

White Pages and Yellow Pages Directory Advertising Book Close Dates

Code	Directory Name	Distribution Methods				
		Circulation ¹	Initial ²	Over The Counter ³	Demand ⁴	Close ⁵
New South Wales – Metro						
NC1Y/W	Manly, Warringah & Pittwater 2021	31,429	√	-	√	09/09/22
NC2Y/W	St George & Sutherland Shire 2021	62,093	√	-	√	09/09/22
NC3Y/W	Liverpool Region 2021	65,515	√	-	√	09/09/22
NC4Y/W	Parramatta & Blacktown Region 2021	87,404	√	-	√	09/09/22
NC5Y/W	City & Eastern Suburbs 2021	41,454	√	-	√	09/09/22
NC6Y/W	North Shore & Pymble Region 2021	53,722	√	-	√	09/09/22
NC7Y/W	South Sydney & Inner West Region 2021	26,894	√	-	√	09/09/22
NC8Y/W	Hills Shire & Upper North Shore 2021	47,804	√	-	√	09/09/22
NC9Y/W	Bankstown & Strathfield Region 2021	59,207	√	-	√	09/09/22
N00Y/W	Sydney Metro 2021	475,520	√	-	√	09/09/22
N00R	Sydney Metro Residential White Pages Only 2021	N/A	-	-	√	09/09/22
New South Wales – Regional						
N01Y/W	Tamworth 2021/22	71,568	√	√	√	21/10/22
N02Y/W	Wagga Wagga 2021/22	71,563	√	√	√	27/01/23
N03Y/W	Newcastle 2021/22	189,469	√	√	√	24/02/23
N04Y/W	Canberra 2021/22	151,784	√	√	√	06/01/23
N05Y/W	Dubbo 2021/22	45,888	√	√	√	28/10/22
N06Y/W	Lismore 2021/22	77,799	√	√	√	06/01/23
N07Y/W	Wollongong 2021/22	89,008	√	√	√	18/11/22
N08Y/W	Central Coast 2021/22	110,263	√	√	√	27/01/23
N09Y/W	Kempsey 2021/22	51,149	√	√	√	21/10/22
N10Y/W	Broken Hill 2021/22	10,170	√	√	√	11/11/22
N11Y/W	Muswellbrook 2021/22	18,392	√	√	√	06/01/23
N12Y/W	Bathurst 2021/22	74,441	√	√	√	21/10/22
N13Y/W	Penrith 2021/22	73,673	√	√	√	06/01/23
N14Y/W	Albury 2021/22	47,497	√	√	√	21/10/22
N15Y/W	Goulburn 2021/22	37,155	√	√	√	17/02/23
N16Y/W	Nowra 2021/22	65,720	√	√	√	27/01/23
N17Y/W	Windsor 2021/22	27,522	√	√	√	04/11/22
N18Y/W	Campbelltown 2021/22	61,219	√	√	√	20/01/23
N19Y/W	Cooma 2021/22	9,359	√	√	√	11/11/22
N20Y/W	Bega 2021/22	14,478	√	√	√	20/01/23
N21Y/W	Coffs Harbour 2021/22	47,682	√	√	√	06/01/23
N22Y/W	Taree 2021/22	35,653	√	√	√	21/10/22
Queensland – Metro						
QC1Y/W	Logan City Beenleigh Region 2021	69,334	√	-	√	29/07/22
QC2Y/W	Redcliffe Region 2021	83,636	√	-	√	29/07/22
QC3Y/W	Ipswich Region 2021	66,170	√	-	√	29/07/22
QC4Y/W	Redland-Bayside Region 2021	62,294	√	-	√	29/07/22
QC5Y/W	Inner City Nth Region 2021	84,758	√	-	√	29/07/22
QC6Y/W	Inner City Sth Region 2021	73,531	√	-	√	29/07/22
Q00Y/W	Brisbane Metro 2021	439,724	√	-	-	29/07/22
Q00R	Brisbane Metro Residential White Pages Only 2021	N/A	-	-	√	29/07/22

