

YARRA VALLEY

Connect your **business** with the **community**

The region's most popular community newspaper the **Mountain Views 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:

Alexandra	3714
Buxton	3711
Coldstream.....	3770
Healesville.....	3777
Lilydale.....	3140
Marysville.....	3779
Yarra Glen	3775



Yarra Valley residents' first choice for local news

The Mountain Views Star Mail is the local newspaper for the residents in the heart of the Yarra Valley sweeping from Healesville to Yarra Glen and Marysville.

While the region has retained its strong agricultural focus, towns have also enjoyed a family orientated resurgence as many have made their homes in the growing residential developments that have been fuelled by the commercial development of the region and the easy access to commercial centres in the eastern corridor.

Known for its beautiful views, as well as historic landmarks and internationally recognised tourist destinations like the Healesville Sanctuary and world renowned wineries the area is a popular setting for everyone who chooses to live, work or play in the Yarra Valley.

Our publication keeps you connected with the latest local news, events, and developments.

Explore the Yarra Valley with the Mountain Views Star Mail—your trusted voice in this thriving community.

FREE PUBLICATION - PUBLISHED TUESDAY AND ONLINE 24/7

Weekly total audience figure of:

31,783*

12,525 Print/Digital edition readers
11,873 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

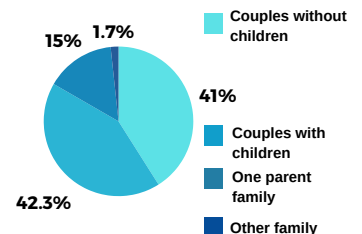
OCCUPATIONS

Labourers: 10.9%
Professionals: 17%
Community Personal Services: 12.1%
Technicians & Trades: 19%
Managers: 14.5%
Clerical & Admin: 11.5%
Sales Workers: 7.5%
Machinery Operators & Drivers: 5.9%

AGE

UNDER 34 37.9%
35-49 18%
50-64 21.5%
65+ 22.6%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the Mountain Views Star Mail from the 2021 Census data in relation to the Healesville - Yarra Glen area, which is covered by the Mountain Views 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

