

THE UPPER YARRA VALLEY

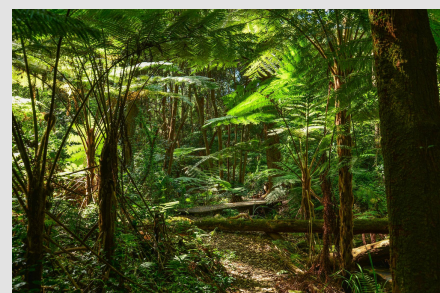
Connect your business with the community

The region's most popular community newspaper the **Mount Evelyn 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:

Don Valley	3139
Launching Place	3139
Millgrove	3799
Seville.....	3139
Wandin.....	3139
Warburton	3799
Wesburn.....	3799
Woori Yallock	3139
Yarra Junction	3797
Yellingbo	3139



The Upper Yarra residents' first choice for local news

Covering everything along the Warburton Highway and beyond, the Upper Yarra Star Mail serves the beautiful towns of Warburton, Woori Yallock, and Yarra Junction, along with outer communities like Gladysdale and Big Pat's Creek.

Nestled among lush mountain forests and scenic river valleys, the Upper Yarra region is a haven for families, tree changers, and visitors seeking a peaceful escape. With a thriving local community and a steady influx of international tourists and Melbourne weekenders, the area's charm lies in its natural beauty and strong sense of connection.

Our newspaper is dedicated to bringing residents closer together by covering local news, events, and stories that shape the region. From community initiatives and festivals to important developments, we keep you informed and engaged with the people and places that matter most.

Stay connected with the Upper Yarra Star Mail—your trusted source for all things local.

FREE PUBLICATION - PUBLISHED TUESDAY AND ONLINE 24/7

Weekly total audience figure of:

28,452*

16,098 Print/Digital edition readers
4969 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

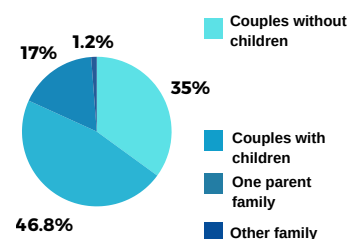
OCCUPATIONS

Labourers: 12.2%
Professionals: 10.5%
Community Personal Services: 13.6%
Technicians & Trades: 26.3%
Managers: 8.9%
Clerical & Admin: 10.6%
Sales Workers: 7.3%
Machinery Operators & Drivers: 8.6%

AGE

UNDER 34 50.1%
35-49 18.4%
50-64 17.2%
65+ 14.2%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the **Upper Yarra Star Mail** from the 2021 Census data in relation to the Woori Yallock - Launching Place Region, which is covered by the **Upper Yarra 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

