

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	29,897	√	-	√	08/09/23
NC2Y/W	St George & Sutherland Shire	59,061	√	-	√	08/09/23
NC3Y/W	Liverpool Region	62,311	√	-	√	08/09/23
NC4Y/W	Parramatta & Blacktown Region	83,130	√	-	√	08/09/23
NC5Y/W	City & Eastern Suburbs	39,429	√	-	√	08/09/23
NC6Y/W	North Shore & Pymble Region	51,101	√	-	√	08/09/23
NC7Y/W	South Sydney & Inner West Region	25,583	√	-	√	08/09/23
NC8Y/W	Hills Shire & Upper North Shore	45,470	√	-	√	08/09/23
NC9Y/W	Bankstown & Strathfield Region	56,314	√	-	√	08/09/23
N00Y/W	Sydney Metro	452,295	√	-	√	08/09/23
N00R	Sydney Metro Residential White Pages Only	N/A	-	-	√	08/09/23
New South Wales – Regional						
N01Y/W	Tamworth 2024/25	68,240	√	√	√	20/10/23
N02Y/W	Wagga Wagga	68,257	√	√	√	25/01/24
N03Y/W	Newcastle	180,416	√	√	√	23/02/24
N04Y/W	Canberra	144,497	√	√	√	05/01/24
N05Y/W	Dubbo	43,767	√	√	√	27/10/23
N06Y/W	Lismore	74,162	√	√	√	05/01/24
N07Y/W	Wollongong	84,736	√	√	√	17/11/23
N08Y/W	Central Coast	104,938	√	√	√	25/01/24
N09Y/W	Kempsey	48,725	√	√	√	20/10/23
N10Y/W	Broken Hill	10,170	√	√	√	10/11/23
N11Y/W	Muswellbrook	17,525	√	√	√	05/01/24
N12Y/W	Bathurst	70,932	√	√	√	20/10/23
N13Y/W	Penrith	70,136	√	√	√	05/01/24
N14Y/W	Albury	45,266	√	√	√	20/10/23
N15Y/W	Goulburn	35,397	√	√	√	16/02/24
N16Y/W	Nowra	62,611	√	√	√	25/01/24
N17Y/W	Windsor	26,218	√	√	√	03/11/23
N18Y/W	Campbelltown	58,281	√	√	√	19/01/24
N19Y/W	Cooma	9,359	√	√	√	10/11/23
N20Y/W	Bega	13,807	√	√	√	19/01/24
N21Y/W	Coffs Harbour	45,430	√	√	√	05/01/24
N22Y/W	Taree	33,968	√	√	√	20/10/23
Queensland – Metro						
QC1Y/W	Logan City Beenleigh Region	65,940	√	-	√	28/07/23
QC2Y/W	Redcliffe Region	79,542	√	-	√	28/07/23
QC3Y/W	Ipswich Region	62,930	√	-	√	28/07/23
QC4Y/W	Redland-Bayside Region	59,245	√	-	√	28/07/23
QC5Y/W	Inner City Nth Region	80,612	√	-	√	28/07/23
QC6Y/W	Inner City Sth Region	69,931	√	-	√	28/07/23
Q00Y/W	Brisbane Metro	418,199	√	-	-	28/07/23
Q00R	Brisbane Metro Residential White Pages Only	N/A	-	-	√	28/07/23

