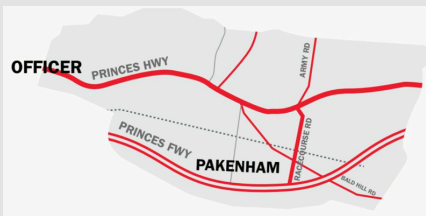


# PAKENHAM & OFFICER

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

The region's most popular community newspaper the **Pakenham Officer Star News** 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.

We can provide both Early General News display advertising in the news section of the newspaper, or Classified Advertising in the alphabetically sorted reference Network Classified section of the newspaper.



Available in the following suburbs:

Pakenham ..... 3810  
Officer ..... 3809



## Pakenham & Officer... where the suburbs meet the country

Nestled in the foothills of the Dandenong's, just 60 km southeast of Melbourne via the Pakenham Bypass Freeway, the towns of Pakenham and Officer are becoming home to more and more families. These thriving communities offer the best of both worlds, balancing the charm of a semi-rural lifestyle with easy access to the metropolitan area to the west and Gippsland to the east.

As the urban-rural heart of Cardinia Shire, Pakenham and Officer are undergoing rapid residential and industrial growth. With this expansion comes a growing need for reliable, local reporting that keeps the community informed and connected.

The Pakenham Officer Star News plays a vital role as the local community newspaper, providing comprehensive coverage of local news, events, and achievements. From council developments to school updates, grassroots sports, and stories that celebrate community life, The Pakenham Officer Star News ensures residents stay connected to the events shaping their lives.

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

Weekly total audience figure of:

**41,535\***

**28,298** Print/Digital edition readers  
**12,220** Weekly website page views  
**1017** 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

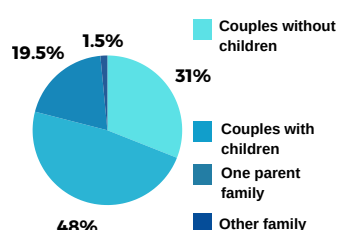
### OCCUPATIONS

Labourers: 12%  
Professionals: 15%  
Community Personal Services: 12.9%  
Technicians & Trades: 16.5%  
Managers: 9.7%  
Clerical & Admin: 12.4%  
Sales Workers: 9.4%  
Machinery Operators & Drivers: 10.9%

### AGE

**UNDER 34** 53.5%  
**35-49** 21.5%  
**50-64** 13.2%  
**65+** 11.9%

### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the Pakenham Officer Star News from the 2021 Census data in relation to the Cardinia Shire, covered by the Pakenham Officer Star News. 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 Friday prior  
Material Deadline: 5pm Friday prior

#### Classified and Trades Advertising

Trades: 5pm Tuesday  
General: 11am Wednesday

