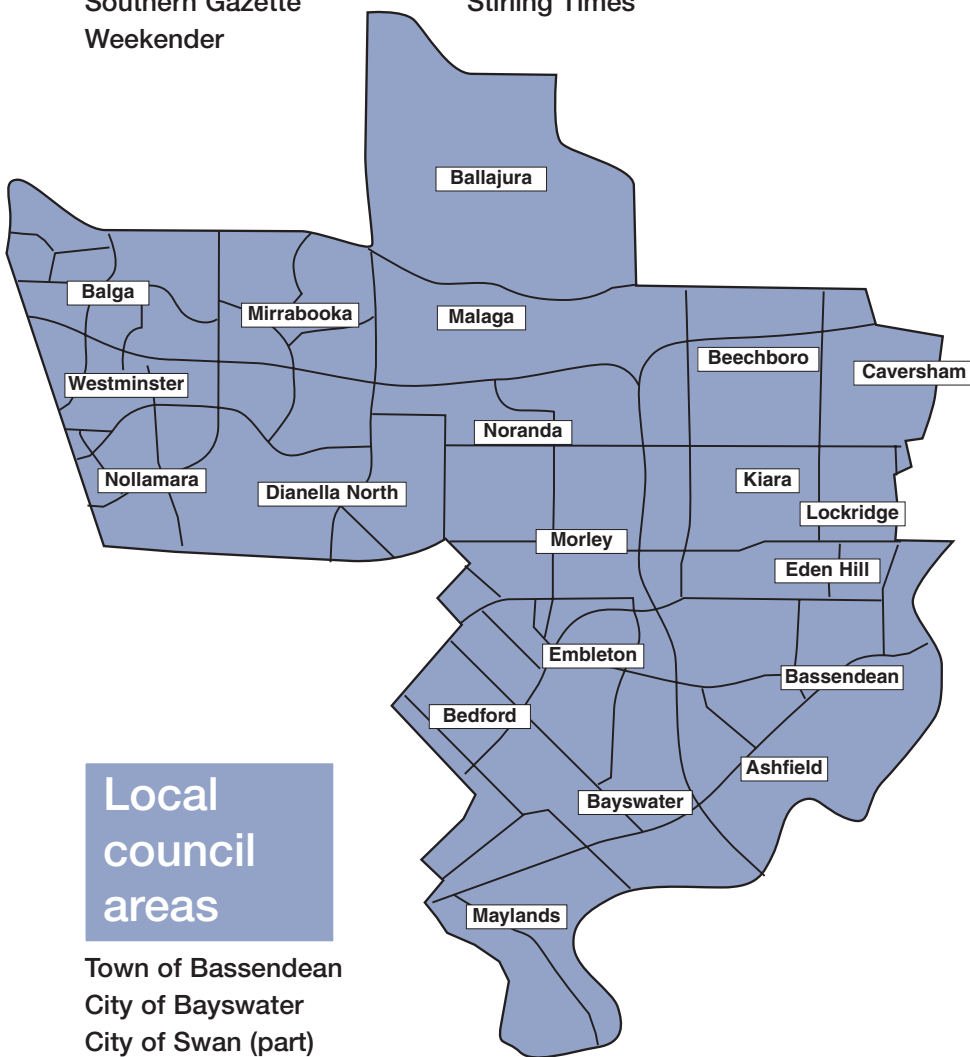
Guardian Express
Joondalup/Wanneroo Times
Southern Gazette
Weekender

Hills Gazette
Midland/Kalamunda Reporter
Stirling Times

Where we go

Letterbox delivered weekly to the following suburbs:

Ashfield	Embleton
Balga	Kiara
Ballajura	Lockridge
Bassendean	Malaga
Bayswater	Maylands
Bedford	Mirrabooka
Beechboro	Morley
Caversham (part)	Nollamara
Dianella (North)	Noranda
Eden Hill	Westminster



Local council areas

Town of Bassendean
City of Bayswater
City of Swan (part)
City of Stirling (part)

Demographics

Total population:	147,943
Males:	73,138
Females:	74,805
Median age:	35 years
Dwellings:	55,033
Median weekly household income:	\$934
Av household size:	2.4 persons
Country of birth:	
Australia:	58.6%
Asia:	9.0%
UK/Ireland:	7.7%

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 Kwinana Courier
Western Suburbs Weekly

Eastern Reporter

169 Main St, Osborne Park 6017
Tel: 9231 5200 Fax: 9231 5202



www.inmycommunity.com.au

Eastern Reporter



A cross-section of Australian life

EASTERN REPORTER is distributed each Tuesday to the Town of Bassendean, City of Bayswater, part of the City of Stirling (east of Wanneroo Road), and part of the City of Swan.

The area is home to a broad range of household types, most notably families with dependent children followed by lone person households (a mix of young singles, baby boomers and seniors), young working couples and baby boomer couples.

Pockets of high income families reside in newer suburbs and redevelopment areas and there is a significant Asian born community.

The most dominant tenure type is homes being purchased followed by a mix of outright home ownership and rentals, reflecting the area's diverse life cycle profile. There has been significant redevelopment in some suburbs with older homes and state housing properties being replaced by single dwellings and medium density housing - these new housing opportunities have fast-tracked demographic change.

White collar workers are the largest occupation group followed by semi skilled/unskilled workers and tradespeople.

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 & LEISURE

REAL ESTATE Sell it Buy it

LookLocal Trades & Services Directory

workplace live local work local

Community newspaper group