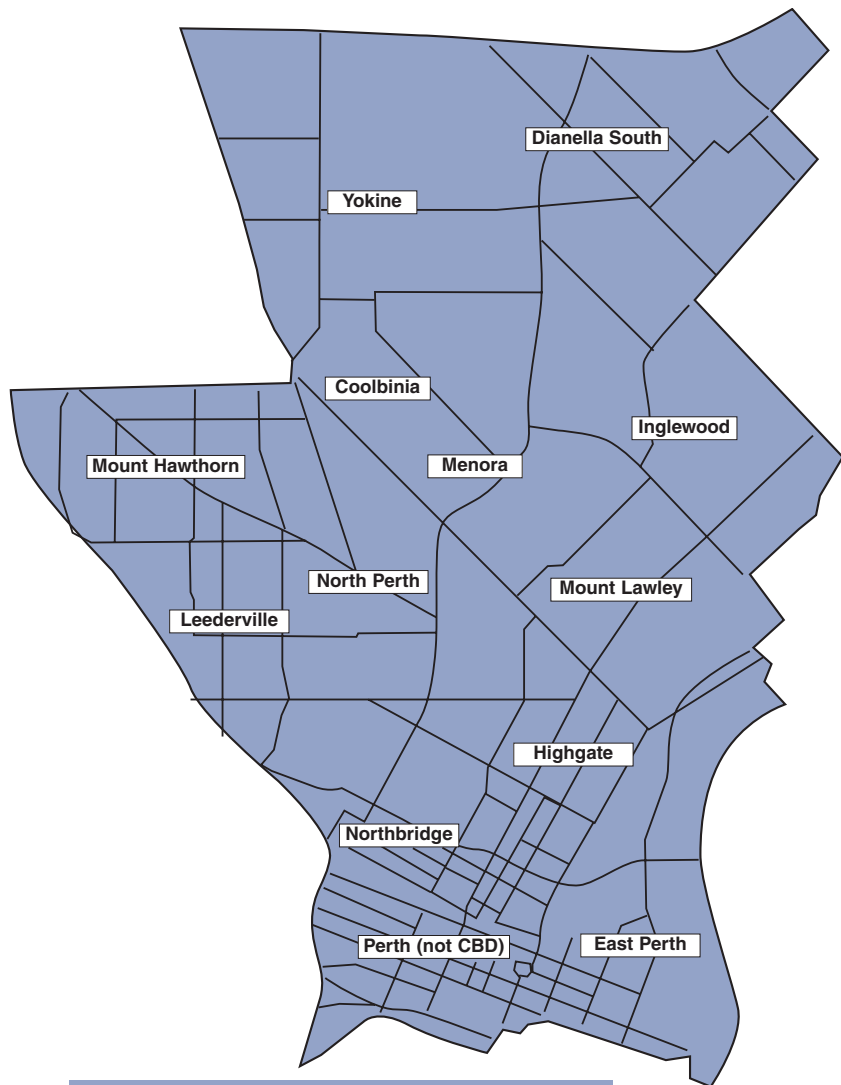




# Guardian Express



## Where we go

Letterbox delivered weekly to the following suburbs:

Coolbinia	Mount Hawthorn
Dianella (South)	Mount Lawley
East Perth	North Perth
Highgate	Northbridge
Inglewood	Perth
Leederville	Yokine
Menora	

## Demographics

<b>Total population:</b>	71,973
<b>Males:</b>	35,748
<b>Females:</b>	36,225
<b>Median age:</b>	35 years
<b>Dwellings:</b>	30,281
<b>Median weekly household income:</b>	\$1,020
<b>Av household size:</b>	1.9 persons
<b>Country of birth:</b>	
Australia:	56.2%
UK/Ireland:	8.5%
Asia:	7.9%
Italy:	3.2%

Source: ABS Census 2006

## Adjacent newspapers

Eastern Reporter  
 Stirling Times  
 Western Suburbs Weekly  
 Southern Gazette

## Local council areas

City of Perth (part)      Town of Vincent  
 City of Stirling (part)

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

### Guardian Express

120 Roe St, Northbridge 6003  
 Tel: 9237 1473 Fax: 9237 1059



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# Guardian Express



## Vibrant, cosmopolitan, upscale

**GUARDIAN EXPRESS** is distributed each Tuesday to homes and businesses in Perth's inner city suburbs and up-market redevelopment areas. The area is a vibrant mix of residential, commercial, retail and recreation areas. Easy access to restaurants, night-life, business and retail precincts is attracting affluent singles and couples in increasing numbers. Almost half of the residential population moved into their current home within the last 5 years.

The East Perth redevelopment project, new residential/commercial development in Leederville and Northbridge, as well as apartment developments around Mt Lawley, Inglewood, and Highgate are increasing the area's appeal for affluent baby-boomers seeking to downsize and young professional couples/singles enjoying the lifestyle benefits of living and working close to the city. Older more established suburbs house families, empty nesters and older singles.

Guardian Express area houses an above average concentration of overseas born residents (most notably from UK, Asia and Italy). Lone person households (the clear majority pre-retirement age) account for 39% of all households and the area has an above average concentration of multi-residential dwellings with renting the dominant tenure type. Innovative urban design and new housing opportunities cater to the area's professional/white collar occupation profile.

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



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