

GREATER DANDENONG

Connect your **business with the community**

The region's most popular community newspaper the **Dandenong Star Journal** 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:

Dandenong	3175
Dandenong North	3175
Keys Estate	3173
Keysborough	3173
Noble Park	3174
Springvale	3171
Springvale South	3172

Greater Dandenong... Open for Business

Greater Dandenong is a region of economic opportunity, with easy access via major freeways and highways a major factor in attracting residents and tourists.

The State Government has invested \$300 million into revitalising central Dandenong to become a satellite city to Melbourne, attracting visitors from as far away as Gippsland.

One of Melbourne's oldest and most respected newspapers, the Dandenong Star Journal has been chronicling in words and pictures the history of Dandenong and the surrounding region since 1865.

Greater Dandenong is already attracting hundreds of millions of dollars of private investment under the watchful eye of Vic Urban, in order for it to become a destination not only in Melbourne's east, but across the state of Victoria.

FREE PUBLICATION - PUBLISHED TUESDAY AND ONLINE 24/7

Weekly total audience figure of: **76,688***

35,911 Print/Digital edition readers
32,370 Weekly website page views
6407 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

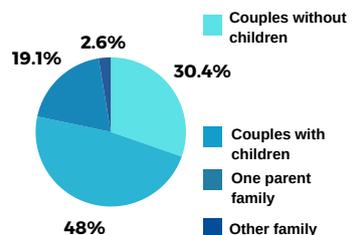
OCCUPATIONS

- Labourers: 17.3%
- Professionals: 15.9%
- Community Personal Services: 11%
- Technicians & Trades: 14.5%
- Managers: 8%
- Clerical & Admin: 10.6%
- Sales Workers: 7.8%
- Machinery Operators & Drivers: 12.2%

AGE

- UNDER 34** 47.4%
- 35-49** 20.6%
- 50-64** 16.2%
- 65+** 15.8%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the **Dandenong Star Journal** from the 2021 Census data in relation to the City of Greater Dandenong, covered by the **Dandenong Star Journal**. 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: 5pm Wednesday prior
 Material Deadline: 5pm Wednesday Prior

Classified and Trades Advertising

Trades: 10am Friday
 General: 3.30pm Friday

