

BRIMBANK & NORTHWEST

Connect your business with the community

The region's most popular community newspaper the **Brimbank & Northwest Star Weekly** offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



Available in the following suburbs:

Ardeer	3022
Braybrook	3019
Burnside.....	3023
Cairnlea.....	3023
Caroline Springs.....	3023
Deer Park.....	3023
Delahey.....	3037
Derrimut	3030
Kealba.....	3021
Keilor.....	3036
Keilor Downs.....	3038
Kings Park	3021
St Albans.....	3021
Sunshine.....	3020
Sydenham.....	3037
Taylors Hill	3037
Taylors Lakes	3038

Brimbank residents' first choice for local news

The Brimbank & Northwest Star Weekly is the trusted voice for Melbourne's vibrant north-west region, covering suburbs from Sunshine and Braybrook to Taylors Lakes and Hillside.

Celebrating the area's rich cultural diversity and dynamic growth as a residential, industrial, and commercial hub, the newspaper keeps residents informed and connected.

With key landmarks such as Sunshine Hospital and Victoria University, the region is thriving as a bustling satellite suburb. The Star Weekly delivers the latest in local news, from council updates and community initiatives to breaking stories and events that shape the area. Dedicated to fostering a sense of connection, the publication also highlights grassroots and professional sports, spotlighting the achievements of local teams and athletes.

Through its engaging content, the Brimbank & Northwest Star Weekly is proud to support and celebrate the community it serves.

FREE PUBLICATION - PUBLISHED TUESDAY AND ONLINE 24/7

Weekly total audience figure of: **49,630***

32,666 Print/Digital edition readers
10,639 Weekly website page views
6326 Social followers

*SOURCE: Combination of estimated readership of print and digital editions as at 18 December 2025; Google Analytics - relevant newspaper web page views (average weekly for period 1 Jan - 31 Dec 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 18 December 2025).

A choice for all ages & incomes

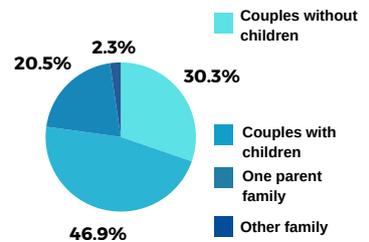
OCCUPATIONS

Labourers: 13.3%
Professionals: 16.8%
Community Personal Services: 11%
Technicians & Trades: 13.6%
Managers: 8.8%
Clerical & Admin: 13.4%
Sales Workers: 8.6%
Machinery Operators & Drivers: 11.8%

AGE

UNDER 34 45.6%
35-49 19.90%
50-64 18.2%
65+ 16.3%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the **Brimbank & Northwest Star Weekly** from the 2021 Census data in relation to the City of Brimbank, which is covered by the **Brimbank & Northwest Star Weekly**. It is a snapshot of the region and Star News Group expects you to rely on your own commercial judgement when using this information.

Print Advertising Deadlines

Display Advertising

Booking Deadline: 11am Wednesday prior
Material Deadline: 2pm Friday

Classified and Trades Advertising

All: 12 noon Friday

