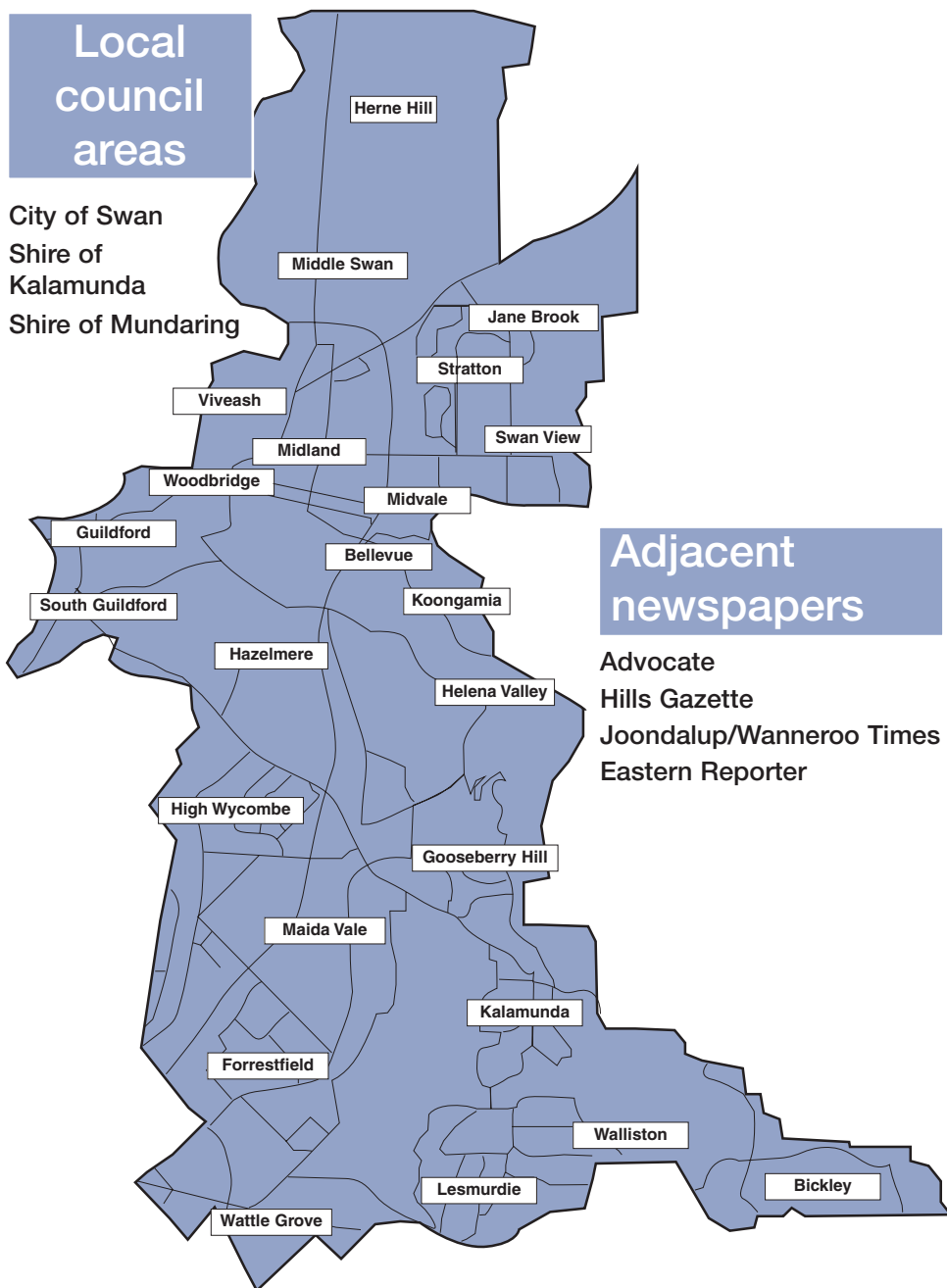




Midland Kalamunda Reporter

Local council areas

City of Swan
Shire of Kalamunda
Shire of Mundaring



Adjacent newspapers

Advocate
Hills Gazette
Joondalup/Wanneroo Times
Eastern Reporter

Where we go

Letterbox delivered weekly to the following suburbs:

Bellevue	Lesmurdie
Bickley	Maida Vale
Forrestfield	Midland
Gooseberry Hill	Middle Swan
Guildford	Midvale
Halzelmere	South Guildford
Helena Valley	Stratton
Herne Hill	Swan View
High Wycombe	Viveash
Jane Brook	Walliston
Kalamunda	Wattle Grove
Koongamia	

Demographics

Total population:	83,559
Males:	41,508
Females:	42,051
Median age:	35 years
Dwellings:	29,872
Median weekly household income:	\$995
Av household size:	2.4 persons
Country of birth:	
Australia:	68.7%
UK/Ireland:	12.2%
New Zealand:	2.9%
Asia:	2.5%

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

Midland Kalamunda Reporter

Shop 12 Midland Village
27 Old Great Northern Hwy Midland 6056
Tel: 9237 1900 Fax: 9237 1901



www.inmycommunity.com.au



Midland Kalamunda Reporter



A range of housing opportunities for an increasingly diverse population

MIDLAND-KALAMUNDA REPORTER is distributed each Tuesday to areas in the City of Swan and the Shires of Kalamunda and Mundaring. Consequently the region houses a diverse population across a range of housing types from older established suburbs, new housing developments (providing affordable housing for couples and families) and rural areas.

Separate houses account for 92% of dwellings with a well above average proportion of homes being purchased (notably in newer suburbs and redevelopment areas). Couple families with dependent children represent the most dominant household type followed by couple households with no children (predominantly younger couples and baby-boomer couples/empty nesters).

The region's occupation profile reflects its diversity with a mix of professionals, white collar workers, tradespeople and semi-skilled/unskilled workers.

Midland is the major commercial and administrative centre for City of Swan. The Midland redevelopment project is revitalising the area creating a vibrant regional centre and new housing opportunities. There is a strong tourism focus with the Swan Valley wine making district and historical attractions.

Source: ABS Census 2006



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

New Communities Research – Colmar Brunton Base: Perth metropolitan area

Community
newspaper group