

# MELTON & MOORABOOL

Connect your business with the community

The region's most popular community newspaper the **Melton & Moorabool 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:**

- Arnolds Creek ..... 3337
- Bacchus Marsh ..... 3340
- Ballan ..... 3342
- Balliang ..... 3340
- Balliang East ..... 3340
- Blackwood ..... 3458
- Brookfield ..... 3338
- Darley ..... 3340
- Diggers Rest ..... 3427
- Eynesbury ..... 3338
- Gordon ..... 3345
- Greendale ..... 3341
- Hopetoun Park ..... 3340
- Korobeit ..... 3341
- Long Forest ..... 3340
- Maddingley ..... 3340
- Melton ..... 3337
- Melton South ..... 3338
- Myrning ..... 3341
- Parwan ..... 3340
- Rockbank ..... 3335
- Rowsley ..... 3340
- Toolern Vale ..... 3337

**Melton & Moorabool residents' first choice for local news**

The Melton & Moorabool Star Weekly proudly serves Melbourne's thriving west, covering vibrant communities from Bacchus Marsh and Eynesbury to Ballan and Rockbank.

With its unique blend of rural charm and incredible urban growth, the region offers something for everyone, from picturesque landscapes to bustling town centers.

Key attractions include Melton's Tabcorp Park, the heart of harness racing, the stunning Melton Botanic Gardens, and the much-loved annual Djerrirwarh Festival. These events and destinations showcase the area's rich cultural and recreational offerings

Our newspaper is committed to connecting communities by delivering comprehensive coverage of local news, events, and stories that matter. From council updates and community achievements to the latest in entertainment and lifestyle, we ensure readers stay informed and engaged.

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

Weekly total audience figure of: **41,255\***

**27,476** Print/Digital edition readers  
**8800** Weekly website page views  
**4979** 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**

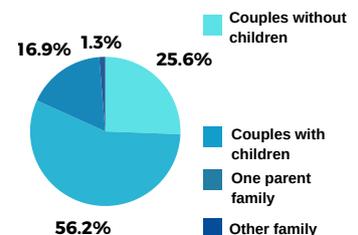
**OCCUPATIONS**

- Labourers: 9.8%
- Professionals: 17.2%
- Community Personal Services: 11.9%
- Technicians & Trades: 13.8%
- Managers: 10%
- Clerical & Admin: 14.3%
- Sales Workers: 9.2%
- Machinery Operators & Drivers: 11.4%

**AGE**

- UNDER 34** 52.8%
- 35-49** 23.9%
- 50-64** 14.1%
- 65+** 9%

**HOUSEHOLD TYPE**



Please Note: This information was compiled based on our understanding of our readers and information obtained by the Melton & Moorabool Star Weekly from the 2021 Census data in relation to the Moorabool Shire, which is covered by the Melton & Moorabool 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: 10am Monday

**Classified and Trades Advertising**  
 All: 12pm Friday

