



## Connect your business with the community

The region's most popular community newspaper the **Lilydale Star Mail** 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 areas:

Lilydale.....	3140
Mooroolbark .....	3138
Kilsyth .....	3137
Chirside Park .....	3116



## Lilydale residents' first choice for local news

The Lilydale Star Mail proudly serves the vibrant Yarra Ranges communities of Lilydale, Mooroolbark, Kilsyth, and Chirside Park. Lilydale itself is a thriving commercial hub with a rich history, tracing back to the days of Dame Nellie Melba.

Though a new publication, the Lilydale Star Mail quickly established itself as a trusted local voice, offering engaging human interest stories, community features, and a highly regarded Real Estate section. It also benefits from the strength of the neighboring Mount Evelyn Star Mail, reinforcing strong community ties.

Each week, we publish a comprehensive Property Guide, showcasing a diverse range of local and country properties. In addition, we keep residents informed and connected by covering local events, business updates, and stories that matter most to the community.

Stay informed and engaged with the Lilydale Star Mail—your go-to source for all things local.

### FREE PUBLICATION - PUBLISHED TUESDAY AND ONLINE 24/7

Weekly total audience figure of: **34,304\***

**18,620** Print/Digital edition readers  
**8299** Weekly website page views  
**7385** 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

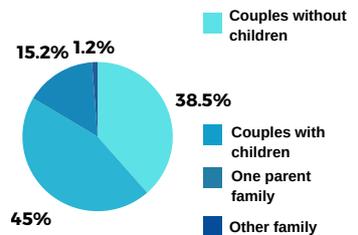
#### OCCUPATIONS

Labourers: 9.2%  
 Professionals: 18.1%  
 Community Personal Services: 12.7%  
 Technicians & Trades: 17.5%  
 Managers: 12.7%  
 Clerical & Admin: 14.5%  
 Sales Workers: 8.6%  
 Machinery Operators & Drivers: 5.1%

#### AGE

**UNDER 34** 42.7%  
**35-49** 18.9%  
**50-64** 19.9%  
**65+** 18.3%

#### HOUSEHOLD TYPE



**Please Note:** This information was compiled based on our understanding of our readers and information obtained by the **Lilydale Star Mail** from the 2021 Census data in relation to the Lilydale area, which is covered by the **Lilydale Star Mail**. 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

#### Classified and Trades Advertising

Trades: 4pm Thursday  
 General: 4pm Friday