



THE NORTHERN STAR

DEDICATED TO THE NORTHERN RIVERS REGION

Enjoying a cherished reputation built over more than 130 years of service, The Northern Star is the sole daily newspaper dedicated to the dynamic population of Lismore and surrounding Northern Rivers townships. The Northern Star is one of the largest private employers in the region and remains an integral part of this popular Northern New South Wales community. Catering to the diverse interests of Northern Rivers residents, The Northern Star focuses strongly on providing a voice for its readers, while keeping them up-to-date with local, national and international news. From sports results, property and rural news, to health, entertainment and travel, it's all covered by The Northern Star.

MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- The Guide
- Sport
- Better Business
- Weekend
- Smarter Shopping
- Pulse
- Easy Eating
- The Back Fence
- NiE
- Catch & Kiss (Fishing)
- Rural Weekly Update

PUBLISHED COVER PRICE

Daily, Monday to Saturday
\$1.20 Mon - Fri
\$1.80 Saturday

READERSHIP

32,000 Mon - Fri
48,000 Saturday

CIRCULATION

11,291 Mon - Fri#
19,839 Saturday#

CIRCULATION AREAS AND POSTCODES

Alstonville	2477	Evans Head	2473	Rappville	2469
Ballina	2478	Goonellabah	2480	Tabulam	2469
Bangalow	2479	Kyogle	2474	Tenterfield	2372
Billinudgel	2483	Lennox Head	2478	Ulmarra	2462
Bonalbo	2469	Lismore	2480	Urbenville	2475
Brunswick Heads	2483	Mallanganee	2469	Wardell	2477
Byron Bay	2481	Mullumbimby	2482	Wollongbar	2477
Casino	2470	Mummulgum	2469	Woodburn	2472
Coraki	2471	Newrybar	2479	Woodenbong	2476
Dairy Flat	2474	Nimbin	2480		
Drake	2469	Ocean Shores	2483		

THE Northern Star
www.northernstar.com.au
THURSDAY, OCTOBER 26, 2011 \$1.20

SOLAR BONUS SCHEME SMASHED P5

DAN SULTAN INSIDE PULSE

PROPERTY BOOM Page 2

Our property prices compare with New York and London

By ALEX EASTON

Real Estate Institute of NSW says the region topped the list for the most expensive property sales in the state, with Sydney, Melbourne and Brisbane trailing behind. The average price for a house in the Northern Rivers region was \$420,000, compared with \$410,000 in Sydney, \$380,000 in Melbourne and \$350,000 in Brisbane. The average price for a house in the Northern Rivers region was \$420,000, compared with \$410,000 in Sydney, \$380,000 in Melbourne and \$350,000 in Brisbane.

"We need a reliable Family car"

FORRESTER X MANUAL DEMOS

WAS \$24,990 SAVE \$4,070

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ADVERTISING DEADLINES

ROP Booking	10am, 2 working days prior
ROP Material	5pm, 2 working days prior
Classified Booking	5pm, 2 working days prior
Classified Material	5pm, 2 working days prior
Insert Booking	7 working days prior
Insert Material	5 working days prior

CONTACT DETAILS

For bookings and information, contact your Media Sales Consultant, or The Northern Star office:
Phone 02 6620 0500
Fax 07 6625 2571



THE NORTHERN STAR – LISMORE/NORTHERN RIVERS

MONDAY TO SATURDAY READER PROFILE

FILTER: NORTHERN RIVERS TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 131,000	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
TOTAL READERSHIP: 35,000 DAILY*	25	100	-
Primary readership	26	96	94
GENDER			
Male	25	49	49
Female	25	51	51
AGE			
14-24	17	12	17
25-34	18	8	11
35-49	24	24	26
50-64	26	26	26
65+	38	30	20
Average age		53 years	48 years
EMPLOYMENT			
Employed full-time or part-time	22	50	57
Retired	33	27	21
OCCUPATION			
Professionals / managers [†]	21	13	16
White collar workers [†]	23	31	34
Small business owner / business decision maker	28	27	24
SOCIO-ECONOMIC STATUS			
AB / C quintiles	20	23	29
HOUSEHOLD DETAILS			
Own or paying off own home	28	75	68
Main grocery buyer	24	56	58
Household decision maker	27	88	83
Children under 18 in household	23	35	40
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	22	40	46
Light / non commercial radio listeners	23	69	76
Light / non cinema attendees	28	59	53
FINANCE			
Average household income		\$68,100	\$67,300
Average savings and investments (excl. property)		\$206,300	\$172,600