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Queensland – Regional						
Q01Y/W	Cairns 2021/22	89,483	√	√	√	11/11/22
Q02Y/W	Rockhampton 2021/22	82,418	√	√	√	17/02/23
Q03Y/W	Maryborough 2021/22	91,829	√	√	√	06/01/23
Q04Y/W	Toowoomba 2021/22	77,630	√	√	√	28/10/22
Q05Y/W	Gold Coast 2021/22	185,462	√	√	√	24/02/23
Q06Y/W	Townsville 2021/22	95,939	√	√	√	04/11/22
Q07Y/W	Beaudesert 2021/22	34,488	√	√	√	28/10/22
Q08Y/W	Roma 2021/22	18,849	√	√	√	28/10/22
Q09Y/W	Sunshine Coast 2021/22	149,466	√	√	√	06/01/23
Q10Y/W	Mackay 2021/22	57,531	√	√	√	17/02/23
Q11Y/W	Gympie 2021/22	19,969	√	√	√	06/01/23
South Australia – Metro						
SC1Y/W	Northern Region 2021	105,309	√	-	√	17/06/22
SC2Y/W	Southern Region 2021	52,825	√	-	√	17/06/22
SC4Y/W	Eastern & Hills Region 2021	57,766	√	-	√	17/06/22
SC5Y/W	City to Bay 2021	143,622	√	-	√	17/06/22
S00Y/W	Adelaide Metro 2021	359,522	√	-	-	17/06/22
S00R	Adelaide Metro Residential White Pages Only 2021	N/A	-	-	√	17/06/22
South Australia / Northern Territory – Regional						
S05Y/W	Barossa 2021/22	76,015	√	√	√	18/11/22
S06Y/W	Port Augusta 2021/22	46,183	√	√	√	18/11/22
S07Y/W	South East 2021/22	27,084	√	√	√	18/11/22
S08Y/W	Yorke Peninsula 2021/22	17,776	√	√	√	18/11/22
S09Y/W	Darwin 2021/22	50,437	√	√	√	20/01/23
S10Y/W	Alice Springs 2021/22	9,695	√	√	√	20/01/23
Tasmania – Regional						
T00Y/W	Hobart 2020/21	85,342	√	√	√	10/06/22
T03Y/W	Launceston 2021/22	53,919	√	√	√	04/11/22
T04Y/W	Burnie 2021/22	43,341	√	√	√	20/01/23
Victoria – Metro						
VC0Y/W	South Western Region 2021	48,086	√	-	√	23/09/22
VC1Y/W	Frankston & Chelsea Region 2021	27,788	√	-	√	23/09/22
VC2Y/W	Greater Eastern Region 2021	52,100	√	-	√	23/09/22
VC3Y/W	North Eastern Region 2021	62,977	√	-	√	23/09/22
VC4Y/W	Western Region 2021	68,167	√	-	√	23/09/22
VC5Y/W	Greater South Eastern Region 2021	51,139	√	-	√	23/09/22
VC7Y/W	Northern Region 2021	51,202	√	-	√	23/09/22
VC8Y/W	Eastern Region 2021	42,769	√	-	√	23/09/22
VC9Y/W	Bayside Region 2021	29,229	√	-	√	23/09/22
VCAY/W	South Eastern Region 2021	36,294	√	-	√	23/09/22
VCNY/W	Inner City Nth Region 2021	17,717	√	-	√	23/09/22
VCSY/W	Inner City Sth Region 2021	18,412	√	-	√	23/09/22
V00Y/W	Melbourne Metro 2021	505,880	√	-	-	23/09/22
V00R	Melbourne Metro Residential White Pages Only 2021	N/A	-	-	√	23/09/22

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		Circulation ¹	Initial ²	Over The Counter ³	Demand ⁴	
Victoria – Regional						
V01Y/W	Bairnsdale 2021/22	56,957	√	√	√	13/01/23
V02Y/W	Geelong 2021/22	106,752	√	√	√	13/01/23
V03Y/W	Ballarat 2021/22	73,840	√	√	√	04/11/22
V04Y/W	Bendigo 2021/22	82,310	√	√	√	20/01/23
V05Y/W	Warrambool 2021/22	36,555	√	√	√	18/11/22
V06Y/W	Warragul 2021/22	30,131	√	√	√	27/01/23
V07Y/W	Wangaratta 2021/22	47,547	√	√	√	28/10/22
V08Y/W	Shepparton 2021/22	36,741	√	√	√	04/11/22
V09Y/W	Mornington 2021/22	114,368	√	√	√	13/01/23
V10Y/W	Mildura 2021/22	28,567	√	√	√	06/01/23
Western Australia – Metro						
WC1Y/W	Northern Region 2021	120,526	√	-	√	08/07/22
WC2Y/W	Rockingham & Mandurah 2021	36,489	√	-	√	08/07/22
WC3Y/W	Fremantle & Inner Sth East Region 2021	147,250	√	-	√	08/07/22
WC4Y/W	Eastern Region 2021	64,791	√	-	√	08/07/22
WC5Y/W	City & Western Suburbs 2021	43,109	√	-	√	08/07/22
W00Y/W	Perth Metro 2021	412,165	√	-	-	08/07/22
W00R	Perth Metro Residential White Pages Only 2021	N/A	-	-	√	08/07/22
Western Australia – Regional						
W01Y/W	Great Northern 2021/22	51,399	√	√	√	13/01/23
W02Y/W	Central & East 2021/22	40,359	√	√	√	27/01/23
W03Y/W	South Western 2021/22	114,737	√	√	√	13/01/23

Definitions:

Circulation¹ means the estimated quantity for distribution.

Initial² means deliveries to standalone dwellings that are likely to value a print directory (e.g. areas with an older demographic or which have low/no internet usage etc) and to businesses in low to medium density buildings. Depending on the profile of a suburb, we deliver either in full or partially, or we exclude the suburb altogether. We do not deliver to secure apartments in either metropolitan or regional markets during initial distribution, but they can order via Demand. After initial delivery, we may deliver any remaining directories to unsecure apartments in metropolitan and regional areas.

Over The Counter³ means we offer a limited quantity of directories to Australia Post Outlets in that directory region to hand out over the counter free of charge when requested until stock runs out. This is only offered in Regional markets and not Metro markets.

Demand⁴ means a limited quantity of directories are available for ordering over the phone or via www.directoryselect.com.au throughout the year till the next edition free of charge until stock runs out.

Close⁵ means the last date advertising can be purchased in that directory.