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Queensland – Regional						
Q01Y/W	Cairns	85,330	√	√	√	10/11/23
Q02Y/W	Rockhampton	78,556	√	√	√	16/02/24
Q03Y/W	Maryborough	87,446	√	√	√	05/01/24
Q04Y/W	Toowoomba	73,964	√	√	√	27/10/23
Q05Y/W	Gold Coast	176,492	√	√	√	23/02/24
Q06Y/W	Townsville	91,397	√	√	√	03/11/23
Q07Y/W	Beaudesert	32,872	√	√	√	27/10/23
Q08Y/W	Roma	18,036	√	√	√	27/10/23
Q09Y/W	Sunshine Coast	142,263	√	√	√	05/01/24
Q10Y/W	Mackay	54,808	√	√	√	16/02/24
Q11Y/W	Gympie	19,028	√	√	√	05/01/24
South Australia – Metro						
SC1Y/W	Northern Region	100,153	√	-	√	16/06/23
SC2Y/W	Southern Region	50,239	√	-	√	16/06/23
SC4Y/W	Eastern & Hills Region	54,939	√	-	√	16/06/23
SC5Y/W	City to Bay	136,590	√	-	√	16/06/23
S00Y/W	Adelaide Metro	341,920	√	-	-	16/06/23
S00R	Adelaide Metro Residential White Pages Only	N/A	-	-	√	16/06/23
South Australia / Northern Territory – Regional						
S05Y/W	Barossa	72,606	√	√	√	17/11/23
S06Y/W	Port Augusta	44,127	√	√	√	17/11/23
S07Y/W	South East	25,844	√	√	√	17/11/23
S08Y/W	Yorke Peninsula	17,031	√	√	√	17/11/23
S09Y/W	Darwin	48,037	√	√	√	19/01/24
S10Y/W	Alice Springs	9,695	√	√	√	19/01/24
Tasmania – Regional						
T00Y/W	Hobart	81,336	√	√	√	09/06/23
T03Y/W	Launceston	51,423	√	√	√	03/11/23
T04Y/W	Burnie	41,331	√	√	√	19/01/24
Victoria – Metro						
VC0Y/W	South Western Region	45,735	√	-	√	22/09/23
VC1Y/W	Frankston & Chelsea Region	26,430	√	-	√	22/09/23
VC2Y/W	Greater Eastern Region	49,554	√	-	√	22/09/23
VC3Y/W	North Eastern Region	59,900	√	-	√	22/09/23
VC4Y/W	Western Region	64,833	√	-	√	22/09/23
VC5Y/W	Greater South Eastern Region	48,638	√	-	√	22/09/23
VC7Y/W	Northern Region	48,700	√	-	√	22/09/23
VC8Y/W	Eastern Region	40,692	√	-	√	22/09/23
VC9Y/W	Bayside Region	27,805	√	-	√	22/09/23
VCAY/W	South Eastern Region	34,522	√	-	√	22/09/23
VCNY/W	Inner City Nth Region	16,855	√	-	√	22/09/23
VCSY/W	Inner City Sth Region	17,518	√	-	√	22/09/23
V00Y/W	Melbourne Metro	481,182	√	-	-	22/09/23
V00R	Melbourne Metro Residential White Pages Only	N/A	-	-	√	22/09/23

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Victoria – Regional						
V01Y/W	Bairnsdale	54,319	√	√	√	12/01/24
V02Y/W	Geelong	101,643	√	√	√	12/01/24
V03Y/W	Ballarat	70,381	√	√	√	03/11/23
V04Y/W	Bendigo	78,490	√	√	√	19/01/24
V05Y/W	Warrnambool	34,863	√	√	√	17/11/23
V06Y/W	Warragul	28,748	√	√	√	25/01/24
V07Y/W	Wangaratta	45,375	√	√	√	27/10/23
V08Y/W	Shepparton	35,034	√	√	√	03/11/23
V09Y/W	Mornington	108,890	√	√	√	12/01/24
V10Y/W	Mildura	27,303	√	√	√	05/01/24
Western Australia – Metro						
WC1Y/W	Northern Region	114,626	√	-	√	07/07/23
WC2Y/W	Rockingham & Mandurah	34,703	√	-	√	07/07/23
WC3Y/W	Fremantle & Inner Sth East Region	140,042	√	-	√	07/07/23
WC4Y/W	Eastern Region	61,619	√	-	√	07/07/23
WC5Y/W	City & Western Suburbs	41,000	√	-	√	07/07/23
W00Y/W	Perth Metro	391,990	√	-	-	07/07/23
W00R	Perth Metro Residential White Pages Only	N/A	-	-	√	07/07/23
Western Australia – Regional						
W01Y/W	Great Northern	49,060	√	√	√	12/01/24
W02Y/W	Central & East	38,582	√	√	√	25/01/24
W03Y/W	South Western	109,421	√	√	√	12/01/24

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 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.